WEST NILE DISEASE campaign

- Mosquito-borne disease affecting horses and humans
- Emerging in Europe
- Little awareness among veterinarians
WEST NILE DISEASE campaign

- Sept 2018 Board meeting
- Launch in April 2019
- the end of June
WEST NILE DISEASE campaign

- Primary target Audience: Veterinarians
- Aim: to increase awareness and help with diagnosis
WEST NILE DISEASE campaign

- Means:
  - Infographics
  - FB posting
  - FEEVA newsletter
  - Vet Quiz ”Do you know…”
  - Articles for riders magazines
WEST NILE DISEASE

outcome

- Nearly 30 fb-postings
- >20 000 clicks
- Overall positive feedback
WEST NILE DISEASE
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