

Protect Everyday Adventures.

# Don't Wait, Vaccinate!

Dear veterinary practice,

We've launched a brand-new pet owner campaign to raise awareness of infectious disease risks and why vaccination is vital to pet health.

**Did you know  
that only 58% of dogs and  
28% of cats were vaccinated in the  
UK in the last 12 months.<sup>1</sup>**

We all want to protect more dogs, cats and rabbits so we need to work together to spread the word on the importance of vaccines throughout the lifetime of that pet.

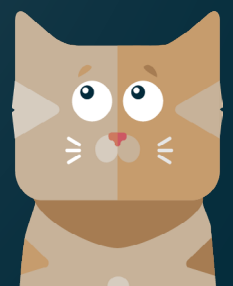
Why not head on over to  
**[www.bit.ly/Dont\\_Wait\\_Vaccinate](http://www.bit.ly/Dont_Wait_Vaccinate)**  
to download social media posts, waiting room video  
and order pet owner materials.

Join the campaign and be a vaccination champion.

You can also speak to your MSD Animal Health account manager, or email [mypetuk@msd.com](mailto:mypetuk@msd.com)



*Remember*  
**Don't Wait, Vaccinate!**



# Step-by-step guide

## Step 1 – A team approach

The most important step in the whole process.

### Make sure all the team are aware of the campaign!

Everyone in the practice needs to be aware of the campaign look, feel and goal, which is to protect more pets. If some of the team don't know about the campaign and a pet owner asks, that might be a bit confusing for the pet owner. This isn't just a campaign, it is a cause we all need to get behind.

Why not make a list of everyone in the practice and grab 5 minutes of their time, maybe over a cuppa? Then you can inform them of the key points.

- The campaign name: Don't Wait, Vaccinate
- An interesting statistic: Only 58% of dogs and 28% of cats were vaccinated in the UK in the last 12 months<sup>1</sup>
- What the campaign is: It is to educate pet owners on infectious disease and why yearly vaccination is required
- What is their part to play is: This will be different for every person depending on their role (see how each person can contribute further down the document)
- Campaign dates: Starting in March with increased activity throughout April (National Pet Month)
- Materials available: Social media posts, pet owner leaflets, a waiting room/social media video and a table tent card that sits on the reception desk

## Step 2 – Pet owner awareness

- Simply follow the below accounts on both Instagram and Facebook. If you are in charge of your practice's social media accounts then great, this is a task for you. If not find the person who is and ask them to!



Mypet.com\_UK



MyPet.com UK

- Why this account? This is MSD Animal Health's pet owner facing brand, that allows us to provide veterinary certified content on many aspects of pet ownership, not just veterinary care
- These accounts will be posting the Don't Wait, Vaccinate campaign. It will also be advertising the campaign so you may be targeted by Instagram and Facebook adverts that contain short videos or image carousels
- Check out the Dont Wait, Vaccinate website page [here](#)

### Step 3 – Support materials

Keep your eyes peeled for the incoming practice pack!

This contains:

- An A5 table tent card that sits on the reception desk to prompt pet owner discussions
- Informative flyers to give out to all owners of unvaccinated pets – this will make them aware of some of the infectious disease risk to their pet
- Social media posts that include pre-written posts and hashtags
- A video that can be shown on your waiting room tv or on your social media pages

### Step 4 – Social media posting

The practice social media account is now a powerful tool to communicate to your pet owners and people will share posts if asked. The next steps should help you in making sure you have everything ready to go.

1. Download all the assets from [www.bit.ly/Dont\\_Wait\\_Vaccinate](http://www.bit.ly/Dont_Wait_Vaccinate) and save them in an easy to find file on the computer
2. In that file add in a dog and cat file
3. From the saved files pop the cat images into the cat file and the dog images into the dog file
4. Download the provided postscripts and save them into the correct species file
5. Add reminders to a calendar to make sure you don't forget to post
6. If you are not in, you can schedule posts in all social media platforms, a quick Google will help you
7. Hashtags will help your posts gain traction, why not try the below options

#Vaccination #InfectiousDisease #DontWaitVaccinate  
#Dogs #Cats #Rabbits #Veterinary #MyPet  
#Parvo #CanineCough #Hepatitis #CatFlu #FelineLukemia

By doing this we will create greater engagement and noise which is what we need for unvaccinated pet owners to act.





# Practice Team Advice

## Front of house team

You are the first-person a pet owner sees and normally the last person. You have influence and pet owners know you can help them make the best decisions for their pets. You make sure they are prepared to have easy and open conversations with the clinical team. Here are a few tips to help protect more pets:

- Prior to morning consults, check to see which animals don't have vaccinations recorded against them in the last 12 months and discuss this list with the vets and nurses so they are aware of which pets are unvaccinated
- When the pet owner comes in greet them as usual and then strike up a friendly conversation about the status of their pet's vaccine
- Hand them an infographic about infectious disease and let them know that the vet will bring the conversation up with them (if clinically appropriate)
- Once the pet has been in to see the vet, check the invoice to see if they have been vaccinated
- If no vaccine was given, offer to book an appointment in and if they are not on a health plan give them more information
- When booking owners in for appointments or registering their pet, be sure to ask them when their pet last had a vaccine. Note this on the file so reminders can be set up. If it was over 12 months ago, offer them some information about vaccines and flag it on their file

## Veterinary Nurses

You are clinicians, counsellors and normally the pet's favourite person. You are the magicians in practice seamlessly hopping from one role to another with a smile. Here are a few tips to help protect more pets:

- Check the list that the FOH team have provided so you know which pets are unvaccinated
- Make sure you have stock of infographics and QR codes to give to pet owners
- Offer to book them in for a vaccine appointment if in a nurse clinic
- If not clear on the file, check with every pet owner you see and discuss with them when their pet's last vaccination was given and if it was over 12 months ago, share information and offer to book their appointment

## Veterinary Surgeons

You are the people who fix problems, care for pets and deliver news to their owners. You are detectives, information decipherers and solution finders. Here are a few tips to help protect more pets:

- Check the list that the FOH team have provided so you know which pets are unvaccinated
- Make sure you have stock of flyers to give to pet owners in your consult room
- If it is clinically appropriate, offer to give vaccines in the appointment or book them in for a check-up appointment, and vaccinate then if appropriate
- Support your team members in having vaccine conversations