



# BE A RABIES HERO!

## Example newsletter and posts and sample email for clients

### NEWSLETTER POST

Our clinic is proud to announce that we are partnering with Rabies Free Africa to host a rabies vaccination clinic in September. [Add 2-3 sentences of clinic details: when, any discounts or free vaccinations, how they sign up, etc.]

*"We recognize that rabies is a very serious disease and that 2020 has been a hard year for many people," says Christie Cotterill of Rabies Free Africa. "To add a fun element, we are encouraging all clients who come in for rabies vaccines or wellness checks during the campaign to send us a photo of their pet and post it on social media using the hashtag #rabieshero. We will let the public vote on the photos they like the most and make them into a calendar to say thank you to the amazing veterinarians who make sure our animals are healthy."*

Public health officials around the world are raising concerns about recommended vaccines that are being skipped for people and animals due to COVID-19.

*"Rabies is a very serious disease and could become a challenge for many communities already facing hardship due to COVID-19," says Dr. Guy Palmer, director of Rabies Free Africa. "A child in Kenya cares about their dog as much as a child in the US. By working together for World Rabies Day this year to vaccinate as many pets as we can, we can keep more people and animals safe."*

Rabies is the deadliest infectious disease known to man with a case fatality rate of 100 percent. More than 99 percent of the people infected with rabies get it from the bite of an unvaccinated dog. Nearly 59,000 people die each year from rabies, most in Africa and Asia, and approximately 50% of them are children under 16.

If you are interested in coming in to get your pet vaccinated during the clinic, contact us at PHONE.



Paul G. Allen School  
for Global Animal Health  
WASHINGTON STATE UNIVERSITY

Join the movement to eliminate human death  
from canine rabies by 2030.  
[www.RabiesFreeAfrica.org](http://www.RabiesFreeAfrica.org)

## BLOG POST

Our clinic is proud to announce that we are partnering with Rabies Free Africa to host a rabies vaccination clinic in September. [Add 2-3 sentences of clinic details: when, any discounts or free vaccinations, how they sign up, etc.]

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## EMAIL TO CLIENTS

Dear Client,

We know that many of you have had to delay bringing your pet in for their regular visit as we adjusted hours and how we offered care during the pandemic. Our team appreciates your patience.

Our clinic is proud to announce that we are partnering with Rabies Free Africa to host a rabies vaccination clinic in September. This clinic will help get some of the animals in who missed recommended vaccines to help keep our community healthy.

[Add 2-3 sentences of clinic details: when, any discounts or free vaccinations, how they sign up, etc.]

Rabies Free Africa is offering a fun way for us all to be involved. They are encouraging all clients who come in for rabies vaccines or wellness checks during the campaign to send a photo of their pet and post it on social media using the hashtag #rabieshero.

*“We recognize that rabies is a very serious disease and that 2020 has been a hard year for many people,”* says Christie Cotterill of Rabies Free Africa. *“To add a fun element, we will let the public vote on the photos they like the most and make them into a calendar to say thank you to the amazing veterinarians who make sure our animals are healthy.”*

Public health officials around the world are raising concerns about recommended vaccines that are being skipped for people and animals due to COVID-19. We want to prevent an outbreak of rabies, distemper or any other pet disease locally.

*“Rabies is a very serious disease and could become a challenge for many communities already facing hardship due to COVID-19,”* says Dr. Guy Palmer, director of Rabies Free Africa. *“A child in Kenya cares about their dog as much as a child in the US. By working together for World Rabies Day this year to vaccinate as many pets as we can, we can keep more people and animals safe”.*

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