Zoonotic Alert!

Waunakee Veterinary Clinic considers parasites and zoonotic disease transmission a serious health concern. We want to provide our clients with the information and safeguards required to protect both you and your pet(s).



Pictured above:
Ocular manifestation of the round-worm (*Toxocara canis*) in a young child with resulting vision loss.

PARASITIC ZOONOSES

are diseases primarily of animals that can be transmitted to people. Many of these diseases can affect our pets which can put our families in danger. The growing popularity of cats and dogs and the high rate of parasitic (worm) infections have resulted in widespread soil contamination from infected eggs and larvae. Since children often play outside, they are the most at risk for disease transmission.

We recommend regular testing and once-a-month prescription medication to protect your family and pet.

Zoonotic disease in humans can lead to abdominal pain, skin irritations, neurological problems and **vision loss**. According to the Centers for Disease Control and Prevention (CDC), an estimated 10,000 cases of human roundworm infection occur each year, and more than 700 result in vision loss.



Advanced parasitic control medication for your pet is available. For more information on how to protect your pet and your family, call our office and speak with one of our health care professionals.

Because the risk of parasites is often year-round, we recommend a monthly parasite prevention program, and we follow CDC guidelines and recommend parasite fecal exams every six months for your pet(s).

Learn more at: www.petsandparasites.org

Questions – please ask us!





phil winter's marketing

Heartworm / Flea / Tick Preventative Guide *Naunakee* VETERINARY CLINIC Popular Client Choice **Application Type** Trifexis® (Dogs) **Oral Tab Monthly** Advantage® Multi (Dogs) **Topical Monthly** Revolution® (Cats) **Topical Monthly** Oral Tab Monthly Sentinel Spectrum® (Dogs) Sentinel® (Dogs) **Oral Tab Monthly** Heartgard® (Dogs & Cats) **Oral Tab Monthly** ProHeart® 6 (Dogs) Injection Every 6 Months Frontline® Tritak (Dogs & Cats) **Topical Monthly Topical Monthly** Vectra 3D® (Dogs) Comfortis® (Dogs and Cats) **Oral Tab Monthly DESIGN NOTE:** Nexgard® (Dogs) Oral Tab Monthly • You can edit ANY elements Bravecto™ (Dogs) Oral Tab Every 3 Months • to meet your unique Capstar® (Dogs and Cats) Oral Tab practice requirements. Preventic® Collar (Dogs) Collar Lasts 3 Months Scalibor® Collar (Dogs) Collar Lasts 3 Months

what pet owners need to know

Parasites and **Zoonotic Disease**

with preventative product quide chart





IMPORTANT ZOONOTIC ALERT

Are you providing the safeguards required to protect both your family and your pet from internal parasites?

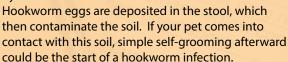
Internal Parasites

you must be aware of —

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

TAPEWORMS – This parasite is also very common in our pet population. Tapeworm infections normally occur when your pet eats fleas, mice or rats that carry the tapeworm larvae. An infection may cause your pet to sit down and drag its rear along the ground, and you may see worm segments that look like "rice" on the pet's rear end or bedding.

HOOKWORMS - One way in which your pet can become infected with hookworms is by ingesting soil that has been contaminated by the stool of an infected animal.



The second way that your pet could develop a hookworm infection takes the above scenario a step further. When these hookworm eggs in the soil develop into larvae, the larvae can penetrate your pet's paws after a walk through a contaminated area. Hookworms can also present a health risk to your family members if the larvae comes in contact with skin.

WHIPWORMS - This infestation occurs when your pet swallows whipworm eggs found in contaminated soil. Whipworms cause bloody diarrhea, anemia, dehydration and loss of appetite. A female whipworm can produce 2,000 eggs daily. Eggs are passed in feces and can survive for years in the soil. Whipworms are very difficult to eradicate.

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 ar humans can contract these organic by drinking contaminated water ponds. For your dog, just one la water or a bite on a contaminat to contract giardia. Pets may al by eating the droppings of con or by licking their paws or fur a infected area. Clinical signs of d intestinal discomfort to explosive sometimes accompanied by for

COCCIDIOSIS - Coccidia are cl which are microscopic, single-c Coccidiosis is primarily an infec animals and is transmitted by y coccidia eggs, called oocysts. T the environment when they are the stool of an infected host. It common to many mammals. If or spends time roaming the wid may be more susceptible to coo invade your pet's intestinal lining the tissue. This can lead to bloo listlessness, dehydration and ab

HEARTWORMS – Heartworm in animals is a serious health th that can ultimately result in heart failure and death. ONE BITE from an infected mosquito can transmit

heartworms to your pet. Dogs are the most common victims, but cats, ferrets and other animals are also susceptible. The heartworms restrict blood flow and cause organ damage and, ultimately, death. Symptoms include coughing, labored breathing and heart failure. Treatment is available for dogs, although it is expensive and may cause complications.

Prevention is the key to your pet's protection against a heartworm infection. We recommend testing your pet annually for heartworms. Once-a-month prescription medication is required to protect your pet during the year. This medication destroys any immature heartworms that exist in your pet's bloodstream.



Will you be the front page story?

Zoonotic transmission liability combines all the elements of a good media story. All it takes to seriously impair a practice's reputation is a newspaper story linking a child's zoonotic enterocolitis to a veterinarian's failure to diagnose and treat the child's puppy for worms.

DESIGN NOTE

You can edit ANY elements to meet your unique practice requirements.

Custom design fee - \$169 Print 250 / \$249 • 500 / \$398 Print 1,000 / \$559 • 2,000 / \$698

phil winter's marketing communications ph. 800-803-8832



External Parasites –

FLEAS - Fleas have been on this earth for over 100 million years and have great reproductive capacity, which allows them to quickly infest and, overwhelm your home. In fact, one adult female flea can lay 40-50 eggs per day. In just a matter of a week or two, you can have a serious flea infestation with thousands of adult and pre-adult fleas in your environment.

Fleas transmit a number of diseases, including epidemic typhus and bubonic plague, and they are also a carrier for **TAPEWORMS**. In addition, flea saliva has been called one of the most irritating substances known to man. Many dogs and cats are allergic to it, causing a reaction called flea allergy dermatitis, the most common allergic disease among pets. It is much easier to prevent flea infestations than to treat them. Remember, for every flea you see on your pet there are hundreds more in your environment.

TICKS – Ticks are parasites that infest every class of terrestrial vertebrate. Ticks live in tall grasses and heavily wooded areas and can survive cold fall temperatures. Ticks have many advantages. They have an unusually long lifespan, which not only perpetuates the ticks but also the

diseases they may carry, making it considerably

Ticks pose a health threat to both pets and people. Ticks transmit diseasecausing agents, several of which have risen to epidemic proportions. Some of the most common tick-borne diseases are Lyme disease, ehrlichiosis, anaplasmosis and Rocky Mountain spotted fever.

more difficult to control these diseases.

It is important to perform a tick check any time you or your pets are in environments favorable for ticks. Don't forget to check between the toes and behind the ears, where ticks love to hang out.

