

AVMA Launches Public Service Campaign

Public service announcements will inform people of steps they can take to protect family and pets from diseases that can be transmitted from animals to humans.

The American Veterinary Medical Association (AVMA), with an educational grant from Fort Dodge Animal Health, has released a radio and television public service announcement on the importance of twice-a-year wellness exams, the risks of zoonotic diseases and ways to protect your family and pets.

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

Zoonotic Diseases: The Shared Threat 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 campaigns television and radio public service announcements explain how pet owners can reduce the risk of zoonotic diseases through education and twice-a-year pet wellness exams from their veterinarian.

The television public service announcement spots were filmed at Village Veterinary Hospital in Canastota, NY. For more information, or to watch the public service announcement, visit <http://www.goodnewsforpets.com/Articles.asp?ID=687>.

Posted: May 26, 2006, 5:00 a.m. EST