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SVMa NEWS

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A *profitable* practice



Dr. Bob Bellamy

For the past several years the veterinarians and veterinary technologists in our practice have been offering dog bite prevention (DBP) presentations to public schools, play ground groups, day cares, dog clubs, dog obedience classes, humane society meetings etc. The ultimate goal has been to prevent dog bites through public education. Presenters utilize a “teacher’s kit” from Doggone Safe - a visual, informative, interactive and entertaining presentation that requires a minimal amount of preparation and can be delivered effortlessly.

Dog bite prevention seminars have had an unexpected side effect. Without a doubt, DBP presentations have yielded more new clients than any initiative attempted by our office! In the past two years new clients have increased by 30%!!!

Dog bites are a serious public health risk. The incidence of dog bites is not tracked in Canada, but American data suggest that last year in the United States:

- 5 million people were bitten by dogs
- 800,000 of the bites were severe enough to require emergency medical care
- on average there are 12 fatal dog attacks per year, most involving children

Children are at a particular risk for dog bite:

- 60% of bite victims are children under 10 years of age
- 50% of children will be bitten before they are 12 years of age

Published statistics indicate that dog bites represent the second most common cause of injury to children under 10 years of age (sports injuries are number one). Seventy percent of biting dogs are the family pet or belong to friends of the family.

Most experts agree that the majority of bites are preventable through public education. Veterinarians are in a key position to deliver this message and we feel our efforts have made a difference. “Doing the right thing has not only been good public relations, it has been highly profitable.”

“DBP presentations have yielded more new clients...”