



WORKING TOGETHER TO HUMANELY AND EFFECTIVELY CONTROL OVERPOPULATION

Introduction

Creating a multi-agency collaboration including Ark Sciences, animal welfare organizations, government representatives and foundations is paramount to educate communities on the importance of responsible pet ownership as it relates to overpopulation and the control of rabies in urban and rural areas where resources are limited or non-existent for rabies post exposure prophylaxis.

In 2009, a joint task force of respected veterinarians, Ark Sciences representatives, and government officials presented a plan to the municipality of Mexicali, Mexico to conduct the largest sterilization campaign to use an injectible sterilant in the Municipality's history.

The mission of the program is to coordinate with community leaders in to educate the public about the importance responsible pet ownership as it relates to rabies vaccination and sterilization. Education will be delivered through public service announcements, public forums and outreach through animal welfare organizations, veterinary associations, and community leaders.

Strategies to a Successful Collaboration

Step 1.

Identify Zoonosis Department Contacts in the Public Health Department, Canine Overpopulation Control, and Rabies Administration

Step 2.

Make initial contact via telephone contact using prepared scripts. Request Meeting with Department Veterinarians, Directors, Coordinators, Mayor

Step 3.

Demonstrate injection technique. Be sure to have an animal that can be monitored to prove effectiveness. A power point presentation can be provided at your request.

Step 4.

Follow up with attendees with a Thank You letter and send a press release to inform media outlets.

Step 5.

Distribute Ark Sciences Collateral, including posters, brochures, certificates of sterilization and power point presentation

Step 6.

Target Municipalities and communicate message via radio programs, print advertisements, and PSA spots.

Pedigree Adoption Program

The Pedigree Adoption Program has donated food and other marketing support to the Animal Welfare Organizations since 2008.



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Adoptame™

Pro Animal Campeche

Using social networking to bring awareness to its sterilization center, Pro Anima requests a donation of \$75.00USD for an Esterilsol injection and uses the proceeds to provide free sterilization to underprivileged pet owners.

Conclusions

Involving all stakeholders develops a mutual ownership of the project and utilizes the best resources to enable the municipality to have all available information before it expends resources to confront the problem of dog overpopulation. The municipality of Mexicali agreed to the task force's proposal and has purchased an initial quantity of 4,000 doses of Esterilsol™. Ark Sciences is training the Mexicali veterinary employees, animal welfare agencies, and veterinarian associations on the injection technique and is assisting in the creation of sterilization centers for pet owners.