Championing BORDETELLA Education

We’re making it easy so you can feel confident educating pet owners, giving them peace of mind and making an impact on the health of their pets.

What is BORDETELLA BRONCHISEPTICA?
- Primary bacterial pathogenic agent associated with Canine Infectious Respiratory Disease Complex (CIRDC)
- Gram-negative aerobic bacteria that can inhibit ciliary function, cause cellular injury, and impair immune recognition and clearance

What about CIRDC?
- Highly Contagious
- Socially transmitted disease
- Often referred to as “Kennel Cough”

How do dogs CONTRACT CIRDC?
“Kennel cough” is the common term, but the disease is more complex and common than the term suggests. Dogs contract the disease through contact with infected dogs and MANY DOGS ARE AT RISK.

Modes of TRANSMISSION:
1. Direct contact (nose-to-nose)
2. Aerosol (sneezing)
3. Fomite (freshly contaminated objects)

COMMON AREAS where dogs can get infected:
- Training classes
- Veterinary clinics
- Grooming salon
- Animal shelters
- Boarding facilities
- Doggy daycare
- Pet stores
- Dog shows
- Dog parks

What are the CLINICAL SIGNS of CIRDC?
- Dry “honking” cough
- Nasal discharge
- Ocular discharge
- Sneezing
- Lower respiratory disease
- Inappetence and lethargy

Severe cases can lead to pneumonia and even death.

Signs are usually seen 3 to 10 days after exposure.
How can you help PREVENT THE SPREAD of Bordetella bronchiseptica?

**VACCINATION** is the first line of defense. Non-core does NOT mean not important. Dogs can carry Bordetella without showing any clinical signs. Pet owners need to be educated about the risk of disease transmission while socializing their dogs in order to make informed decisions about their pet's well-being.

**INJECTABLE, INTRANASAL, and ORAL VACCINES**: What’s the difference?

- **MUCOSAL VACCINES** (intranasal and oral)
  - Contain live avirulent Bordetella bronchiseptica, and induce an immune response at the surface of mucus membranes called mucosal immunity
  - The primary antibody involved in mucosal immunity is IgA which, among other things, helps block Bordetella penetration in a process called immune exclusion
  - Only a single dose is required for healthy dogs (from 8 weeks of age onwards)

- **INJECTABLE VACCINES**
  - There are two injectable vaccines available. One is a whole cell bacterin and the other is a killed cellular antigen extract
  - The initial vaccination series requires 2 doses administered 2-4 weeks apart for healthy dogs (from 8 weeks of age onwards)

**PRECAUTIONS TO HELP PREVENT THE SPREAD**

Precautions **YOU** can take as a vet tech in the clinic:
- Avoid crowding
- Good sanitation
- Ensure good ventilation
- Isolate infected dogs

Provide guidance to help the **PET OWNER**:
- Ensure pet owners follow their veterinarian’s recommendation regarding when their dog can socialize with other dogs

Always make sure that you are following the preventive care protocols of your veterinary health care team.
What is YOUR ROLE?

As an educator and pet advocate, you play a key role in leading the conversation about CIRDC with pet owners.

**GUIDE** the conversation about vaccination protocols and the risks of not vaccinating.

**FRAME** the conversation around how some vaccines may not be required for every dog, but can be important for dogs that are at risk.

**GAUGE** the owner’s understanding of the risks and educate them about their dog’s vulnerability to *Bordetella bronchiseptica*.

**REASSURE** pet owners that you want what is best for their pet by addressing any concerns directly.

**RESOURCES** can be provided to the pet owner to take home, as necessary. Ensure you are using clear and appropriate language.

**TECH TIP:**

Pet owners are typically more open to vaccination when their dog is still a puppy. Explain why the risk may be higher than many realize, and explain what lifestyle changes would increase risk in the future.

Be confident **LEADING** the conversation

**ALIGN** your team on a common narrative to **REINFORCE** the importance of vaccination.

Come to an agreement on **COMMON TERMS** and how to communicate key takeaways with pet owners.

- E.g., identifying vaccines that are recommended but not required for all dogs

SHARE YOUR KNOWLEDGE with the team and make sure everyone is on board.

REVIEW cases seen in your clinic, and DISCUSS as a team.

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