



Digital Toolkit

Tools to show your clients that together
you're making a difference



This toolkit has been created
to help you inform your clients
about rabies elimination and
The Afya Program. This toolkit contains:

- Social media posts
- Banner ads
- Emails

Social media posts

Instructions: Click on the image you'd like to use in your social media post. This will let you choose the appropriate image for Facebook, Instagram, or Twitter. Then copy the corresponding caption/text and paste it, along with the image, into your outgoing post.

MAKE A DIFFERENCE

Post #1



[Click to download](#)



Suggested caption/text:

Every time you vaccinate with us, you protect more than your pet. Each vaccination helps The Afya Program donate canine rabies vaccines to developing countries around the world. Thank you for doing your part to help us reach the goal of eliminating rabies by 2030!

Visit <https://www.afya.org/>

MAKE A DIFFERENCE

Post #2



[Click to download](#)



Suggested caption/text:

We're proud to support The Afya Program's goal to eliminate rabies around the world by 2030. Each time you vaccinate your pet with us, you help provide donations of rabies vaccines that developing regions so desperately need. Thank you for making a difference!

Social media posts (cont'd)

STOP RABIES IN ITS TRACKS

Post #3



[Click to download](#)



Suggested caption/text:

Rabies is a serious threat to the lives of people and their animals around the world. When you come to us to vaccinate your pet, you help support The Afya Program in donating rabies vaccines in developing regions around the world. Want to do more? Visit <https://www.afya.org/support-and-volunteer/>

SAY 'WE'

Post #4



[Click to download](#)



Suggested caption/text:

We couldn't do it without you. By choosing to vaccinate at our clinic, you've helped us support The Afya Program in donating more than 5 million doses of canine rabies vaccines around the world. Let's continue to help make a difference one vaccination at a time. Spread the word!

#isupportafya

Social media posts (cont'd)

BE THE SOLUTION

Post #5



[Click to download](#)



Suggested caption/text:

Every time you vaccinate your dog, you're part of the solution. With every vaccine, you've helped support The Afya Program in their mission to eliminate rabies worldwide. More than 5 million doses of canine rabies vaccine have been donated to developing regions in need. Let's keep going!

WORLD RABIES DAY

Post #6



[Click to download](#)



Suggested caption/text:

Help make the day count! Spread the word and help support the effort to eliminate rabies worldwide by 2030!

#isupportafya

Social media posts (cont'd)

MAKING MILESTONES

Post #7



[Click to download](#)



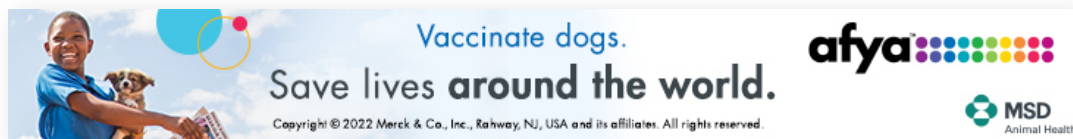
Suggested caption/text:

By vaccinating your pet with us, you've helped The Afya Program and Mission Rabies reach a major milestone with ZERO human rabies deaths in Goa, India—the first Indian state declared a rabies-controlled area.

Static digital banner ads

Instructions: Click on a banner below to use on your website. This will allow you to choose from a range of messages to be used consistently or in rotation to support your vaccination efforts.

Banner #1



[Click to download](#)



Banner #2



[Click to download](#)



Banner #3



[Click to download](#)



Banner #4



[Click to download](#)



Static digital banner ads

Banner #5



[Click to download](#)



Banner #6



[Click to download](#)

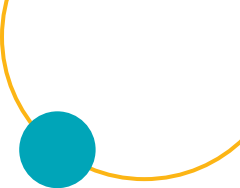


Banner #7



[Click to download](#)





Email content

Instructions: Copy and paste the content below into your clinic's email program or into your newsletter to inform your clients.

Email #1

*Subject line: **Join us in support of World Rabies Day!***

Make the day count!

September 28th is World Rabies Day, and an opportunity to celebrate the major strides we are making as a community to eliminate canine-mediated rabies by 2030.

Our support for The Afya Program in partnership with Mission Rabies and Rabies Free Africa provides vaccinations free of charge to some of the most at-risk regions around the world.

Through these efforts, in 2021, Goa, India, became the first Indian state to be declared a rabies-controlled area—a milestone in reducing human rabies deaths from 17 in 2014 to ZERO in 2018 and 2019.

Let's continue to make a difference! Make an appointment to vaccinate your pet today.

Email #2

*Subject line: **We're helping eliminate rabies, and you can too!***

See the difference one vaccine can make!

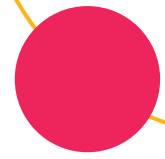
Our support for The Afya Program in partnership with Mission Rabies and Rabies Free Africa is helping make great strides toward eliminating canine-mediated rabies by the year 2030.

When we vaccinate pets here locally, vaccines are donated to help prevent rabies in the most at-risk regions around the world.

By vaccinating your pet at our clinic, you support The Afya Program to help eliminate rabies.

Want to do more? Support and volunteer.

Visit <https://www.afya.org/support-and-volunteer/>



afya[™]

Instagram posts:



Vaccinate dogs.
Save lives
around the world.



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





Rabies Kills
Help stop the spread of rabies.
Support The Afya Program.



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





Be part of
the solution to
**eliminate
rabies by
2030**



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





I support
World Rabies Day
28 September



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





Proud supporter
of **The Afya
Program**
to eliminate rabies



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





Support
The Afya Program
to eliminate
rabies.
We do.



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.





We did it, together!
Rabies eliminated in
Goa, India.



Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.



Twitter posts:



I support
World Rabies Day
28 September

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



Rabies Kills
Help stop the spread of rabies.
Support The Afya Program.

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



Support
The Afya Program
to eliminate rabies.
We do.

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



I'm part of the solution to
**eliminate rabies
by 2030**

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



Proud supporter
of The Afya Program
to eliminate rabies

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



Vaccinate dogs.
Save lives
around the world.

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health



We did it, together!
Rabies eliminated in
Goa, India.

afya 

Copyright © 2022 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. MSD Animal Health