



# Pet Smile Month is here again

## Sign Up Now

For 2010 we have simplified the registration process - you can now sign up for PSM 2010 on-line!

Please use your Practice i/d and password contained in the attached letter and visit the VET area of [www.PetSmile.org](http://www.PetSmile.org) to register. Each individual practice premises needs to be registered and please provide your wholesaler account details to allow us to deliver your Pet Smile Month pack.

Practices taking part in Pet Smile Month 2010 agree to provide FREE dental check-ups to pets belonging to members of the public during September 2010.

Pet Smile Month represents the largest veterinary led pet health promotional scheme in the world. We will endeavour to promote the activities through regional and national media. Your active participation in Pet Smile Month represents valuable PR for your practice. You are demonstrating a commitment to helping combat the most prevalent infectious disease of cats and dogs. Over 80% of cats and dogs over the age of 3 years demonstrate a need for dental treatment, to reduce pain and infection. Please help us to treat and prevent this problem.

## Pet Smile Packs

Registered practices will receive information leaflets to give to clients, an educational poster - illustrating the problems of dental disease and encouraging clients to seek dental care.

## Prizes

As well as the ever popular Pet Smile Art Competition (with prizes for your young clients), Kruuse have kindly offered the fantastic iM3 42-12 dental scaler as a prize for the best waiting room Pet Smile Month display, together with runner-up prizes.



National Veterinary Services





# A Good News Story about Vets

As a profession, we have not had a great press recently. Attacks from within, undercover TV reports, pressure from Internet drug sales... We are left wondering where the next attack will come from. So why not be pro-active and tell a great story about vets working together with pet owners to try and fight dental disease (which is probably the most common problem affecting their health)?

Practices in Pet Smile Month commit to providing a FREE dental check-up for pets during the month of September. This can be carried out by a vet or a suitably trained member of the care team. If disease is identified then the vet can discuss management and treatment options. Many vets offer a discount on dental treatment during Pet Smile Month, but this is not a requirement.

*The key message is that vets around the UK are donating their professional time to identify dental disease and to educate owners about treatment and prevention.*

Pet Smile Month provides a great opportunity to emphasise the work that we do in trying to provide the best possible care for the Nation's pets. On-Line registration makes it even easier for your practice to be involved. Use the Press Release on the web site to create your own message for your local media, even better - collaborate with other local practices to spread the message wider.

## Pet Smile Check-Up

Download the PSM Survey forms and guidance sheets from the web site to help in training your team. Agree the advice about treatment and prevention (don't forget the Logic toothpaste, Petosan toothbrushing and Dentagen chews and wax!).

Involve the whole team, your reception staff are vital in helping to spread the word. Make sure you order in enough stock of Dentagen, Logic and Petosan.

## Reception Display

As part of their commitment to improving dental health, Kruise have donated a fantastic iM3 42-12 dental scaler (worth over £1K) as a prize for the best reception display for Pet Smile Month. Send in photos of your display before 30<sup>th</sup> September to be included in the competition.

## PSM "Healthy Smile" Art Competition

The top prize of a Hot Air Balloon flight always helps to encourage entrants. Run your own local competition (download entry forms from the web site) and then submit winners to the National office. Local newspapers love this sort of story and many schools want to get involved too. A great way to bond parents and children to your practice and emphasise the importance of dental care for pets.

## PSM Supporters

Pet Smile Month could not exist without the long-standing commitment of Petosan, Genitrix, CEVA, Kruise, NVS, Centaur, Dunlops and our new friends at VSSCO and IGP. Please support our supporters, they back the profession - we should back them.