



News Release

Media Contacts: Katherine Vossen
973-937-5508
Katherine.Vossen@merck.com

Brad Ferris
Brad.Ferris@clorox.com

Heroes for Healthy Pets Program Helps Veterinary and Pet Businesses Maintain Disease-Free Facilities *Infectious Disease Management Certification Program Launches*

LAS VEGAS, Nev., March 5, 2018 – Over the past few years, the incidence of infectious disease outbreaks in dogs in the United States has increased, and one of the best ways to combat this growing risk is through education and proactive healthcare for dogs. Today at the 90th annual [Western Veterinary Conference](#), Clorox Healthcare and Merck Animal Health (known as MSD Animal Health outside the United States and Canada) in coordination with the International Boarding and Pet Services Association, the National Association of Veterinary Technicians in America, Pet Sitters, International, VETgirl, and Barkleigh Productions, are proud to announce the launch of the [Heroes for Healthy Pets™ Infectious Disease Management Certification Program](#) to educate veterinary and pet professionals on the risks of infectious diseases. The program provides best practices for preventative care, including strategic vaccination and cleaning and disinfection protocols to help maintain disease-free facilities and keep pets healthy.

“The Heroes for Healthy Pets™ certification program provides essential support to the veterinary and pet professional community to help keep pets healthy,” said Michael Cavanaugh, DVM, DABVP (Emeritus), chief executive officer of the American Animal Hospital Association (AAHA). “The program is complementary on VetFolio and provides professionals an excellent opportunity to better understand infectious diseases and preventative care.”

The Heroes for Healthy Pets™ Infectious Disease Management Certification Program consists of two free educational modules taught by three renowned veterinary experts in infectious disease: Understanding Infectious Diseases led by Dr. Jason Stull and Dr. Michelle Evason, and Effective Infectious Disease Control led by Dr. Melissa Bourgeois.

“Dogs that are social or visit pet facilities, such as doggie daycares and boarding kennels, are at higher risk for infectious diseases, such as canine influenza,” says Dr. Ernie Ward, America’s Pet Advocate and supporter of the Heroes for Healthy Pets™ program. “Fortunately, through better understanding of infectious

diseases and preventative care, including effective vaccination and cleaning and disinfecting protocols, we can help keep pets healthy when they enjoy travel and play.”

The Heroes for Healthy Pets™ certification is free and open to all veterinary and pet professionals. To become certified, participants must complete both educational modules and pass the certification exam. The certification provides two hours of Registry of Approved Continuing Education (RACE) approved continuing education credits for veterinary professionals. Individual pet professionals and veterinary and pet care facilities can also apply for certification.

In addition to the certification, the Heroes for Healthy Pets™ program also supplies veterinary and pet businesses with the following resources:

- Heroes for Healthy Pets™ Podcasts, a collection of educational podcasts on infectious diseases hosted by Dr. Courtney Campbell
- Heroes for Healthy Pets™ Infectious Disease Handbook, a resource for all pet professionals written by experts in infectious disease, including information on viral and bacterial pathogens and best practices for infection prevention
- Heroes for Healthy Pets™ promotional materials to help pet businesses promote their “Hero status,” including a virtual marketing toolkit consisting of template e-Blasts, social media content, signature badges, and website banners, as well as educational tools for pet owners.

“Merck Animal Health is very excited to partner up with Clorox Healthcare and these other great organizations for this program,” says Dr. Madeleine Stahl, Associate Director, Scientific Marketing Affairs. “The Heroes for Healthy Pets™ certification program was created to help veterinary professionals and pet businesses create facilities dedicated to being disease-free.” For Clorox Healthcare, the collaborative program was a natural fit. “Vaccination, hand hygiene and cleaning and disinfecting all play a vital role in preventing infectious diseases,” said Sarah Bell-West, PhD, Scientist, Clorox Healthcare. “These practices serve as the foundation of efforts to help keep pets happy and healthy and the Heroes for Healthy Pets™ program will help empower more veterinary and pet care professionals with the education and resources they need to keep their facilities clean, healthy and infection-free.”

To learn more about the Heroes for Healthy Pets™ Infectious Disease Management Certification Program or register for certification, visit heroes4healthypets.com. Attendees at this year’s WVC annual conference can also visit the Clorox Healthcare booth (#1315) and Merck Animal Health booth (#3527) to learn more.

About Merck Animal Health

Merck is a global health care leader working to help the world be well. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Through its commitment to the Science of Healthier Animals™, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the

health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com or connect with us on [LinkedIn](#), [Facebook](#) and Twitter at @MerckAH.

About Clorox Healthcare

Clorox Healthcare understands that safeguarding veterinary medicine and pet care environments requires advanced and evolving solutions. We offer a broad range of innovative disinfectants like bleach, hydrogen peroxide, and enhanced UV technology, as well as cleaning and odor removal products and hand hygiene solutions designed for the needs of healthcare professionals. Our comprehensive portfolio offers best-in-class solutions to help reduce the risk of infection in your facility and protect patients, staff and visitors. For more information, visit www.CloroxHealthcare.com or follow @CloroxHealth on Twitter.

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ⁱ Stull, JW, et al. Risk reduction and management strategies to prevent transmission of infectious disease among dogs at dog shows, sporting events, and other canine group settings. *JAVMA*. September 15, 2016, Vol. 249, No. 6, 612-627.