

# Protect more dogs against canine cough

*With more social dogs comes more risk of canine cough. Most dogs are at risk, yet less than 20% are currently vaccinated<sup>1</sup>. This guide, based on input from Irish veterinary practices, provides advice on increasing uptake of canine cough vaccination.*

“ We consider Canine Cough to be part of our core vaccines. Thankfully we have not seen a case of distemper or hepatitis in a very long time, and we see relatively few cases of leptospirosis and parvovirus. We see a case of Canine Cough per branch per week. Canine Cough is the most infectious canine disease we see and therefore it is vitally important that we protect our patients. ”

Dr. Ciara Reid MVB

## Opt out, not opt in

To optimise canine cough vaccination uptake, consider including it in your standard vaccination protocols – not just offered as an optional extra.

## It's all in the name

Describe the disease as canine cough, not kennel cough, to more accurately reflect the risk. Vaccination is not just for dogs going into kennels!

## Confident and consistent recommendation

Be confident when making your recommendation to include canine cough protection - your clients rely on you for the best advice. The importance of canine cough should be communicated at every touchpoint, from the front desk to the consult room.

## Make it real & relevant

Provide examples of scenarios where dogs might catch canine cough, which pet owners can relate to. Examples include meeting dogs on walks, at the park, at the groomers or contact with strays.

## The full package

Consider the pricing of your vaccination bundles, and make it more attractive for pet owners to opt for the package which includes canine cough together with other vaccines, than choosing to get it separately.

MSD Animal Health can provide a range of products, services and support to help your practice protect more dogs – ask your account manager for more details. The introduction of Nobivac Respira Bb, an innovative injectable Bordetella vaccine, provides a convenient alternative to mucosal vaccination.



INTRODUCING

# Nobivac® Respira Bb

## With more social dogs comes more risk of canine cough

When protecting dogs against *Bordetella bronchiseptica*, one solution may not fit every situation. With the addition of Nobivac® Respira Bb, vets can now expand their respiratory portfolio to offer an innovative new vaccine—with a familiar route of administration—increasing the number of dogs that can be successfully vaccinated.



### ONLY NOBIVAC RESPIRA Bb PROVIDES ALL THESE BENEFITS



#### EASY:

The first and only injectable *Bordetella* vaccine in Ireland, ideal for head-shy dogs



#### TIME SAVING:

No need to reconstitute - ready to use formulation



#### CONVENIENT:

Ten-dose vial (10 ml), can be stored in or out of the fridge (up to 25°C) for 28 days after broaching



#### COMPATIBLE:

Can be given concurrently with many other Nobivac® vaccines, and a single dose can be used to boost immunity in dogs previously vaccinated with Nobivac® KC



#### LONG LASTING:

12 months duration of immunity after primary vaccination with Nobivac® KC



Contact your MSD Animal Health account manager to learn more about Nobivac® Respira Bb and our complete canine respiratory vaccine portfolio.

Nobivac® Respira Bb suspension for injection for dogs contains *Bordetella bronchiseptica* fimbriae (88 - 399 Antigenic mass ELISA units) and is indicated for active immunisation of dogs against *Bordetella bronchiseptica* to reduce clinical signs of upper respiratory tract disease and bacterial shedding post infection.

1. Based on dog population estimates and volume sales of Canine Cough vaccines

Legal category: ROI: [POM] NI: [POM-V]

For further information about side effects, precautions, warnings and contra-indications please consult the product SPC, packaging, leaflets or: MSD Animal Health, Red Oak North, South County Business Park, Leopardstown, Dublin 18, Ireland. Tel: +353 (0)1 2970220. Email: [vet-support.ie@msd.com](mailto:vet-support.ie@msd.com) Web: [www.msd-animal-health.ie](http://www.msd-animal-health.ie)

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**Nobivac®**  
Protection unites us.

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Animal Health