

October Is National Pet Wellness Month

Three-step plan promoted for happy, healthy cats and dogs.

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October's National Pet Wellness Month is touting a new educational campaign: "A Happy, Healthy Pet Starts With a Plan."

The campaign, sponsored by the American Veterinary Medical Association, Fort Dodge Animal Health of Overland Park, Kan., and Veterinary Pet Insurance of Brea, Calif., aims to educate pet owners about regular veterinary care. This includes a three-step plan: twice-a-year wellness exams, disease prevention and pet health insurance.

Just as each pet is unique, a pet wellness plan needs to be individually tailored by the pet owner and the veterinarian, according to the campaign.

About 15,000 veterinary clinics nationwide currently participate in National Pet Wellness Month.