



WIND

Birmingham, FEEVA GA, 11.09.19
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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

FEEVA
4. kesäkuuta · 🌐

Prevention is key to control West Nile Virus infection!

The main management strategies to be consid... Näytä lisää

VACCINATION

Vaccine for horses is available and effective. The best method of prevention for people and animals is to reduce the risk of exposure to the mosquitoes.

1 Tykkää 4 jakoa

Tykkää Kommentoi Jaa

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WEST NILE DISEASE outcome

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



WEST NILE DISEASE

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