

SUBJECT: Guidance on the Use of Veterinary Services Health Information Products

1. The Army Public Health Center (APHC) Veterinary Services and Public Health Sanitation Directorate, in collaboration with the Public Health Communication Directorate, have developed several Veterinary Service (VS) health information products. All products are written by Army Veterinary Service personnel with our military beneficiaries in mind. The goal of these products is to inform and educate Service Members, beneficiaries, and retirees about Animal Health, Food Safety, and One Health, which refers to the intersection and overlap between animal, human, and environmental health. To maximize the use of these products in support of One Health, the following information and guidance are provided.

2. Products include:

- a. *Veterinary Connections*: The *Veterinary Connections* is a four-page quarterly newsletter that contains informative articles about Animal Health, Food Safety, and One Health. The newsletter is designed to inform and educate military beneficiaries about seasonal and hot topics, and the veterinary and food safety resources available to them.
- b. Animal Health brochures and posters:
 - 1) The Animal Health brochure series for pet owners features brochures covering seven different categories: pet behavior, pet safety, preventive health, pet toxins, vector-borne disease, zoonotic disease, and pet-to-pet disease. An Equine Health brochure series for horse owners is also planned.
 - 2) Animal Health poster topics include rabies and bite prevention, pet abandonment, pet obesity, and clinic appointment “No Shows.”
- c. *Kids Veterinary Connections*: The *Kids Veterinary Connections* is a two-page product that covers animal safety topics for children, including dog and cat bite prevention and keeping your pet safe and healthy during the holiday season. Each *Kids Veterinary Connections* uses pictures to color and games to play as a way of educating children about animal safety in a fun and exciting way.
- d. Food Safety brochures and posters:
 - 1) Food Safety brochures cover topics to help you keep you and your family safe when preparing and storing foods.
 - 2) Food Safety posters serve the same purpose and cover topics that include turkey handling and cooking safety.
- e. Military Pet Education (milPetED) mobile application: The milPetED mobile application is designed for Service members, beneficiaries and retirees and provides animal health information, tips, and resources. milPetED is available for Apple and Android devices and features:
 - 1) Animal health articles and tips
 - 2) A Veterinary Treatment Facility (VTF) finder with access to clinic information

- 3) A link to subscribe to the *Veterinary Connections* newsletter
 - 4) A Pet Photo Booth
- f. Pet Preventive Care Basics video: The preventive care video, “Pet Care Basics,” is a two-plus minute video that provides pet owners with information about important preventive care for their pet and what to expect at their pet’s routine preventive care veterinary appointment.
3. How to obtain these products:
- a. APHC Health Information Products (HIP) e-Catalog: Visit the online HIP e-Catalog at <https://usaphcapps.amedd.army.mil/HIOShoppingCart/> and filter by “Veterinary Services” under the “Categories” section in the upper left sidebar. Here you will be able to download and order all of APHC’s available posters, brochures, and newsletters at no cost.

First time HIP e-Catalog users must complete a one-time site registration. Registration and product orders are free.

There may be a lag time between e-Catalog download availability and print order availability for new items. In such instances, the item will be listed as “temporarily out of stock” or “available for download only.”
 - b. Periodic Publications:
Current and past issues of the *Veterinary Connections* are available for download from the APHC Periodic Publications page at:
<https://phc.amedd.army.mil/news/Pages/PublicationDetails.aspx?type=Veterinary%20Connections>
 - c. Electronic Subscription:
The *Veterinary Connections* newsletter is available for electronic subscription by sending an e-mail with “Veterinary Connections” in the subject line to usarmy.apg.medcom-aphc.mbx.iph-vet@mail.mil.
 - d. milPetED Mobile Application: The milPetED Mobile Application is available for free download in both Apple and Android platforms.
 - e. Pet Preventive Care Basics Video:
 - 1) Each VTF should have received a DVD of the preventive care video, “Pet Preventive Care Basics.”
 - 2) The DVD contains two file formats of the video: an MP4 file which can be displayed on computers, and a DVD file for DVD players which is formatted to play in a continuous loop.
 - 3) An MP4 copy of the video may be downloaded from the Army Veterinary Services milBook page, One Health Document Library, at <https://www.milsuite.mil/book/groups/army-veterinary-services/>

4. Additional Features and Information:

- a. The back page of each brochure and *Veterinary Connections* newsletter includes:
 - 1) A link and QR code to help readers locate Army Veterinary Treatment Facilities worldwide.
 - 2) An e-mail address for reader feedback: ARMY-VSPublications@mail.mil
 - 3) A space for VTFs to affix a 3" x 1" label or stamp that includes the VTF street address and phone number.
- b. These VS Products are available at NO COST to the unit.
- c. Non-appropriated funds may be used to purchase poster frames and brochure display racks for VTFs, using the routine GVMP purchasing request process. See Appendix.
- d. A limited number of print copies are sent directly to the VTFs with each new *Veterinary Connections* issue and animal health brochure or poster. In the event the VTF is not receiving print products and/or there is a change to the shipping address, notify VS Publications via e-mail at ARMY-VSPublications@mail.mil
- e. For milPetED VTF Finder updates and/or corrections, notify VS Publications via e-mail at ARMY-VSPublications@mail.mil

5. Display and Usage Guidance:

- a. Display the VS health information products throughout the Veterinary Treatment Facility:
 - 1) Lobby/waiting areas:
 - a) Display *Veterinary Connections* in racks and/or on tables for beneficiaries to read while waiting and take with them as they leave the VTF.
 - b) Display *Kids Veterinary Connections* on tables where children can reach them.
 - c) Display Animal Health brochures in wall-mounted or free-standing brochure racks with easy access for adult beneficiaries.
 - d) Posters may be displayed in poster frames. As wall space is often limited, posters may be switched out weekly or monthly to display topics appropriate to the season.
 - e) Posters may be printed locally on 8 ½" X 11" (letter size) paper and used as flyers and hand-outs.
 - f) The Pet Preventive Care Basics video may be displayed on lobby television or computer screens, if available.
 - 2) Exam rooms:
 - a) Display Animal Health brochures in wall-mounted or free-standing brochure racks with easy access for adult beneficiaries.

- b) Animal Health brochures may be given to beneficiaries by veterinary service personnel to help educate and inform them regarding specific topics.
 - c) Posters may be displayed in poster frames. As wall space is often limited, posters may be switched out weekly or monthly to display topics appropriate to the season.
 - d) Posters may be printed locally on 8 ½” X 11” (letter size) paper and used as flyers and hand-outs.
- 3) Social media accounts: Veterinary Treatment Facilities with active social media accounts should post timely and relevant information for their communities and promote appropriate products or short educational messages on social media. VTFs may “follow, like, and share” relevant social media content posted by the APHC.

APHC social media accounts:

Facebook	https://www.facebook.com/ArmyPublicHealth
Instagram	https://www.youtube.com/user/USAPHC
Twitter	https://twitter.com/USAPHC
YouTube	https://www.youtube.com/user/USAPHC

- b. Outside the Veterinary Treatment Facility: Communication and collaboration with other installation entities is key to extending the One Health concept. Veterinary Service health information products provide an opportunity to improve the health of our beneficiaries by educating them about veterinary public health and One Health. Making these products available at venues beyond the VTF will help extend the reach of the One Health message.
- 1) Installation Events – These may include events such as Newcomer Briefings, Health Fairs, Retiree Fairs, DeCA Healthy Lifestyle Festivals, Public Health Week, Tobacco Cessation Events, Emergency Management, and Safety Fairs, to name a few.
- a) Food Safety and Animal Health print items may be ordered from the APHC HIP e-Catalog in anticipation of an installation event where VS personnel are participating. These products are colorful and informative, and make great giveaways to event attendees.
 - b) The Pet Preventive Care Basics video may be shown in a continuous loop on a display screen throughout the event.
 - c) If space allows, posters may be displayed and also given out as giveaways.
 - d) Posters may be printed locally on 8 ½” X 11” (letter size) paper and used as flyers and hand-outs.
- 2) Training Events – For example:

- a) Bite Prevention Training – Bite prevention posters and *Kids Veterinary Connections* bite prevention pages may be used for bite prevention training for children and adults. Bite prevention and rabies brochures are also appropriate.
 - b) Expectant Parents Classes – In collaboration with the MTF instructors, animal health brochures such as, “Infants and Pets,” “Toxoplasmosis,” and, “Dog Bite Prevention,” would be appropriate to share.
- 3) Work with other installation entities to make relevant VS Products available to beneficiaries where appropriate. For example:
- a) Military Treatment Facilities –
 - i. Obstetrics:
 - Infants and Pets: Making Introductions
 - Toxoplasmosis
 - Food Safety 101
 - ii. Behavioral Health:
 - Loss of a Pet – Dealing with Grief
 - iii. Tobacco Cessation:
 - Pets and Smoking
 - Pets and Marijuana
 - iv. Pediatrics:
 - Dog and Cat Bite Prevention brochures and posters
 - *Kids Veterinary Connections* – Animal Safety
 - Brown Bag Lunch safety
 - v. Preventive Medicine:
 - *Veterinary Connections*
 - Rabies
 - Dog and Cat Bite Prevention
 - Leptospirosis
 - Toxoplasmosis
 - Pets and Smoking
 - Pets and Marijuana
 - Pet Ownership Responsibilities
 - Veterinary Preventive Care
 - Hot Weather Care and Safety
 - Food Safety brochures and poster
 - vi. Army Wellness Centers (or equivalent):
 - Pet Performance Triad posters
 - PAWS and think before you eat!
 - vii. Other areas:
 - *Veterinary Connections*
 - Pet Preventive Care Basics video
 - b) Transportation Office –
 - Traveling with Your Pet
 - Hot Weather Care and Safety

- Please...Don't Abandon Me Posters – Dog and Cat versions
 - *Kids Veterinary Connections* – Animal Safety coloring sheets
- c) Childcare and Youth Services –
- Dog and Cat Bite Prevention brochures and posters
 - Pocket Pets
 - Food Safety brochures
 - *Kids Veterinary Connections* – Animal Safety coloring sheets
- d) Emergency Management/Safety Office –
- Pet Emergency Preparedness
 - Hot Weather Care and Safety
 - Dog and Cat Bite Prevention brochures and posters
 - *Kids Veterinary Connections* – Animal Safety coloring sheets
 - Pet Fears and Phobias
 - Please...Don't Abandon Me Posters – Dog and Cat versions
- e) Morale, Welfare, and Recreation (MWR) or installation equivalent –
- Food Safety brochures and posters
 - Hot Weather Care and Safety
 - Traveling with Your Pet
 - *Veterinary Connections*
 - Dog and Cat Bite Prevention brochures and posters
 - *Kids Veterinary Connections* – Animal Safety coloring sheets
 - Leptospirosis
 - Rabies
 - Toxoplasmosis
 - Pet Fears and Phobias
 - Please...Don't Abandon Me Posters – Dog and Cat versions
- f) In/Out-Processing Office and Housing Office –
- Traveling with Your Pet
 - Hot Weather Care and Safety
 - Please...Don't Abandon Me Posters – Dog and Cat versions
 - Pet Ownership Responsibilities
 - Pet Fears and Phobias
 - Dementia in Pets
- g) Army Community Service or installation equivalent –
- *Veterinary Connections*
 - Loss of a Pet – Dealing with Grief
 - Pet Fears and Phobias
 - Dementia in Pets
 - Hot Weather Care and Safety
 - *Kids Veterinary Connections* – Animal Safety coloring sheets
- h) Dining Facilities
- Food Safety brochures and posters
 - *Veterinary Connections*
- i) Better Opportunities for Single Soldiers (BOSS) or installation equivalent –

- Food Safety brochures and posters
- *Veterinary Connections*
- j) Installation Public Affairs Office – collaboration
 - *Veterinary Connections*
 - Pet Preventive Care Basics video
 - Social Media

6. The point of contact for this Technical Communication is the Veterinary One Health Division Chief at usarmy.apg.medcom-aphc.mbx.iph-vet@mail.mil.

Appendix: Examples of Display Items

Non-appropriated funds may be used to purchase poster frames and brochure display racks for VTFs, using the routine GVMP purchasing request process.

When researching the displays racks and poster frames, check with GSA Advantage, which is a mandatory source for ordering office supplies, and DOD FEDMALL, unless these supplies can be found cheaper elsewhere.

Display Racks:

Deflect-O Single or Multi-Compartment Literature Holders - countertop or wall-mount –

- Magazine size for the *Veterinary Connections* and *Kids Veterinary Connections*
- Leaflet size for the brochures

Poster Frames:

DAX Black Metal Poster Frame 18x24"

Use of trademarked name(s) does not imply endorsement by the U.S. Army but is intended only to assist in identification of a specific product.