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**Content Calendar for Vet Practices**

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| **POST** | | **IMAGE** |
| **Post 1**  Do you remember the term “Kennel Cough” every time you took your dog to the kennel before a holiday?  It is now referred to as canine infectious respiratory disease complex (CIRD) as kennel cough can be misleading, because only 20 % of CIRD cases are associated with boarding and kennelling.1 Canine cough more accurately reflects the risk of CIRD, which can be spread anywhere dogs socialise.  Call us on  (\_\_\_\_Practice Tel Number \_\_\_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough.  References: 1. Data on file. Vet and Pet Owner CIRD Quantitative Market Research Surveys; 2022 | | **Post 1:** |
| **Post 2:**  Your dog can catch Canine Cough on walks, at the park, day care, kennel facilities or anywhere they interact with other dogs.  Call us on  (\_\_\_\_Practice Tel Number \_\_\_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough. | | **Post 2:** |
| **POST 3:**  Do you take your dogs to the park or beach for walks?  Canine cough poses a threat to any social dog. Our research showed the majority of cases were from social settings, such as walking in parks.1  Call us on  (\_\_\_\_Practice Tel Number \_\_\_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough.  References: 1. Data on file. Vet and Pet Owner CIRD Quantitative Market Research Surveys; 2022 | | **Post 3:** |
| **POST 4:**  Canine cough poses a threat to all social dogs and can be distressing to your pets and you as their owner. In fact, 96 % of pet owners report feeling stress associated with canine infectious respiratory disease (CIRD) infection.1  It just takes 2 Nobivac*®*Respira Bb inoculations initially 4 weeks apart, and then once a year, or 1 Nobivac*®*KC intra-nasal vaccine yearly to keep your dog protected against canine cough.  Call us on  (\_\_\_\_Practice Tel Number \_\_\_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough.  References: 1. Data on file. Vet and Pet Owner CIRD Quantitative Market Research Surveys; 2022 | | **Post 4:** |
| **Post 5:**  Do you take your dogs to doggy friendly restaurants or family and friends’ homes?  Canine cough poses a threat to any social dog. Our research showed the majority of cases were from social settings.1  Call us on  (\_\_\_\_Practice Tel Number \_\_\_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough.  References: 1. Data on file. Vet and Pet Owner CIRD Quantitative Market Research Surveys; 2022 | | **Post 5:** |
| **Post 6**  Did you know that nearly 40% of canine infectious respiratory disease (CIRD) cases were associated with routine social activities like playing together in parks, greeting other dogs and taking walks?1  Routine social activities increase the risk of Canine Cough.  Call us on  (\_\_\_\_Practice Tel Number \_\_\_)  today, to make an appointment and ask us about the  intra-nasal Nobivac® KC vaccine or the NEW injectable Nobivac® Respira Bb to protect your dog against Canine Cough.  References: 1. Data on file. Vet and Pet Owner CIRD Quantitative Market Research Surveys; 2022 | **Post 6:** | |