

Your Nobivac® Digital Toolkit

Canine infectious respiratory disease complex (CIRDC)



This toolkit has been created to help you inform your clients about the risk CIRDC poses to their pets and the importance of vaccination.

This kit contains:

- Social media posts
- Emails
- Website content
- “On-hold” message script
- Text message reminder



Social media posts

Instructions: Click the image you would like to use in your social media post and download it. Then copy the corresponding caption/text and paste it along with the image into your outgoing post. The files for these images can be found in the appropriate sizes for Facebook, Twitter, and Instagram within this toolkit. Use hashtags: **#caninecough #CIRDC #protectyourpup**

GENERAL INFORMATION

Post #1



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Suggested caption/text:

Is your dog at risk for canine respiratory disease, also known as canine cough? It's one of the most common infectious diseases among social dogs.¹ Your dog can easily catch it through contact with contaminated dogs or objects, or through tiny particles that linger in the air. Vaccination is the best defense. Call us for an appointment today!

KNOW THE SIGNS OF CIRDC

Post #2



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Suggested caption/text:

All dogs are at risk of canine infectious respiratory disease complex (CIRDC), also known as canine cough. Because it's highly contagious, it's important to know the signs. The most common signs are persistent hacking cough, fever and/or decreased appetite, and signs of depression. Ask us about protecting your pup today!

Social media posts (cont'd)

THE TRUTH EXPOSED

Post #3



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Suggested caption/text:

Dogs can get kennel cough without stepping a paw in a kennel. That's because kennel cough is actually canine infectious respiratory disease complex, and only 20% of dogs get it through exposure in kennels.¹ Nearly twice the number of cases are caused from regular activities like trips to dog parks and daily walks.¹ Contact us and protect your dog with a vaccine today!

BON VOYAGE!

Post #4 Option 1



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Suggested caption/text:

Summer is a popular time for dogs to travel or be boarded. That makes the summer months a common time to catch canine cough. Talk to your veterinarian about protecting your dog with a vaccination today!

Social media posts (cont'd)

HAPPY HOLIDAYS!

Post #4 Option 2



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Suggested caption/text:

Your dog doesn't have to be in a kennel to catch canine cough. Many pets visit their extended puppy families during the winter holidays. That's when infections can spread. Make sure you have healthy, happy celebrations by protecting your dog from canine cough today. Talk to your veterinarian about vaccination!

SAY AHHHH!

Post #5



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Suggested caption/text:

Vaccination doesn't have to be stressful. Ask us about a new, more comfortable vaccine option to protect your pup against the two most common causes of canine cough, *Bordetella bronchiseptica* and canine parainfluenza virus. Call us today!

Social media posts (cont'd)

OUTBREAK ALERT: CIRDC

Post #6



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Suggested caption/text:

There's an outbreak of canine cough in our area! Canine cough spreads anywhere dogs interact. Vaccination helps stop the spread. Don't take a chance on your dog's health. Call us about a vaccination today.

'TIS THE SEASON?

Post #7



[Click to download](#)



Suggested caption/text:

Actually, there is no flu season for dogs, which means they're at risk of respiratory diseases, like canine cough, all year round. Keep your dog healthy with a vaccination. Call us to schedule an appointment today!

Social media posts (cont'd)

MIST MAGNIFICO!

Post #8



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Suggested caption/text:

Now you can vaccinate your dog against two of the most common causes of canine respiratory disease—*Bordetella bronchiseptica* and canine parainfluenza virus—with one gentle mist. This easy combination vaccine provides a comfortable vaccination experience that fiercely protects.



Website content

Instructions: Choose the image from the list provided and upload it to your clinic's website, blog, or newsletter along with the written content below.

Example #1



[Click to download](#)



Don't be fooled by "kennel cough"

Sometimes names can be misleading. For instance, a "cat burglar" doesn't steal cats—we hope. The same goes for "kennel cough" because it's actually a canine respiratory disease that doesn't just affect dogs in kennels. Yes, dogs can contract kennel cough if they're being boarded, but that's not the only place they're at risk.

Social dogs of every size, shape, and color can potentially come in contact with another infected animal. Common high-risk places or activities include:

- Dogs playing together in parks
- Greeting other dogs outside
- Dog walks
- Visiting family/friends with dogs
- Traveling with the family
- Accompanying the family to outdoor cafes

So what's a better way to say it? We refer to kennel cough as "canine cough." That way you understand the risk your dog faces. Since all social dogs are at risk, and most dogs are social, there's a lot more to "kennel cough" than just the kennel. Vaccination can help protect your dog from catching "canine cough" while they're out and about, making new friends. Ask us about vaccinating your dog at your next visit to the clinic.

Website content

Instructions: Choose the image from the list provided and upload it to your clinic's website, blog, or newsletter along with the written content below.

Example #2



[Click to download](#)



Keep your pup from catching the cough.

Have you ever had a lingering cough that just won't seem to go away? If so, you know how frustrating it can be. You wouldn't wish it on anyone. Especially your precious pup. But did you know your dog can catch a similar version of this persistent cough?

One of the two most common respiratory pathogens that affect dogs is *Bordetella bronchiseptica* (Bb), a common bacteria that can cause "canine cough."

Your dog can catch Bb anywhere dogs socialize. It can be transmitted through direct contact, the air, and from contaminated objects. The worst part is, if your dog catches Bb, it's usually more than a persistent cough.

They may also experience retching, sneezing, and watery nasal discharge. In the worst cases, your dog may experience a loss of appetite, fever, and extreme tiredness.

Canine parainfluenza virus is the other most common cause of canine cough. If your dog catches canine parainfluenza virus, it can zap their energy and take away their appetite. It can also put them at a higher risk of contracting other respiratory infections.

Both Bb and canine parainfluenza virus can be transmitted anywhere dogs socialize. It's not just limited to kennels, shelters, or pet stores. It can happen at a dog park or on their daily walk.

The good news is there is a simple, painless solution to keep your dog protected—no needle required. Ask us about comfortable vaccine options like Nobivac[®] Intra-Trac[®] Oral BbPi that can be administered as a gentle oral mist at your next clinic visit.



Email content

Instructions: Copy and paste the content below into your clinic's email program or onto your email template as a monthly email reminder to your clients.

Email #1

Subject line: **Did you know? There's a canine cough vaccination for your dog.**

Preheader: **Protect your dog by scheduling a vaccination today.**

Headline: You can protect your dog from canine cough.

Subhead: Canine cough, otherwise known as canine infectious respiratory disease complex (CIRDC), puts every social dog at risk.

Signs of CIRDC include:

- A deep, hacking cough
- Fever
- Decreased appetite
- Depression
- Discharge from the nose or eyes

Signs of CIRDC can last for a few days, or several weeks. Vaccinating your dog can help protect them throughout the year.

Ask us about vaccinating against CIRDC at your next visit. Or call us today at [clinic's phone number, email, and/or website].

Email #2

Subject line: **Outbreaks in your area**

Preheader: **Canine infectious respiratory disease complex (CIRDC)**

Headline: Outbreak alert!

Subhead: There have been numerous positive cases of canine infectious respiratory disease complex (CIRDC) in your area.

We are encouraging all of our clients to bring their dogs in for vaccination against CIRDC. This group of diseases includes canine influenza, distemper, *Bordetella bronchiseptica*, and canine parainfluenza virus.

Schedule an appointment for a vaccination today. Call [clinic's phone number, email, and/or website].



On-hold message

Instructions: Use the script provided below to record a message that can be played on your phone system when your clients are on hold.

Is your pet protected against canine infectious respiratory disease complex, also known as CIRDC? At [Clinic Name], we understand that you want to keep your dog safe and healthy. CIRDC is a complex that includes multiple bacteria and viruses that affect a dog's respiratory tract. And it can easily affect dogs that meet other animals. Vaccination can help keep your dog protected all year long. Talk to your veterinarian or a member of our staff about vaccinating your dog today.



Text message: link to pet owner brochure

Instructions: You can send this text message to pet owners as they wait outside for their pet's appointment. Just copy and paste or type in the text message and include the link to the brochure.

[Clinic name] here! Learn how to protect your dog against canine infectious respiratory disease (CIRDC). Tap link to view informational pamphlet: bitly.co