



CANADIAN VETERINARY  
MEDICAL ASSOCIATION

L'ASSOCIATION CANADIENNE  
DES MÉDECINS VÉTÉRINAIRES

## NEWS RELEASE

FOR IMMEDIATE RELEASE

March 1, 2019

### **What Pet Owners Want to Know about Ticks** **The 2019 *National Tick Awareness Month* campaign** **takes the “tick talk” online**

OTTAWA, Ontario – March is *National Tick Awareness Month (NTAM)* in Canada. For the fourth consecutive year, veterinarians across the country will share timely information with pet owners aimed at increasing public awareness about ticks, where they are found, when they are active, and what can be done to protect pets against them.

Tick populations continue to grow in both range and numbers, fuelling pet owners' interest in finding out more about these parasites and the diseases they can transmit (like Lyme disease). Veterinarians' knowledge of parasite control and their patients' specific needs places them in a unique position to help pet owners make sense of what they've been hearing, and understand the tick risks in their area.

This year's *NTAM* campaign, which is once again being spearheaded by the Canadian Veterinary Medical Association (CVMA), in partnership with Merck Animal Health, builds on the momentum of the three previous years with the launch of [TickTalkCanada.com](http://TickTalkCanada.com), a new educational website for Canadian pet owners.

"Last year's campaign was inspired by what pet owners want to know about ticks. While pet owners' education remains the focus of this year's campaign, we've taken things up a notch by bringing the message online," says Dr. Terri Chotowetz, CVMA President.

"Many pet owners are already online looking for information about ticks, but don't always know which sites to trust" adds Dr Chotowetz. "We created [TickTalkCanada.com](http://TickTalkCanada.com) to provide a credible online resource, with the goal of initiating the “tick talk” and encourage pet owners to continue the conversation with their veterinarian."

One important fact pet owners should keep in mind is that, in many parts of Canada, tick activity begins when it's 4°C outside and, depending on the tick species, can continue well into late fall and even during the winter. Since the best time to start protecting pets against ticks is before exposure, March is the ideal time for *National Tick Awareness Month*.

The Canadian Veterinary Medical Association urges pet owners to contact their veterinarian to find out more about ticks and about how they can protect their pets.

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**canadianveterinarians.net**  
**veterinairesauCanada.net**

339, rue Booth Street  
Ottawa (Ontario) K1R 7K1

t • (800) 567-2862

f • (613) 236-9681

admin@cvma-acmv.org

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**Associated links:**

<http://www.phac-aspc.gc.ca/publicat/ccdr-rmtc/14vol40/dr-rm40-05/dr-rm40-05-1-eng.php>

<http://www.healthycanadians.gc.ca/diseases-conditions-maladies-affections/disease-maladie/lyme/index-eng.php>

[ticktalkcanada.com](http://ticktalkcanada.com)

*The Canadian Veterinary Medical Association (CVMA) is the national and international voice for Canada's veterinarians, providing leadership and advocacy for veterinary medicine. Visit [canadianveterinarians.net](http://canadianveterinarians.net) to learn more about the CVMA.*

**Contact:** Tanya Frye, Canadian Veterinary Medical Association  
613-236-1162 ext. 128 (office)  
[tfrye@cvma-acmv.org](mailto:tfrye@cvma-acmv.org)

