

HOW DO YOU SET UP A PET HEALTH FAIR AND WHY?

Teaching Your Entire Neighborhood about the importance of Preventative Medicine

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Health Fairs in human medicine allow you to check your blood pressure, blood sugar, spinal alignment, your heart and lungs, get a mammogram or donate a pint of blood. Pet health fairs are the same thing only you have the involvement of both pets and pet owners.

PEOPLE AND PETS STAYING HEALTHY TOGETHER

- Ask the local Red Cross to come with their bloodmobile, they'll come every time. Opportunity to discuss blood borne diseases with pet owners.
- Same for the Mobile Mammography Unit. They will come any time you ask. Talk about cancer detection.
- Nurses love health fairs and will come to give flu shots, take BP and BG. We all need vaccines.
- What are you trying to teach your clients about good health for their pet?
 - ❖ **Diet** is important to their health- so ask your Iams, Proplan, Royal Canin and Science Diet reps to give you lots and lots of free samples and they'll also come man a table for client information.
 - ❖ **Dental care** is important so your technician has a table set up to do free dental scores, free TD samples and handouts on proper dental care. And your local dentist will love to participate as well.
 - ❖ **Pet Identification** – we offer low cost Micro chipping and the local Dog Warden will bring their Van or their Spay mobile unit for tours and talk about the importance of tags and licensing.
 - ❖ **Preventative Vaccines-** Offer reduced rate vaccines and the human nurses will offer \$5 flu shots for the pet owners. Have your table set up with handouts on the importance of vaccines.
 - ❖ **Annual Blood Profiles** for all age pets, not just seniors- We have a reduced price with our reference lab to provide CBC, Full Chemistry panel and urinalysis for \$36 for puppy/kittens up to 18 months old and only \$60 for adult pets 18 month to 6 years old. We have excellent compliance.
 - ❖ **People and pets both get diabetes** so you can have your own BG checked and your pets.
 - ❖ **People and their pets all have obesity problems** and our trained Dietary Technician will discuss your pet's BCS and the best prescription diets to make your pet lose weight and live longer.
 - ❖ **Arthritis is a big problem in both people and pets.** The #1 treatment is weight loss.
 - ❖ **Senior Care is a hot button issue for humans and for pets too**
 - ❖ **Free Lumps and Bumps Check**
 - ❖ **Recognizing pain in your pet** – we can help them identify signs of pain by relating to their own joint and back problems. And we can teach pet owners methods to keep their pet more comfortable.

People relate to their pet's problems much better when you help them see the similarities with themselves. You can set up 2 tables or 40 tables but you have to have enough staff to man these educational areas.

And don't forget the kids? You don't need to invest in huge water slides or other entertainments. Use face painting, giant blow up ticks and fleas (thanks from Merial), costume contests for their pets (but every kid has to have a prize), and we always have an ice crême truck. We had a patriotic pet costume contest and all the adults participated. We also offer a drawing for all our guests with some nice prizes (basket of pet products, \$100 gift certificates, etc.).

Being a part of your community is who we are as veterinarians (or at least it should be). Your clients will appreciate you and you'll enjoy your practice more and prevent burnout. And it'll make you feel really good.