

# IT'S NOT JUST A LICK

*It's a risk to the  
community.*



An infection more serious than Bordetella, Canine Influenza has been found in 46 states and is a serious threat to patient health. Protect your patients through prevention. Make it core for social dogs.

**Nobivac** 

 **MERCK**  
Animal Health



# RISKIER THAN BORDETELLA

## WHAT & WHERE IS CANINE INFLUENZA?

Dogs can become infected through direct contact with other CIV-infected dogs or indirectly through contaminated fomites. Currently, there are two strains affecting dogs in the United States – H3N8 and H3N2.



*Vaccination rates for Canine Influenza have reached only about 9% compared to a 58% vaccination rate for Bordetella.<sup>1</sup>*

## HOW DO BORDETELLA AND DOG FLU COMPARE?

Vaccination for both offers the best coverage.

	Bordetella	Dog Flu
Highly contagious	X	X
Clinical signs include cough, fever, lethargy, loss of appetite, runny nose		X
Clinical signs include honking cough	X	
Does not respond to antibiotic treatment		X
Primary cause of pneumonia		X
Vaccine recommended in AAHA* guidelines	X	X

\*American Animal Hospital Association

*Vaccination for both Canine Influenza & Bordetella offers the best protection.<sup>2</sup>*



# THE LEADER IN PREVENTION

## WHY NOBIVAC®?

Nobivac is **the** trusted leader and innovator in the Canine Influenza space. It wasn't enough to be the first brand to introduce both the H3N8 vaccine and the bivalent vaccine. We also wanted to do our part to raise awareness as a way to keep communities and pets safe.

In addition to our innovative work in vaccines, we have spearheaded awareness campaigns to educate the public and veterinary professionals about the risks of this rapidly spreading virus.



**2009**

Introduced the first H3N8 canine vaccine

**2016**

Introduced the first bivalent vaccine for H3N8 + H3N2

**2015**

Introduced the first fully licensed vaccine against H3N2







# A TRUSTED PARTNER

## HOW DOES MERCK SUPPORT YOU?

We consider you our partner. Our exceptional customer service and educational materials work to support your hospital and drive pet owners to you through increased awareness.

- **Awareness campaigns** educate groomers, boarding facilities and other pet service professionals on the threat of dog flu and the need to require vaccination
- **PR efforts, digital and print media campaigns** raise awareness among pet owners and drive them to your hospital
- **In-hospital tools (outbreak information, postcards, posters, pet owner educational materials and social media assets)** facilitate proactive dog flu vaccination, remind pet owners to bring their dogs to a hospital and educate staff in how to handle outbreaks
- **Hospital staff education and infectious disease certification** through the Heroes for Healthy Pets™ Program keeps patients and businesses safe



Pet professional marketing



In-clinic marketing



In-clinic poster



Window cling



Pet owner educational materials



Professional education programs



Social media assets

*"[Canine Influenza] is not just a disease of the individual dog; it's a disease of the facility. **If you have it at your facility...you're going to lose business** and it's going to have a tremendous impact on your business."*

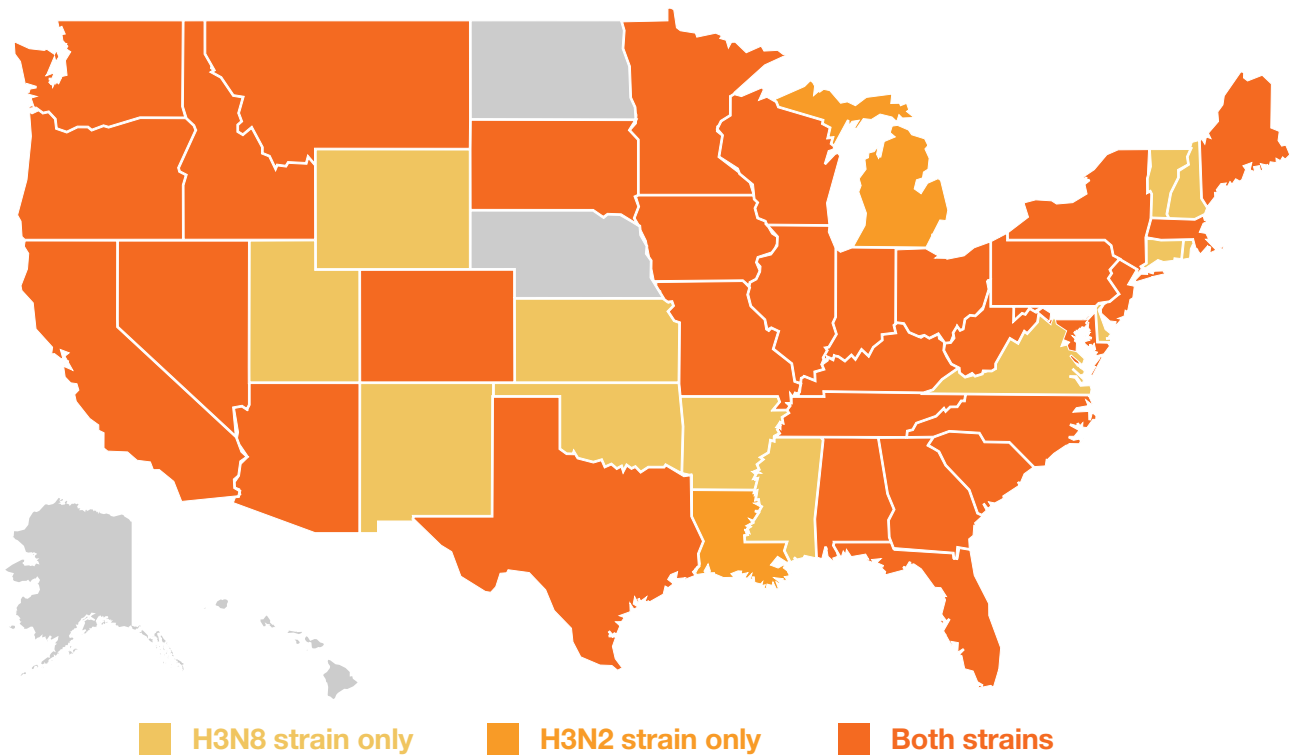
*Dennis Fees, DVM, Partner, Arcadia Animal Hospital and Hillcrest Pet Hospital*



# ALL IT TAKES IS ONE CASE

**WHAT STARTED AS AN ISOLATED CASE IN ONE STATE HAS NOW BECOME A NATIONAL HEALTH CONCERN FOR ALL DOGS**

*Dog flu has been confirmed  
in almost every state.<sup>3-5</sup>*



For the most current reported outbreak areas,  
go to [Dogflu.com/outbreak-map](https://dogflu.com/outbreak-map).

## HOTSPOTS IN 2018<sup>6</sup> AS OF OCTOBER:

- Illinois (614)
- California (521)
- Kentucky (310)
- Nevada (212)
- Georgia (201)
- Florida (189)
- Ohio (182)
- New York (111)
- Texas (93)
- Michigan (73)



# PREVENTION IS THE BEST APPROACH

Reduce the spread and impact of Canine Influenza in your community by recommending vaccination against dog flu in addition to Bordetella. **Make the Nobivac Canine Flu Bivalent core for your social dogs.**



*"I would strongly recommend vaccinating all social dogs for both strains of doggy flu. While it may not always prevent infection, it will drastically reduce the severity of the disease and the damage it may cause."*

*Dr. Richard Hawkes, DVM*

**To learn more, contact your Merck Animal Health representative or your distributor representative, or give us a call.**

- Customer service: **1-800-521-5767**
- Technical service: **1-800-224-5318**
- Vaccine protocol help line: **1-866-437-7955**

**For more information on dog flu, visit**

**DogFlu.com**



1. Data on file.  
2. 2017 AAHA Canine Vaccination Guidelines.  
3. Cornell University. Test Summary for Canine Influenza Virus in Dogs Not Affiliated with Greyhound Racetracks. 2009.  
4. Crawford PC, et al. Transmission of equine influenza virus to dogs. *Science*. 2005;310:482-485.  
5. Syndromic surveillance data of Cynda Crawford, DVM, PhD, University of Florida; Edward Dubovi, PhD, Cornell University; Sanjay Kapil, DVM, PhD, ACVIM, Oklahoma State University; and IDEXX Laboratories. October 2018.  
6. IDEXX mapping.