



2019 ISVMA HEALTHY PET MONTH VIDEO SCRIPTS

OVERVIEW

- Hi, I'm Dr. XXX, with XXXXX Animal Hospital in XXXX. I'm here today with XXXXX (animal name).
- This is the start of Healthy Pet Week (Month) in Illinois. We hope all pet owners out there will think about how they can better take care of their pets this week.
- Healthier pets have happier lives. When you get your pets like XXX here regularly to the doctor, have their teeth cleaned, get their shots and make sure they're ready in an emergency, you and your pet are better off for it.
- Thank you for celebrating Healthy Pet Week (Month) with us and let's keep our pets healthy!

KNOW YOUR PREP

- Hi, I'm Dr. XXX. I'm owner of a new business called XXX in XXXX, and I'm here with XXXX (animal name).
- Today is Know Your Prep for Healthy Pet Week (Month) in Illinois.
- Please take the time if you're thinking of getting a pet to do your homework. Know what it's going to take for care, food and emergency preparedness for this pet. Know how much attention they will need. Know how long they expect to live and what you need to do as they get older.



- Thank you for celebrating Healthy Pet Week (Month) with us and let's keep our pets healthier and happier!

KNOW YOUR DOG

- Hi, I'm Dr. XXX from XXXX in XXX. And I'm here today with XXX.
- Today is Know Your Dog today as part of Healthy Pet Week (Month) in Illinois.
- Dogs like XXX are fun to play with and be around. It's important to keep them happy and healthy by getting them microchipped and registered, having an emergency kit on hand, and getting them to the vet regularly for teeth cleaning, vaccinations and blood work.
- Thank you for celebrating Healthy Pet Week (Month). Let's work together to keep our dogs happy and healthy!

KNOW YOUR CAT

- Hi, I'm Dr. XXX with XXXX in XXXX. I'm here today with this cuddly cat XXXX.
- Today is Know Your Cat Day as part of Healthy Pet Week (Month) in Illinois.
- Cats are loving animals but very different from dogs. They like their space. They like to climb and explore. You can help nurture them by putting scratch carpets on your walls, creating a safe place for them to rest that's elevated off the ground and placing their food around the house so they can explore.



- Of course, make sure they get to the vet regularly for shots and checkups.
- Thank you for celebrating Healthy Pet Week (Month) in Illinois. Together we can keep our cats healthier and happier!

KNOW YOUR EXOTIC

- Hi, I'm Dr. XXX of XXXXX in XXX. I'm here today with XXXX (turtle or snake)
- Today is Know Your Exotic Day as Part of Healthy Pet Week (Month) in Illinois.
- Exotics are different from other animals. They need different care, and have different lifespans and food and health needs. It's important you know the differences if you're getting an exotic: a bird, a turtle, a snake or an iguana.
- All of them need to see the doctor regularly. If you own one and haven't been in for a while, make an appointment today.
- Thank you for celebrating Healthy Pet Week (Month) in Illinois. Let's keep our slithering, flying friends healthy and happy!

KNOW YOUR ROLE

- Hi, I'm Dr. XXX of XXXX small animal clinic in XXX.
- Today is Know Your Role day as part of Healthy Pet Week (Month) in Illinois.
- Every pet is different, and it's important as pet owners that we know the differences: in care they need, their diet, their emergency



plans and how long they will live. If we commit to taking them to the vet regularly to have their teeth cleaned, blood work done and vaccinations, we are investing in longer, happier lives.

- Thank you for celebrating Healthy Pet Week (Month) in Illinois. We're excited to work with you to give every pet a happier, healthier life!