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RESPONSIBLE USE OF MEDICINES ALLIANCE
RUMA
COMPANION ANIMAL & EQUINE

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Social media - pre-written posts for practices to use/adapt for use on practice social media channels

Below are a set of pre-written social media posts that you can use on your practice social media channels for the Animal Medicines Amnesty which takes place throughout November. Please feel free to adapt them to suit – these are just a guide to help you promote the campaign. Don't forget to download the social media graphics to use alongside these pre-written posts.

Ideally start promoting the campaign on social media throughout October and during November.

1.

Calling all clients - our vet practice is taking part in The Animal Medicines Amnesty and we need your support

Everyone has a role to both use and dispose of veterinary medicines responsibly to protect pet and human wellbeing, and the health of the environment. That's why we are taking part in The Animal Medicines Amnesty to make sure unused medicines are disposed of safely. Getting involved is easy. Check to see if you have any out-of-date or unused pet medications at home. If so, simply return them to your veterinary practice for safe disposal.

Pet medicines should never be disposed of in household waste as this can contaminate the environment. They shouldn't be kept for future use on pets either as this can result in dangerous side effects. #AnimalMedicinesAmnesty

2.

What is Antimicrobial Resistance (AMR)?

Antimicrobial resistance (AMR) happens when germs like bacteria become resistant to the medicines we use to treat infections. AMR means medicines, such as antibiotics, don't work as well as they should and sometimes, they won't work at all.

AMR makes it harder to fight off diseases and infections, which can make our pets sick for longer. In some cases, a pet may not recover at all.

#AnimalMedicinesAmnesty

3.

Did you know? Antibiotics are not always the answer

Your vet will assess your pet's condition and recommend the most effective treatment. In some cases, such as cat bite abscesses, kennel cough, acute diarrhoea, and cat flu, antibiotics are often not necessary.

This is positive news and means your pet's condition is unlikely to respond to antibiotics.

#AnimalMedicinesAmnesty

4.

How to dispose of your unused or out-of-date pet medicines

DO take them back to your vet for safe disposal

DON'T dispose of them in household waste or down the toilet as this can contaminate the environment. #AnimalMedicinesAmnesty

5.

What should you do if you have left over pet medicines?

- Return them to your vet practice for safe disposal. Don't ever give your pet, or any other pet, left-over or out of date pet medicines
- Inappropriate disposal of pet medicines could pollute the environment and contaminate waterways

6.

The environment is at risk if pet medicines aren't disposed of properly

Never dispose of unused pet medicines in your household waste as this can pollute the environment.

Always return unused or out of date medicines to your vet for safe disposal

#AnimalMedicinesAmnesty

7.

What are the impacts if pet medications aren't used properly or disposed of safely?

Unused or out-of-date pet medicines should **never** be put in household waste or flushed down the toilet. **Any** pet medication, if disposed of or used inappropriately, has the potential to contaminate the environment, or harm your pet (or other pets) if kept for future use as it could lead to dangerous side-effects. Some medications like antibiotics, wormers or flea treatments may also lead to the build-up of resistance if used when not really needed – this means that they may not work effectively in the future if your pet needs them. #AnimalMedicinesAmnesty

8.

Safe use of Parasiticides

Parasiticides treatments for pets are important, but so too is safe use and disposal of these medications. Your vet will guide you as follows:

- **Only treating pets when necessary:** based on lifestyle, infestation risk, and the prevalence of specific parasites in the local area, rather than applying this type of medication routinely
- **Safe application and disposal:** It is important to apply spot on treatments safely, doing so indoors and avoiding bathing or letting pets swim afterwards to help prevent contaminating waterways
- **Disposal of packaging (vials, applicators) securely**—do **not** to wash or flush packaging down drains