

Zoonotic Alert Postcard

(Sumo Size 6" x11")

GET THE WORD OUT WITH OUR
"SUMO SIZE" POSTCARD -

Deliver a powerful message and educate your clients on the importance of a parasite prevention program and the dangers of zoonotic disease transmission.



What is Zoonosis
AND WHY YOU SHOULD CARE?

Zoonosis refers to a parasite or other disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up a zoonotic disease at the park, on a sidewalk, or even in their own backyard.

Children are especially vulnerable to zoonotic disease, mostly because children play outside and sometimes have a tendency to put objects in their mouths. The most common zoonotic parasites are roundworms and hookworms. *In fact, in the U.S. alone, nearly 20% of children contact roundworms from their pets each year.*

Hookworm effect on the skin

Roundworm effect on the eye

Learn more at www.petsandparasites.org

Zoonotic Diseases That You Need To Be Aware Of -

TAPEWORMS - This parasite is very common in our pet population. Tapeworm infections normally occur when your pet eats fleas, mice, or rats that carry the tapeworm larvae. Tapeworms do not generally cause any outward signs of disease. An infection may cause your pet to sit down and drag its rear along the ground.

ROUNDWORMS - This parasite is very common in our pet population and are also a human health concern. Signs of a roundworm infection may include diarrhea, vomiting, stunted growth, rough coat and bloated belly, however some pets may be asymptomatic and show no signs of infection.

HOOKWORMS - This parasite is a tiny, thread-like bloodsucking parasite with razor-sharp mouth parts that pierce your pet's small intestine, resulting in tissue damage, blood loss, anemia, and diarrhea. Hookworms can infect your pet in two ways. Eggs are deposited in the stool of the infected animal and the surrounding soil becomes contaminated with these eggs, which your pet may ingest. The second way is that hookworm eggs that are in the soil develop into larvae. These larvae can penetrate your pet's feet after a walk through a contaminated area. Hookworms can present a health risk to family members if the larvae comes in contact with the skin.

GIARDIA - Giardia are protozoa, a microscopic single-celled organism with a flagellated teardrop shape which can take up residence in the small intestine. Both animals and humans can contract these organisms by drinking contaminated water from streams and ponds. For your dog, just one lap of contaminated water or a bite on a contaminated stick is all it takes to contract Giardia. Pets may also become infected by eating the droppings of contaminated animals or by licking their faces after walking in an infected area. Clinical signs of Giardia range from intestinal discomfort to explosive bloody diarrhea sometimes accompanied by foul-smelling gas.

What should I do to protect my family and pet?

- Have your veterinarian check your pet's health at least once a year, including a fecal parasite exam analysis.
- RISK ASSESSMENT** - Review, with your veterinarian, your pet's risk for disease exposure and zoonotic disease transmission.
- Vaccinate, as advised by your veterinarian, and treat your adult pet monthly with a broad-spectrum dewormer, and have your puppy or kitten dewormed by your veterinarian at an early age (as early as 4 weeks old).
- Make unprotected outdoor play sand boxes off-limits; cover sand boxes when not in use.
- Promptly collect and hygienically dispose of any animal feces in your environment.

We take zoonotic disease prevention very serious - PLEASE - call us with questions and to schedule RISK EXAM appointment. The risk of zoonosis should not scare anyone away from the unique and rewarding experience of owning a pet. It is, however, a reminder of our responsibilities toward our pet and toward our families and community.

*Eric Thompson, DVM
Stockdale Animal Hospital
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important HEALTH ALERT

Learn how to keep your family and pets safe from "Zoonotic Disease."

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Springtime is here... Are you providing the zoonotic disease transmission safeguards to protect both your family and pet?

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**- PLEASE NOTE -
LAYOUT SAMPLE PROOF**

Experience the power of customized professional communications. You will be sent a layout sample proof for your review. **This postcard is customized for YOU - which means you can include your logo, change any elements, photos and text copy to meet your practice requirements.** Just tell us what you like and we will make it happen.

Zoonotic Postcard Order Form

fax to 888-302-8832

A Select Your Postcard Quantity
6"x11" "SUMO SIZED" Postcard (design/setup fee - \$199)

Print 500 - \$300 Print 1000 - \$430
 Print 2000 - \$520 Print 4000 - \$920

B What special offer, if any, would you like to include and expiration date?

C What topics do you want featured (limit 5)

Roundworms Heartworm
 Tapeworms Giardia
 Hookworms Leptospirosis
 Whipworms

D Select Optional Services:

Address and Barcode (8.5¢ ea.)
 US Postcard Postage Rate (31.5¢ ea.)
 Deliver to Post Office \$39

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC # _____

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Signature: _____

Include AAHA Logo in project YES NO