

MSD Animal Health UK x National Pet Vaccination Month 2026

Partner Activation Toolkit

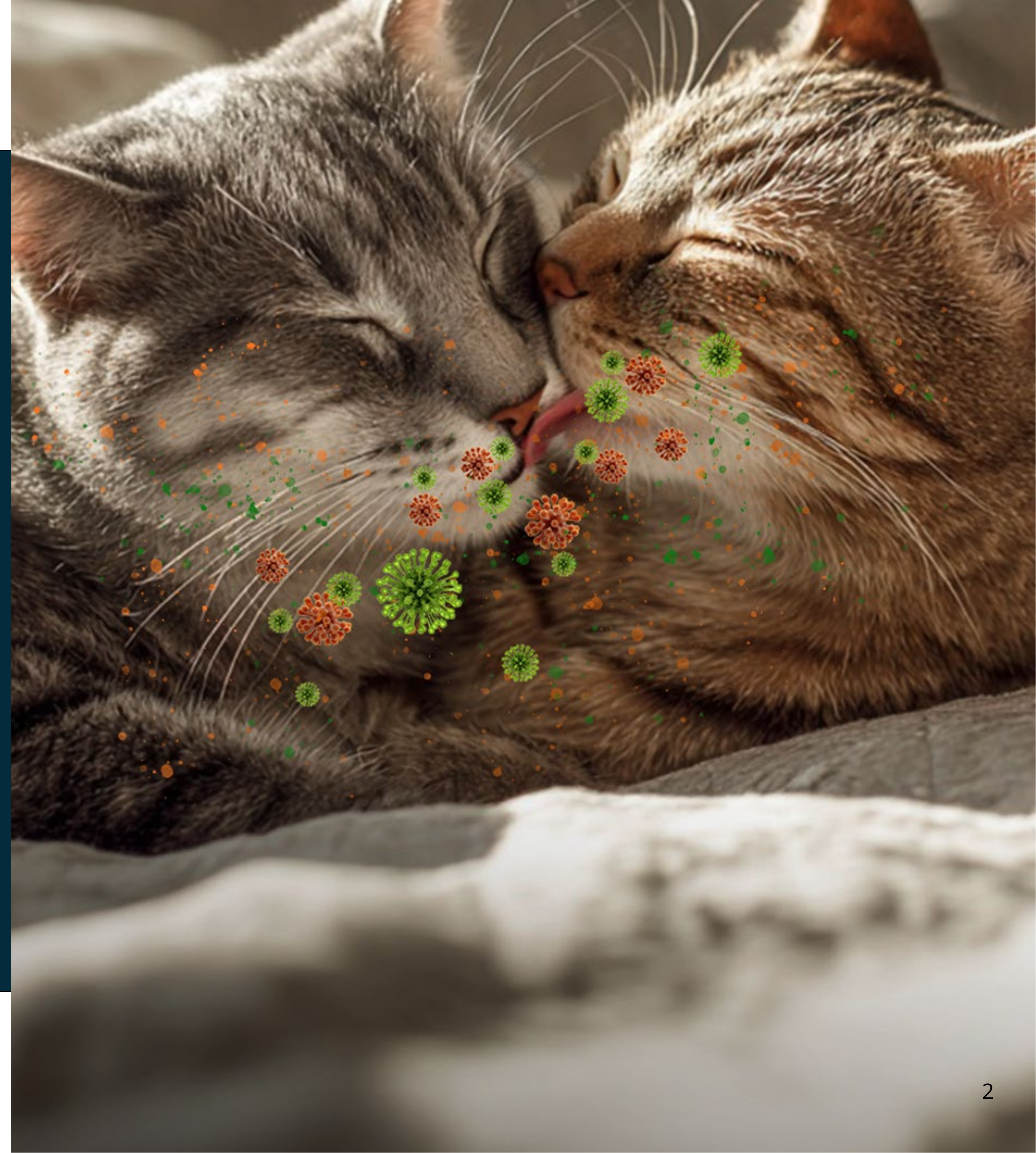
Don't Wait. Vaccinate!

March 2026



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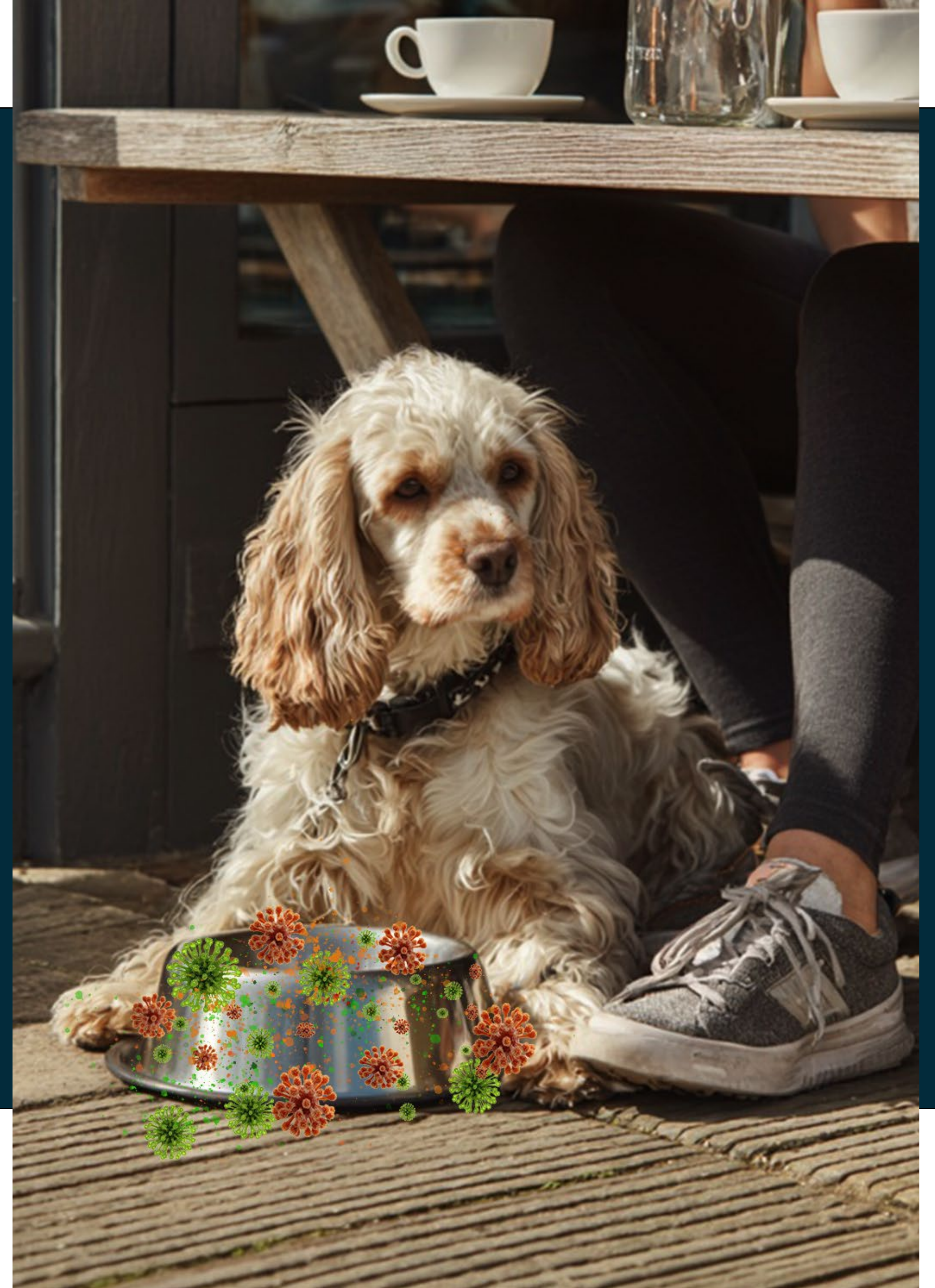
ABOUT MSD ANIMAL HEALTH UK

MSD Animal Health UK uses leading-edge science to help save and improve human and animal lives. For over a century, we've advanced medicines, vaccines and innovative health solutions for some of the world's most challenging diseases.

As the global animal health business of Merck & Co., Inc., Rahway, N.J., USA, we're dedicated to protecting the health, wellbeing and performance of animals and the people who care for them.

Operating in 50+ countries and serving around 150 markets, we invest heavily in R&D and maintain a modern, global supply chain.

Through The Science of Healthier Animals®, we provide vets, farmers, producers, pet owners and governments with one of the widest ranges of pharmaceuticals, vaccines and health-management solutions - alongside a suite of connected technologies for identification, traceability and monitoring.



CAMPAIGN OVERVIEW

This National Pet Vaccination Month (March 2026) we're inviting you to be part of something bigger than a campaign - a movement to protect pets, support families and strengthen the bond between communities and their veterinary teams.

Building on the incredible momentum of Don't Wait, Vaccinate! last year, we are coming together across the UK to launch National Pet Vaccination Month 2026 and we can't do it without you.

A study commissioned by MyPet.com, founded by global animal health provider MSD Animal Health, shows that 99% of UK vets have seen a pet die from a preventable infectious disease – with 7 in 10 saying it's happened multiple times in their careers.

When it comes to pet owners, shockingly only 1% realise pets can catch diseases from more than two metres away, and nearly one in five (18%) still think infection only happens through direct contact - overlooking the invisible risks from shared water bowls in cafés, stays in kennels and catteries, and germs brought indoors on shoes and clothes.

Alarming, nearly 3 in 4 cats (72%) and around 2 in 5 dogs (42%)* are not vaccinated. With the majority of vets reporting preventable deaths caused by vaccine preventable infectious diseases, this research is a stark reminder of the deadly consequences of missed or delayed vaccination.

Launched alongside striking series of images showing diseases 'traveling' through parks, gardens and even inside homes, the campaign aims to close the awareness gap and increase the uptake and continued use of vaccination, ensuring pets are protected from preventable, life threatening diseases all year round.

Don't Wait. Vaccinate!

Learn more: <https://uk.mypet.com/vaccinate>



*Animal numbers as per PDSA Paw Report 2024 & vaccination % Kynetec Market Data Jan 25

KEY INSIGHTS

Why is it so crucial to raise awareness about the importance of vaccination?

What pet owners believe

- 45% believe faeces is the main transmission route, while only 25% recognise shared water bowls as one of the potential sources of disease spread.
- 23% of pet owners that delayed or skipped vaccination think puppy and kitten vaccination protects for life.
- Of pet owners who delayed or skipped vaccinations, 22% underestimated the importance of vaccination, and 19% delayed boosters as they believe “it could wait”.

What vets are seeing

- 99% of UK vets have seen a pet die from a preventable infectious disease; 7 in 10 say it has happened multiple times in their careers.
- 9 in 10 vets treated preventable diseases in the last 18 months, including parvovirus, leptospirosis, cat ‘flu and feline panleukopenia
- 47% say the myth that “healthy looking pets can’t spread disease” is one of the most dangerous misconceptions.
- 46% say many owners believe adult pets don’t need vaccines.

This research was commissioned by MSD Animal Health UK Limited. The research was conducted by Censuswide with 1,000 Dog/Cat Owners between 07/01/2026 - 09/01/2026. 500 Vets between 06/01/2026 - 13/01/2026.

CORE MESSAGE & CALLS TO ACTION

How you can get involved

Join the movement to create a healthier future – where more pets are protected and more everyday adventures are enjoyed.

- Encourage pet owners to **speak to their vet** and book their pets in for a vaccination.
- Promote conversations with vets around **personalised risk-based vaccination schedules**.
- Share the campaign assets using **#DontWaitVaccinate**

At the heart of this campaign are three simple messages designed to keep pets safe:

Invisible threats are everywhere. Protect everyday adventures.

Everyday moments – a shared bowl, a quick sniff, playing with their friends and interacting with their toys - can expose healthy pets to serious infections – and only 1% of owners realise pets can catch vaccine preventable diseases from over 2 metres away.

Let's make these invisible threats visible for National Pet Vaccination Month to show how easily disease spreads and why regular vaccination is essential.

Invisible threats spread in ordinary places - protection is needed year after year, not a one-off.

24% of owners aren't confident spotting deadly disease signs. Although initial vaccination provides protection, this protection lessens over time. Regular booster vaccination helps to maintain protection against serious lifechanging illness.

It's important to urge owners to act this National Pet Vaccination Month (March) to protect their pet.

Turn hidden infection risks into prevention with a personalised vaccination plan from your vet.

47% of vets say one of the most dangerous myths is thinking a healthy looking pet can't spread disease.

As every pet's risk is different, it is important to encourage owners to speak to their vet for a simple, personalised vaccination plan.



KEY DATES & HOW TO GET INVOLVED

National Pet Vaccination Month: March 2026

The central moment for national amplification, partner activity, and public engagement.

How you can get involved

- Share social content across your channels
- Add newsletter copy to your mailouts
- Use display visuals on digital screens in practice or online
- Encourage your team or community groups to spread the word
- Use the insights to spark conversations
- Share links so pet owners can easily book a vaccination consult and access vet advice
- Amplify your own stories and images using campaign hashtags
#DontWaitVaccinate #NationalPetVaccinationMonth



VISUALS

These visuals are designed to jolt owners into action, depicting how diseases can ‘travel’ through parks, gardens, cafés, homes and shared spaces and can be used across your channels and in your practice:



SOCIAL MEDIA POSTS

The social media copy below can be shared during National Pet Vaccination Month across your social channels.



Platform	Post Content
Facebook & Instagram	March is National Pet Vaccination Month - an opportunity to check whether your pet's vaccination is up to date. Annual vaccination protects pets from serious, preventable diseases. Vaccination and the associated health check is immensely valuable at every stage of life, even if they seem healthy. Speak to your vet about your pet's personalised vaccination schedule. Healthy pets = happy humans 🐱🐶 https://uk.mypet.com/vaccinate #DontWaitVaccinate #NationalPetVaccinationMonth
	Invisible threats spread in ordinary places. Walking through puddles, shared water bowls and contact with other animals can all pose risks to cats and dogs. 🦠 Vaccination is the most reliable protection from diseases such as parvovirus, leptospirosis, contagious cough and feline panleukopenia Use National Pet Vaccination Month as an opportunity to contact your vet to check your pet is protected and up to date with vaccination. https://uk.mypet.com/vaccinate #DontWaitVaccinate #NationalPetVaccinationMonth
Facebook & Instagram	Vaccination isn't just for puppies and kittens 🐾 With invisible threats everywhere, adult pets need regular boosters to stay protected from parvovirus, leptospirosis, contagious cough, cat 'flu, amongst other preventable diseases. Keep them safe. Keep them vaccinated. https://uk.mypet.com/vaccinate #DontWaitVaccinate #NationalPetVaccinationMonth

Platform	Post Content
LinkedIn	Recent research has revealed 99% of UK vets have seen a pet die from a preventable infectious disease and 7 in 10 say it has happened multiple times. * This March, for National Pet Vaccination Month, we're encouraging all owners to consult with their vet to ensure their pet is protected. Join the campaign today: https://uk.mypet.com/vaccinate #DontWaitVaccinate #NationalPetVaccinationMonth * A 2026 survey of 500 UK vets carried out by MSD Animal Health UK
	A recent pet owner survey revealed of pet owners who delayed or skipped vaccinations, nearly 1 in 4 (23%) did so because they believed that puppy and kitten vaccines are "enough for life", while 22% underestimated the importance of vaccination, and 19% delayed boosters as they believe "it could wait".* This misconception leaves adult pets potentially vulnerable to serious diseases including parvovirus, leptospirosis and feline panleukopenia This March, as part of National Pet Vaccination Month, we're working to close this awareness gap and the importance of regular boosters with annual health checks. Speak to your vet about your pet's vaccination status today and join us in sharing this message. https://uk.mypet.com/vaccinate #DontWaitVaccinate * A 2026 survey of 1000 pet owners, carried out by MSD Animal Health UK
LinkedIn	Nearly 3 in 4 cats (72%) and around 2 in 5 dogs (42%) are not vaccinated* With the majority of vets reporting preventable deaths caused by infectious diseases, this research is a stark reminder of the deadly consequences of missed or delayed vaccination. We're supporting National Pet Vaccination Month to raise awareness of the importance of vaccination to prevent diseases such as parvovirus, leptospirosis, and contagious cough in dogs, as well as cat 'flu, feline panleukopenia and feline leukaemia in cats. Join the campaign today: https://uk.mypet.com/vaccinate #DontWaitVaccinate *Animal numbers as per PDSA Paw Report 2024 & vaccination % Kynetec Market Data Jan 2025

NEWSLETTER COPY

The newsletter copy below can be shared during National Pet Vaccination Month and distributed to your members or customers. We've included two versions of different lengths so you can choose the one that best suits your channels.

Protect Your Pet This National Pet Vaccination Month

Protect Your Pet This National Pet Vaccination Month

March 2026 marks National Pet Vaccination Month, shining a light on the invisible threats our pets come across every day.

Germes can hide in the most unexpected places - parvovirus can be carried indoors on soil and faeces from shoes or paws, communal water bowls are major infection hotspots, and everyday objects like toys or even the garden gate can harbour harmful bacteria and viruses for months.

New research commissioned by MyPet.com, founded by global animal health provider MSD Animal Health shows just how misunderstood these risks are. Only 1% of pet owners realise how far diseases can travel, and many admit they're not up to date with routine protection – and nearly 3 in 4 cats (72%) and around 2 in 5 dogs (42%) not vaccinated*.

With 99% of UK vets having seen a pet die from a preventable infectious disease, staying on top of vaccination and boosters is one of the simplest ways to keep pets safe.

Vaccination is the most effective protection. Don't wait, Vaccinate!
Learn more: <https://uk.mypet.com/vaccinate>

*Animal numbers as per PDSA Paw Report 2024 & vaccination % Kynetec Market Data Jan 2025

Invisible Threats: Why National Pet Vaccination Month Matters

March marks National Pet Vaccination Month, a nationwide moment to spotlight the hidden, everyday risks that can put pets' health at risk.

New research from MSD Animal Health reveals how widely these dangers are misunderstood. Only 1% of owners realise how far diseases can travel, and many pets aren't fully protected – with nearly 3 in 4 cats (72%) and around 2 in 5 dogs (42%) not vaccinated.*

With 99% of UK vets having seen a pet die from a preventable infectious disease, missing boosters can have devastating consequences.

To bring this to life, MyPet.com, founded by global animal health provider MSD Animal Health has created striking new visuals showing diseases 'travelling' through homes, gardens and parks, highlighting just how easily germs can spread without pet owners realising.

Everyday environments carry hidden risks. Soil or faeces on shoes or paws can bring canine parvovirus and feline panleukopenia virus indoors, while water bowls can harbour *Bordetella bacteria*, a common cause of contagious cough in dogs, for months. Shared items like toys, bedding and grooming tools can also transfer harmful germs between pets.

As the weather warms and pets spend more time outdoors – in gardens, at cafés or on holiday – shared water bowls can spread infection, drinking from puddles and ponds can lead to leptospirosis. Even gardens aren't risk-free, with puddles, debris and contaminated soil all potential sources of dangerous pathogens.

Pet social settings also play a role. Doggy daycare centres can accelerate disease spread through shared toys, bowls and bedding... and even apparently healthy pets may be carrying infections.

This National Pet Vaccination Month, let's help ensure pets of all ages stay protected. Check with your vet that your pet's vaccinations are up to date today, and if you aren't sure then talk to your vet.

Vaccination is the most effective defence. Don't wait. Vaccinate!
Speak to your vet today and learn more: <https://uk.mypet.com/vaccinate>

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IN MEDIA

As part of National Pet Vaccination Month, MSD Animal Health is working with Dr Scott Miller, one of the UK's best known veterinary professionals and a trusted voice on pet health.

With years of frontline clinical experience and regular appearances providing veterinary advice on national television, Dr Scott is helping highlight the invisible risks pets face in everyday environments and the critical role of annual vaccination. About the campaign, he says:

"Deadly diseases don't wait for 'the perfect moment' so, neither should pet owners. As vets, we know it's the everyday interactions - a quick drink from a shared bowl at a cafe, a play in the park or even animal urine or faeces in your own garden - that exposes pets to seriously harmful diseases, and unfortunately, cause many deaths each year.

"We know everyone is feeling the pinch right now, but the reassurance of protecting your pet from potentially life threatening diseases is invaluable. Owners should speak to their vet about health plan options - many offer pay-monthly schemes that make keeping pets protected more affordable.

"It's important for every owner to know that boosters are not optional but instead a necessity of pet ownership. These diseases are real, they are deadly, and most importantly - they are preventable. Consistent protection is the only way to keep pets safe."

MSD Animal Health will also be releasing a press release to raise awareness and encourage pet owners to act this March.

If you would like to share the press release, please get in touch and we'd be happy to support.

Don'tWaitVaccinate@four.agency



If you have any questions about the campaign,
or would like further information, please contact:

Don'tWaitVaccinate@four.agency