

# Press Release Kit

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# Communication Needs

- An educated public is crucial to any successful program.
- Municipal website
- Flyers
- Local cable TV and
- LOCAL NEWSPAPERS!!!!!!



# Purpose of Press Release Kit

- Provide an easy method for health officers, ACO's, administrators, mayors, others, to communicate important information to the public through easily edited and personalized press releases
- Word document facilitates personalization
- Increase public understanding of the legal requirements for licensing
- Educate public about animal safety and health
- Notify public of events such as the rabies clinic



# Goals

- Increase the health and safety of animals in the community and personal pets
- Increase revenue by increasing voluntary compliance with licensing requirements
- Decrease the number of ACO and or police calls.
- Increase the number of vaccinated animals thereby reducing the threat of Zoonotic Disease



# Subjects

- Annual Rabies Clinic
- Becoming a Seeing Eye Dog family
- Benefits of Licensing Your Pet
- Cold Weather Tips for the Care of Your Pets
- Common Myths about Cats
- Companion Cats Should be Indoor Cats
- How Do I Choose a Family Pet?
- How to Avoid Puppy Mills



# Subjects

- Keeping Your Pets Safe in Your Home
- Nutrition for Your Pet
- Pet Safety in Hot Weather
- Teaching Children to Interact with Animals
- Training Your Dog to be a Good Citizen and Family Member
- Winter Holiday Tips for Pet Owners
- Why Should I Spay or Neuter My Pet?

