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**Veterinarian Outreach Toolkit: Flea and Tick Medication**

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# Background

This Toolkit was created for the for agencies associated with the Bay Area Clean Water Agencies as guidance to conduct outreach to veterinary professionals on the link between indoor and topical flea and tick control and San Francisco Bay water quality. This toolkit provides tools for approaching and collaborating with veterinary professionals and other animal service establishments, such as pet clinics, to promote safer and more effective flea and tick control alternatives. The toolkit includes the Baywise.org Veterinary Resources webpage, a letter of introduction, outreach material, and a slide presentation. A description of each toolkit item is found below.

# Toolkit

## Baywise.org

The Baywise.org webpage houses information on current studies on the use of fipronil, human health risks in adults and children, and fipronil in wastewater. The webpage also educates vets on alternative treatments and how oral medications are safer and more effective than topical treatments. Additionally, the page lists resources and studies from the California Department of Pesticide Regulation (DPR). **Webpage link**: [Veterinary Resources - Baywise](https://baywise.org/business/for-vets/).

## Sample Letter of Introduction

This sample letter is used by agencies when first contacting veterinary professionals or animal service establishments. It encourages the facilities to change their use of fipronil- and imidacloprid-based flea products to systemically active topicals (such as Bravecto or Revolution) or oral treatments and provide public outreach materials to clients.

## Rack Card Artwork, QR Code, and Card Holder Specs

A rack card targeting pet owners was developed to be displayed at veterinary clinics and other animal service establishments that provide flea and tick treatment. The rack card is two-sided, with information in English and Spanish. The rack card has a QR code that directs to the Baywise.org Your Pets webpage. The QR code is also provided separately in the Vet Toolkit Folder for additional outreach materials an agency might create. Rack holder specs for displaying rack cards are included in the Vet Toolkit Folder. A rack card holding two cards is encouraged so the English and Spanish sides can be displayed. To see an example of the rack card displayed at a facility, see “3.4 Display Example” in the Vet Toolkit Folder.

## Veterinary Presentation and C.E. Credits

A 1-hour presentation on how wastewater treatment works, concerns about flea and tick pesticidal products, alternatives to topical treatments, and the message to consumers was created by Stephanie Hughes. The presentation is intended to educate veterinary professionals and provide them support to message consumers at their facilities. Professionals who attend the presentation may be approved for 1.0 hours of continuing education credit via RACE. If your agency is interested in providing 1.0 hours of continuing education credit, coordinate with Stephanie Hughes (contact information provided in slide deck).