



# A Step-by-Step Guide For Veterinary Clinics To Equip Local Fire Trucks With Pet Oxygen Masks



An Initiative of the MVMA Animal Welfare Committee in cooperation with the MVMA Emergency Response and Public Health Committee and the MVMA Missouri Volunteer Veterinary Corps.



# How To Equip Your Local Fire Department with Pet Oxygen Masks

1. Discuss the Pet Oxygen Mask Project with your staff and decide if you wish to pursue it. \*
2. Contact your local fire department to determine if there is a need.
  - Your local fire trucks may already be equipped!
3. Determine the number of trucks that would need a Pet Oxygen Mask Kit.
  - 1 Kit per Truck
  - 1 Kit includes 3 masks (1 small, 1 medium, 1 large) and additional items
4. Decide if you wish to partner with other veterinary clinics in the area. If so, you will want to email the other clinics to gauge interest. (See addendum 1)
5. Determine the number of kits you are willing & able to provide.
  - 1 Kit is approximately \$90 (at time of this printing)
6. Order kits from "WAG'N O2 FUR LIFE"
  - <http://www.petoxygenmasks.org>
7. Establish a date and time to present the pet oxygen masks to the fire department.
8. Publicize
  - Send out a press release (addendum 2) a few days in advance to local media sources to cover the presentation (i.e. tv, radio, newspaper, etc.).
  - Post information on social media sites, such as Facebook and twitter. (addendum 3)
9. Develop a script (addendum 4) of how the presentation will go and identify who will be the primary presenter and who from the fire department will be the primary recipient/spokesperson.
10. Present the kits to the fire department and use the training tools included in each kit to demonstrate proper use of the masks.
11. Contact the MVMA for recognition of your efforts.
  - Phone: (573) - 636 - 8612
  - Email: [mvma@movma.org](mailto:mvma@movma.org)

\* If cost is an obstacle, ask MVMA to put your clinic on a list of interested clinics. At some point in the future, MVMA may be successful in receiving a grant to underwrite the pet oxygen masks in communities with clinics that are committed to the project. However, there is no guarantee this will happen in the near future.

## Sample Email To Other Clinics

Dear \_\_\_\_ (clinic name) \_\_\_\_\_,

We, at \_\_\_\_ (your clinic name) \_\_\_\_\_, are pursuing the Pet Oxygen Mask Project following the steps in the Missouri Veterinary Medical Association handbook. The \_\_\_\_ (fire department) \_\_\_\_\_ has \_\_\_\_ (#) \_\_\_\_ fire trucks that need a pet oxygen mask kit and we would like to invite you to partner with us in providing them with the kits they need.

The pet oxygen masks are specifically designed for animals and each kit comes with 3 different size masks that can be used on any size dog or cat, as well as ferrets, guinea pigs, birds, and more. Equipping fire trucks with pet oxygen masks will give firefighters the proper equipment they would need when trying to revive a pet that has suffered from smoke inhalation.

These pet oxygen mask kits will be purchased from the “WAG’N-O2 FUR LIFE” company and can be viewed online at <http://www.petoxygenmasks.org>. Each kit costs approximately \$90 and the contents of the kit can be viewed online.

The MVMA Animal Welfare Committee began this project and it is their goal to equip all fire trucks in Missouri with a pet oxygen mask kit through the participation of veterinary communities throughout the state.

If you would like to partner with us in this project, we would greatly appreciate the additional support.

Thank You,

## Sample Press Release

### Pet Oxygen Mask Presentation - Press Release Statement

\_\_(Clinic name)\_\_\_\_\_ is presenting the \_\_(Fire Department name)\_\_\_\_\_ with \_\_(# of masks)\_\_\_\_\_ Pet Oxygen Masks on \_\_\_\_\_(date & time)\_\_\_\_\_. The presentation will be held at the \_\_\_\_\_(name & address of location)\_\_\_\_\_.

The \_\_\_\_\_(clinic name)\_\_\_\_\_ serves the \_\_\_\_\_ area and offers \_\_\_\_\_(list services, animal specialties, etc.)\_\_\_\_\_. "We wanted to help the animal owners in our community by supporting the efforts of our fire and rescue professionals, so they will have the right tools to give our animals their best chance of survival," says \_\_\_\_\_(clinic spokesperson name)\_\_\_\_, \_\_(title)\_\_\_\_\_.

The pet oxygen masks are specifically designed for animals and each kit comes with three different size masks that can be used on any size dog or cat, as well as ferrets, guinea pigs, birds, and more. Equipping fire trucks with pet oxygen masks will give firefighters the proper equipment they need after rescuing a pet that has suffered from smoke inhalation.

This Pet Oxygen Mask Project is an initiative taken by \_\_\_\_\_(clinic name)\_\_\_\_\_, in partnership with the MVMA Animal Welfare Committee. The goal of the statewide project is to equip all fire trucks in Missouri with a pet oxygen mask kit.

The Missouri Veterinary Medical Association is the professional society for Missouri's veterinarians, dedicated to maintaining the highest standards for professionalism and ethics in animal health care in Missouri. The association was founded to help the veterinarian better serve the welfare of animals and their owners.

###

## Sample Facebook Post

The \_\_\_(clinic name)\_\_\_ is donating \_\_\_(# of kits) Pet Oxygen Mask Kits to the \_\_\_(fire department district name)\_\_\_ @ \_\_\_(time)\_\_\_ in \_\_\_(town, state)\_\_\_ on \_\_\_(date)\_\_\_ . Come join us for this presentation where we will donate these kits to equip fire trucks & help save animal lives.

## Sample Twitter Post

The \_\_\_(clinic name)\_\_\_ is presenting the \_\_\_(fire department district name)\_\_\_ with \_\_\_(# of kits) Pet Oxygen Mask Kits @ \_\_\_(time)\_\_\_ in \_\_\_(town, state)\_\_\_ on \_\_\_(date)\_\_\_ .

## Sample Presentation Script

- Welcome
- Introductions
  - Fire Department
  - Clinic Representatives
- Description of Project

The Pet Oxygen Mask Project, initiated by the Missouri Veterinary Medical Association Animal Welfare Committee, was started for the sole purpose of equipping Missouri fire trucks with pet oxygen masks. Through the use of their handbook, \_\_\_\_\_(clinic names)\_\_\_\_\_ is donating \_\_\_(# of kits)\_\_\_ to the \_\_\_\_\_(fire department)\_\_\_\_\_ today.

Equipping fire trucks with pet oxygen masks will give firefighters the proper equipment they would need when trying to revive a pet that has suffered from smoke inhalation. According to the 2013-2014 APPA National Pet Owners Survey, 68% of U.S. households own at least one pet. In the event of a house fire or other emergency, pets deserve the chance to be saved and outfitting fire trucks with these pet oxygen masks will help support the local first responders and firefighters.

The pet oxygen masks are specifically designed for animals and each kit comes with three different size masks that can be used on any size dog or cat, as well as ferrets, guinea pigs, birds, and more. The kits also include three oxygen air tubes, a carry bag, instruction sheet and DVD, a leash, animal incident report forms, pet rescue notice forms, and decals. These masks enable unrestricted inhalation and exhalation of oxygen and can help firemen revive animals that have been exposed to the dangerous toxic fumes.

- Presentation of Pet Oxygen Mask Kits

On behalf of \_\_\_\_\_(clinic names)\_\_\_\_\_, I would like to officially present these pet oxygen masks to the \_\_\_\_\_(fire district)\_\_\_\_\_ and we hope you are able to put them to good use and help save animal lives.

- Invite the fire chief to share remarks
- Shake hands
- Applaud
- Invite media to conduct interviews