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Get involved: Ensure your clients know the importance of preventive care

By Michael Cavanaugh, DVM

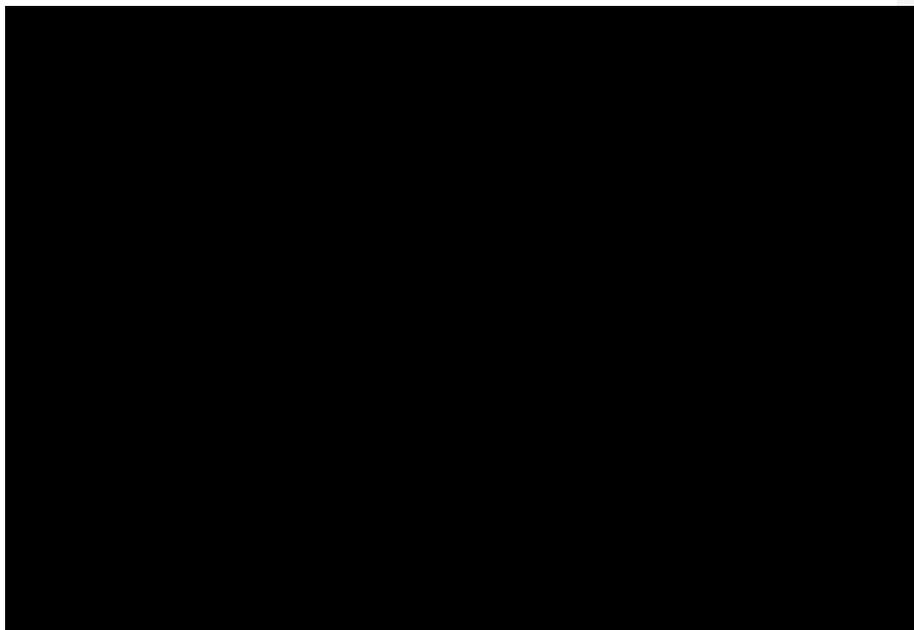


As veterinary professionals, we all know the importance of preventive care for pets. We understand that pets should see a veterinarian at least annually. We try to convey the importance of preventive care to our clients, friends, and family members.

Now, thanks to the **Partners for Healthy Pets** (PHP), getting that information across to pet owners has just become easier. As a founding member of PHP, AAHA has worked hard helping to develop a powerful consumer outreach program, one that launched last fall with online and print advertisements featured in *People*, *O Magazine*, CNN.com, PetMD,

and many other high-profile online and print publications.

This year, the outreach expands to television, with PHP public service announcements--like the one below--scheduled to air on popular channels, such as HGTV, Food Network, DIY, Fox Networks, Cooking Channel, and more.



We think this PSA is a great way to catch the attention of pet owners, but we need veterinary practices to jump aboard if we're to be truly successful with this campaign.

About this Blog

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Get involved!

I'd like to invite you and your practice to be a part of the effort to ensure that more pets visit a veterinarian on an annual basis. By signing up for our Practice Enrollment Program, you will receive a monthly newsletter containing compelling campaign materials that you can use on your websites, in your newsletter and blogs, and in your practice. This will help to expand the reach of the campaign and ensure that your clients will be reminded that regular preventive health care is as essential as food and love and will take action by calling for an appointment. **Enrolling is free, and there is no cost for the newsletter or any of the materials.**

AAHA is proud to be a founding member of the Partners for Healthy Pets initiative. I hope you will choose to join our efforts in spreading the word about the importance of preventive health care for pets. By working together with AAHA and over 100 veterinary associations, colleges of veterinary medicine, and animal health companies all committed to a vision of improved overall health for pets, we tremendously increase our chance for success!

Register your practice [here](#).

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