

Your Nobivac® Digital Toolkit

Leptospirosis



This toolkit has been created to help you inform your clients about the risk leptospirosis 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 on the image to use in your social media post. This will let you choose the appropriate image for Facebook, Instagram, or Twitter. Then copy the corresponding caption/text and paste it, along with the image, into your ongoing post.

GENERAL INFORMATION

Post #1



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Suggested caption/text:

City dog or country dog, your canine companion is at risk for leptospirosis (lepto), a serious disease that can damage their liver or kidneys. Ask us about a Lepto vaccination.

Post #2



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Suggested caption/text:

Is your dog at risk for leptospirosis, a serious disease that damages the liver and kidneys? Lepto spreads through contact with water or soil contaminated with the urine of infected rats, squirrels, and other wildlife. Call us today about vaccinating your dog against lepto.

Social media posts (cont'd)

DID YOU KNOW?

Post #3



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Suggested caption/text:

Did You Know? Leptospirosis (lepto) is a serious disease that can infect your dog and cause damage to their liver and kidneys. Ask us about the lepto vaccine at your next appointment.

Post #4



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Suggested caption/text:

Did you know? There's an outbreak of leptospirosis in our area! Don't take a chance on your dog's health. Call us about a lepto vaccination today.

Social media posts (cont'd)

DID YOU KNOW? (cont'd)

Post #5



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Suggested caption/text:

Did you know? Urban areas are a breeding ground for rats that carry diseases like leptospirosis, a dangerous infection that can damage your dog's liver and kidneys. Call us today to vaccinate your dog against lepto.

DISEASE AWARENESS

Post #6



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Suggested caption/text:

Leptospirosis is a serious disease your dog can catch from contaminated water or soil. A lepto infection can damage organs and can sometimes be fatal. Ask us about the lepto vaccine.

Social media posts (cont'd)

SHORT REMINDERS

Post #7



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Suggested caption/text:

That “harmless” puddle could spell trouble for your dog. Protect your dog from leptospirosis, an infectious disease that can contaminate standing water. Contact us today about vaccination.



Leptospirosis is the
most widespread zoonotic
disease in the world.



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



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download



Is your dog protected in every situation?

In a rural, suburban, or urban setting, sometimes all it takes is a moment or two for your dog to pick up an infection like leptospirosis. Leptospirosis, commonly referred to as “lepto,” is a disease that can cause serious illness in dogs and other animals. It can spread to people, too.

Lepto bacteria live in standing water, soil, or other places contaminated by an infected animal's urine (this is called urinary shedding). These can be rats, squirrels, raccoons, opossums, and other wildlife or even an infected dog. Lepto can be found in cities as well as out in the country and can survive in moist environments for months.

When your dog comes into contact with a contaminated area, lepto can get into their body through their mouth, nose, eyes, or cuts and wounds in their skin. The disease multiplies in the dog's bloodstream and travels to their kidneys and other organs. In severe cases, lepto infections can be fatal.

You never know what your dog will get into, so it's important that they're protected from diseases like leptospirosis. Call or email us to set up a lepto vaccination appointment.

Website Content: Example 1

References: 1. Greene CE, Sykes JE, Moore GE, Goldstein RF, Schultz RD. Leptospirosis In: Greene CE, ed. Infectious Diseases of the Dog and Cat, 4th ed. St Louis, MO: Saunders Elsevier; 2012:431–447. 2. Sykes JE, Hartmann K, Lunn KF, Moore GE, Stoddard RA, Goldstein RE. 2010 ACVIM Small Animal Consensus Statement on Leptospirosis: Diagnosis, Epidemiology, Treatment, and Prevention. *J Vet Intern Med.* 2011;25:1–13. 3. Pets. Centers for Disease Control and Prevention website. Available at: <https://www.cdc.gov/leptospirosis/pets/index.html>. Accessed November 11, 2021. 4. Infections in pets. Centers for Disease Control and Prevention website. Available at: <https://www.cdc.gov/leptospirosis/pets/infection/>. Accessed November 11, 2021.

Website content (cont'd)

Example #2



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download



Is your dog protected against leptospirosis?

Leptospirosis is an infectious disease that causes serious and sometimes fatal illness in dogs, other animals, and people, too. The leptospirosis bacteria are spread through the urine of infected rats, squirrels, raccoons, opossums, and other wildlife (this is called “urinary shedding”) that contaminates standing water, soil, or other surfaces your dog may come in contact with. Your dog can also contract leptospirosis from an infected dog through close contact with them or their urine.

Once infected, your dog may show symptoms such as fever, lethargy, weight loss, drinking/urinary changes, jaundice, gastrointestinal complications, and potentially trouble breathing. Some advanced infections can even lead to organ failure and death.

Preventing infection through vaccination against leptospirosis is the best way to keep your dog healthy. Call or email our clinic today and ask about getting your pet vaccinated against leptospirosis.

Website Content: Example 2

References: 1. Pets. Centers for Disease Control and Prevention website. Available at: <https://www.cdc.gov/leptospirosis/pets/index.html>. Accessed November 11, 2021. 2. Infections in pets. Centers for Disease Control and Prevention website. Available at: <https://www.cdc.gov/leptospirosis/pets/infection/>. Accessed November 11, 2021. 3. Greene CE, Sykes JE, Moore GE, Goldstein RF, Schultz RD. Leptospirosis In: Greene CE, ed. Infectious Diseases of the Dog and Cat 4th ed. St. Louis, MO: Saunders Elsevier;2012:431–447. 4. Sykes JE, Hartmann K, Lunn KF, Moore GE, Stoddard RA, Goldstein RE. 2010 ACVIM Small Animal Consensus Statement on Leptospirosis: Diagnosis, Epidemiology, Treatment, and Prevention. *J Vet Intern Med.* 2011; 25:1–13.



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: **What you don't know about leptospirosis can harm your dog**

Important information about leptospirosis

Leptospirosis is an infectious disease that is spread when the urine of an infected animal contaminates an area your dog comes in contact with (called "urinary shedding").

Symptoms of an infection include fever, lethargy, weight loss, drinking/urinary changes, jaundice, gastrointestinal complications, and potentially trouble breathing. Some advanced infections can even lead to organ failure and death.

Vaccination can help protect your dog against leptospirosis, even if they are exposed to the bacteria. Please contact us to schedule an appointment for a vaccination or if you have any questions at [clinic's phone number, email, and/or website].

Email #2

Subject line: **A threat to your dog's health wherever you live**

Is your pet at risk for leptospirosis infection?

Leptospirosis is not only a threat to "rural dogs." Dogs in urban and suburban areas are at risk, too. Leptospirosis (lepto) is an infectious disease that can cause serious damage to dogs' organs and in severe cases lead to death. The disease has been known to infect humans as well.

Lepto is spread through the urine of infected rats, squirrels, raccoons, opossums, and other wildlife in areas where dogs can come in contact with the bacteria and contract the disease.

Vaccination is the best way to protect against leptospirosis and keep your dog healthy. To schedule an appointment for a vaccination or if you have any questions, please contact us at [clinic's phone number, email, and/or website].

Email content: Examples 1 and 2

References: 1. Pets. Centers for Disease Control and Prevention website. Available at: <https://www.cdc.gov/leptospirosis/pets/index.html>. Accessed November 11, 2021. 2. Leptospirosis. American Veterinary Medical Association website. Available at: <https://www.avma.org/resources/pet-owners/petcare/leptospirosis>. Accessed November 11, 2021.



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 leptospirosis infection? At **[Clinic Name]**, we understand the importance of preventative health care. Leptospirosis, commonly called lepto, is a serious and sometimes fatal disease. Whether a city dog or country dog, if your dog shares an outdoor space with rats, squirrels, raccoons, opossums, and other wildlife, they're at risk of contracting lepto.

The best way to protect your pets from this potentially deadly disease is through vaccination. Ask your veterinarian or a member of our staff about a lepto vaccine.



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.

Tips for a healthier pet. Learn about leptospirosis. Tap link to view informational pamphlet: bitly.co



HELP THEM
UNDERSTAND
THE RISKS