

## AVMA Launches Public Service Campaign on Pet-to-Human Disease Transmission

**Organization provides tips for cats and dogs to avoid zoonotic diseases, which can also affect humans.**

The American Veterinary Medical Association (AVMA) launched a public service campaign to inform consumers about steps they can take to protect family and pets from zoonotic diseases.

Zoonotic diseases are illnesses that can be transmitted from animals to humans, such as rabies or affect both people and pets such as Lyme disease.

Zoonotic Diseases: The Shared Threat is a public service announcement (PSA) that depicts typical, playful and affectionate interactions between family members and pets while raising awareness that people and pets can share other things as well such as disease.

The campaign's television and radio PSAs explain how pet owners can reduce the risk of zoonotic diseases through education and twice-per-year pet wellness exams from their veterinarian.

The PSA campaign, which is funded by an educational grant from Fort Dodge Animal Health, coincides with the introduction of a zoonotic diseases prevention program through National Pet Wellness Month, an educational initiative sponsored by the AVMA and Fort Dodge Animal Health.

The spring 2006 National Pet Wellness Month program provides free client literature, posters and other materials to assist veterinarians and clinic staff in educating clients about ways to protect family members and pets against zoonotic diseases.

Nearly 13,000 veterinary clinics currently participate in National Pet Wellness Month.

The television and radio PSAs, as well as information about zoonotic disease threats and prevention, are available through the National Pet Wellness Month website, [www.NPWM.com](http://www.NPWM.com). Posted: May 3, 2006, 5:00 a.m. EST