IF THIS DOG COULD TALK!

TOUR TO PREVENT DOG FLU

Sophie
French Bulldog
Chicago, IL
ABOUT THE DOGIST

Elias grew up outside Philadelphia, and has always been surrounded by dogs and cameras. Starting off in a darkroom, he made prints of his family’s Labrador Retrievers and Poodles from the age of 12. After graduating from Boston University, he moved to New York City, where he worked in brand strategy for two years and developed a skill for storytelling and marketing.

Then, after a round of layoffs, at the age of 25, Elias took advantage of the opportunity to do something on his own. Dusting off his camera, he saw a story nobody was really telling and everyone wanted to hear: dogs. Inspired by The Sartorialist and Humans of New York street blogs Elias started The Dogist and gained traction quickly. Since its inception in late 2013, Elias has photographed more than 15,000 dogs in more than 50 cities around the world and amassed a social media following of more than 2.5 million people. He’s been featured on national television, numerous publications, countless blogs and published his first book, The Dogist, which became a New York Times Bestseller. His mission is to tell the story of dogs, and in doing so, is making many people (and dogs) very happy.


– Elias Weiss Friedman
Founder of “The Dogist”
The Growing Prevalence of Dog Flu H3N2 and H3N8*

WHAT IF?
What if you were told about a new strain of flu that would infect close to every human it came into contact with? Surely you would want to learn everything possible about how to stop its spread! Fortunately, humans don’t have to worry about this hypothetical scenario. Sadly, that is not the case for dogs.

The first strain of dog flu in the United States was discovered in 2004. The strain–H3N8–has since been found in more than 40 states nationwide.

In 2015, a new strain of dog flu–H3N2–emerged in the United States, which caused outbreaks across half of the country. Close to 100 percent of dogs are naïve to the new virus and have no natural immunity to it, meaning virtually all exposed dogs become infected. Dog flu is one of the causes of Canine Infectious Respiratory Disease Complex (CIRDC), also called "canine cough" or "kennel cough," which can become very serious. The initial outbreak of H3N2 took place in Chicago, where we began our tour and which has continued to be a hot spot for dog flu cases. We then traveled to Atlanta, Charlotte and Gilbert, AZ, all of which have seen high numbers of dog flu cases.

* Syndromic surveillance data of Cynda Crawford, DVM, PhD, University of Florida; Edward Dubovi, PhD, Cornell University; Sanjay Kapili, DVM, PhD, ACVIM, Oklahoma State University; Rhode Island State Veterinarian’s office; and IDEXX Laboratories.
DID YOU KNOW?

Did you know that dog flu is one of the causes of Canine Infectious Respiratory Disease Complex (CIRDC), a contagious cough caused by one or more viral or bacterial pathogens? People often refer to CIRDC as “kennel cough” because of its frequent association with dogs that have been recently housed in kennels or shelters. These settings allow for physical proximity of animals—which facilitates the spread of disease and contributes to disease susceptibility in other ways, too.

CIRDC can also be caused by bacteria, such as *Bordetella bronchiseptica* (*Bordetella*). Sixty-two percent of dogs who are vaccinated against distemper, infectious hepatitis and parvovirus infection also receive a *Bordetella* vaccination, but just eight percent also receive a dog flu vaccination, despite the fact that the same social dogs are at risk.

Why protect your dog against only one cause of CIRDC? If your dog could talk he/she would ask you to protect him/her against dog flu, too! Ask your veterinarian about dog flu vaccination today.

Why protect your dog against only one cause of CIRDC? If your dog could talk he/she would ask you to protect him/her against dog flu, too! Ask your veterinarian about dog flu vaccination today.
OUR DOGS DON’T GET A BREAK

Unlike human flu, which is seasonal, dog flu can strike all year round, and since dog flu is a relatively new virus, many pet owners are unaware of its threats to pets.

FORWARD

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TOUR TO PREVENT

DOG FLU

IF THIS DOG
COULD TALK!

Landon
Dachshund mix
Charlotte, NC

Blake
Border Collie
Gilbert, AZ
Brothers, Sisters & Best Friends

Atlanta, GA

Mosley  
Jack Russel mix

Jasper  
Labrador Retriever

Stella  
Golden Retriever mix

Willow  
Corgi

Gilbert, AZ

Joey  
Maltese/Poodle mix

Pebbles  
Maltese/Poodle mix

Benji  
Maltese/Poodle mix

Bruiser  
Maltese/Poodle mix
Dogs, like us, are social creatures. Just as we jump at the opportunity for a night out with our friends, dogs immediately wag their tails when one of their own is in sight. When we aren’t feeling well, we know it’s best to hold off on any social interactions until we’re 100 percent better. Unfortunately, dogs can’t directly communicate when they may be feeling a little off. As a result, we could unknowingly be exposing them to contagious viruses when we take them for their daily walks. Dog flu is highly contagious and spreads quickly among dogs, especially in urban areas, doggie daycares, boarding facilities, dog parks, and sporting and show events. Pretty much any location where dogs come into contact could potentially expose them to dog flu. As a pet owner, you are considered a parent, and just as you would your child, it is important to protect your fur baby from unnecessary harm.
“They are the best and worst thing that ever happened to me.”

“Zoe likes to lead Jackson around and Jackson doesn’t like it.”

“Annabelle has done photo shoots and modeled in the past.”

Charlie
Shepherd mix
Charlotte, NC

Brody
Labrador Retriever mix
Charlotte, NC

Charlie
Mix
Charlotte, NC

Dash
Mix

Oscar
Mix

Jackson
Rhodesian Ridgeback
Charlotte, NC

Zoe
Border Collie

Annabelle
Miniature Australian Shepherd
Gilbert, AZ

Tiffany
Pomeranian mix
They all have the same father.

“They’re best friends.”
“When dog flu H3N2 broke out in the Chicago area, we were seeing upwards of 15 cases a day at times and were scrambling to stop the spread of this very contagious disease.”

– Dr. Natalie Marks, D.V.M.
Co-owner of Blum Animal Hospital in Chicago, IL
Roger
English Pointer
Chicago, IL

Callie
Australian Cattle Dog
Gilbert, AZ

“...She’s in herding training and loves working...”

Willy
Dalmatian
Atlanta, GA

“...He’s a whiny little baby and his favorite food is ice cubes...”
Ready for My Close-Up

Callie
Australian Cattle Dog
Gilbert, AZ

Joe
Schnauzer/Poodle mix
Chicago, IL

Sadie
Mix
Chicago, IL
Jack
Terrier mix
Atlanta, GA

Finn
Great Pyrenees mix
Atlanta, GA

Chloe
Eurasier
Atlanta, GA

Winston
Boston Terrier
Charlotte, NC

“He grew up with goats.”

“She loves to hold hands for hours.”
“She loves to sleep in and doesn’t ever want to get out of bed before 9am.”

“She’s a big cuddler.”
“Tongues” of Fun

Addison
Yorkie
Chicago, IL

Moby
Labrador Retriever
Chicago, IL

“I’m involved in this initiative because I’ve seen the devastating impact of dog flu first hand, from the direct impact on a dog’s health and the emotional toll it takes on owners, to the impact it can have on local businesses and the community.”

– Dr. West Hamryka, D.V.M.
Owner of Sugar Hill Animal Hospital in Sugar Hill, GA

We say that he’s ‘always 7 years old’ – even though he’s older.

Henry
Golden Retriever
Atlanta, GA

“Tongues” of Fun
Rourou  
Samoyed  
Chicago, IL

Louie  
Pug  
Atlanta, GA

Lincoln  
Great Dane  
Atlanta, GA

Wade  
Labrador Retriever mix  
Atlanta, GA

Samson  
Goldendoodle  
Charlotte, NC

He LOVES to cuddle!
Kingston
Shepherd mix
Gilbert, AZ

Bailey
Golden Retriever
Gilbert, AZ

He’s the color of Bailey’s Irish Cream.
If you’re sick and a friend asks for a sip of your water, would you let him/her drink it? Of course not. The same should apply to dogs — however, you can’t always control your dog’s behavior the way you can control your own.

Just as we share our germs through close interactions, such as handshakes or hugging, dogs can spread dog flu by direct contact with respiratory discharge, through the air via a cough, bark or sneeze and by contact with contaminated objects such as dog bowls and clothing.

When you bring your dog out with you, it’s important to carry your own personal water bowls to help avoid contamination. However, we all know that dogs sometimes can’t help themselves when drinking from a communal stream or even a puddle! It’s for this reason that vaccination against dog flu is the best approach.
Maya
Alaska Klee Kai mix
Chicago, IL

Bailey
Golden Retriever
Chicago, IL
A Little Mixed Up

Minnie Pearl
Miniature Australian Shepherd mix
Atlanta, GA

Shadow
Basset Hound/Labrador Retriever mix
Gilbert, AZ
Chases giant frisbees and hates dogs in sweaters.

Hazel
Chihuahua/Terrier mix
Chicago, IL

“She’s only trained if you have a treat.”

Maya
Terrier mix
Gilbert, AZ

Waffle
Mix
Atlanta, GA

Archer
Mix
Charlotte, NC
“She loves attention – diva, diva, diva!”

Finley
Labrador Retriever/Weimeraner mix
Charlotte, NC

“Perpetually happy and loves water more than his namesake loved whisky.”

Faulkner
Irish Setter/Poodle mix
Atlanta, GA

“…I asked for the dog at the shelter who had been there the longest and came home with Margie.”

Margie
Pomeranian mix
Atlanta, GA

“She’s a rescue pet and is looking for a home.”

Katy Perry
Terrier mix
Gilbert, AZ
Super Dogs

“Fortunately, we are able to protect at-risk dogs through vaccination and other measures. I’m involved in this initiative because I strongly recommend that pet owners with social dogs speak to their veterinarian about what is right for their pet to help them fully understand what puts a dog at risk for dog flu.”

– Dr. Jamie Laity, D.V.M.
Harbor Point Animal Hospital in Mooresville, NC

“She’s a tripawd who just got her stitches out yesterday.”

Chloe
Chihuahua
Chicago, IL

Katja
Labrador Retriever mix
Atlanta, GA

Her favorite game is hide and seek.

Bean
Golden Retriever mix
Gilbert, AZ

4443
Sadie
9 years old  |  Chicago, IL

Rufus
Corgi
Atlanta, GA

Lola
Labrador Retriever/Terrier mix
Gilbert, AZ

“He recently had his eye removed – he is going to be a pirate for Halloween.”

Harper Stump
Poodle mix
Gilbert, AZ

“She’s missing three toes on her front paw (we’re not sure how #rescuepup). That’s why her name is Harper Stump!”
KNOW THE SIGNS

THE SIGNS OF DOG FLU INCLUDE:

- Coughing
- Discharge from the nose or eyes
- Loss of appetite
- Lethargy/lack of energy

In severe cases, pneumonia can develop, and critically ill dogs may even die from complications. If your dog displays any of these signs, be sure to contact your veterinarian immediately.

A veterinarian can provide supportive care when a dog becomes sick with dog flu, but there is NO SPECIFIC TREATMENT FOR DOG FLU SO PREVENTION IS THE BEST ANSWER!
Daenerys
Shepherd mix
Chicago, IL

Poppy
Goldendoodle
Atlanta, GA

She’s a huge flirt.

Shep
Redbone Hound/Beagle mix
Atlanta, GA

“He likes to jump on his shadow.”

Shep
Redbone Hound/Beagle mix
Atlanta, GA

“‘He absolutely loves snow.”

She once chased a deer for 30 minutes.

Sulley
Goldendoodle
Gilbert, AZ

“‘He absolutely loves snow.”

Bella
Labrador Retriever mix
Charlotte, NC

“‘She’s a huge flirt.”

5049
Dodger
Hound/Shepherd mix
Gilbert, AZ

“We’re not sure what breed he is, but he’s perfect.”

Layla
Saint Bernard
Gilbert, AZ

“She loves bear hugs.”

Eva
Corgi
Gilbert, AZ

“She’s a princess.”
Say “Cheese”

Scout
Rough Collie
Chicago, IL

Ethel
Mix
Chicago, IL

Mini
Border Collie mix
Chicago, IL
Demi
Dachshund mix
Atlanta, GA

She loves to sleep under the covers with me and often steals them.

Benson
Basenji/Labrador Retriever mix
Chicago, IL

Jackson
Golden Retriever
Gilbert, AZ
Delaney
Labrador Retriever
Atlanta, GA

Lily
Bull Terrier
Gilbert, AZ

Lucia
Airedale
Charlotte, NC

Haley
Corgi/Pomeranian mix
Gilbert, AZ

“Both of her parents are black labs, but she’s a yellow lab.”

“Lily loves to canoe and do bullie runs.”

“She loves hiking and carries all of her own snacks.”

“French fries are her favorite food.”
When our kids are contagious, they have to stay home from school, get plenty of rest and skip out on a few playdates until they get better. The same principle should apply with your four legged companions! Dog owners whose dogs are coughing or showing other signs of respiratory disease should not participate in activities or bring their dogs to facilities where other dogs can be exposed to the virus; dogs can pass on dog flu to other dogs for more than three weeks. If a dog with dog flu is hospitalized, they should be isolated for the protection of other dogs.

All Dressed Up

“Today is her birthday.”

Sally Jesse Rafael
Jack Russell mix
Chicago, IL

“Rolo
Dachshund
Charlotte, NC”

“Now is her birthday.”

Rolo
Dachshund
Charlotte, NC

“Today is his birthday.”

Noah
Bichon
Charlotte, NC

“He’s easily excited.”

Noah
Bichon
Charlotte, NC
Wesley
Yorkie
Gilbert, AZ

“He has the best wardrobe in town.”

Scarlett comes from the reservation and guides Cuddles where she needs to go, because Cuddles is blind and deaf.

Scarlett
Australian Kelpie mix

Cuddles
Westie
Gilbert, AZ
Almost all dogs, regardless of age or breed are at risk for contracting dog flu. Given dog flu is still an emerging disease, dogs in the United States have no prior exposure to the virus and they all lack immunity to it. Dogs at greatest risk for infection and disease are those with increased exposure to other dogs.
Bentley
Puggle
Chicago, IL

Isabella
Toy Poodle
Atlanta, GA

She is 16 and a half years young and loves to take road trips.

Remedy
Cocker Spaniel
Atlanta, GA

“...She is leader of Pup Scouts troop 707...”

Angus
Pug
Gilbert, AZ

Molly
Cocker Spaniel
Romeo
Chihuahua
Charlotte, NC

Maggie
Cockern Spaniel
Gilbert, AZ

“He’s a hot mess.”
Shelby
Whippet/Doberman mix
Atlanta, GA

Diego
Labrador Retriever
Chicago, IL
CALLING ALL DOG-LOVERS!

We asked pet owners across the nation to help us spread the word about dog flu by submitting a photo of their dog using the #IfThisDogCouldTalk hashtag and tagging @MerckAH. Check out our favorites.

If your dog is as social as these social media butterflies, it is important to speak with your veterinarian about his/her lifestyle. The best way to stop the spread of dog flu is to prevent it in the first place through vaccination.
Her hobbies include eating, napping and yawning.
Did you know dog flu was a thing? Me neither. Local dog reacts to the news.

Twitter: @South_Suh_Vet
July 20, 2016

Koda
Twitter: @LieselKristie
September 13, 2016

Twitter: @Grasame
July 23, 2016

Twitter: @Nilesha
July 22, 2016

Twitter: @hfirkins
July 25, 2016

Twitter: @tazitiara
July 29, 2016

Twitter: @hillesha
July 22, 2016

Twitter: @hfirkins
July 25, 2016

Twitter: @tazitiara
July 29, 2016
If your dog could talk, he or she would ask you to protect them. A dog’s love is unconditional. Our pups are with us for a short chunk of our lives, but to them, we are their entire life. Why not make the time you have together the best it could possibly be?

By the time dog flu is diagnosed, it has most likely already spread to other dogs. Prevention is the best approach to limit the spread of disease. Fortunately, dog flu vaccines are now available through U.S. veterinarians to help protect dogs.
Harley
Pug
Atlanta, GA

Bruiser
Pug

Luna
Mix
Atlanta, GA

“I’m her anxiety-support human.”

Mitzi
Chinese Crested Poodle
Charlotte, NC

Daisy
St. Bernard

Aristotle
Golden Retriever

“Daisy is a true Swiss rescue dog – whenever she hears distress she rushes in to see if she is rescuing a hypothermic avalanche victim.”

“Her anxiety-support human.”

“She loves to roll around in the leaves.”
THANK YOU!

Here at Merck Animal Health, our #1 commitment is to The Science of Healthier Animals™. We couldn’t be happier to be a voice for our furry-friends by spreading awareness of dog flu to help keep our dogs the healthiest they can possibly be. We are so proud of the If This Dog Could Talk pop-up event series and the If This Dog Could Talk album, and we feel these efforts truly capture the voices of man’s best friend. None of this would have been possible without the help of so many wonderful people. To start, we’d like to thank The Dogist and his team for their unwavering commitment and can-do attitude at each exciting community event. This collection of beautiful photographs wouldn’t exist without Elias’ passion and ability to capture the true beauty of dogs. Next, we’d like to thank the local veterinarians who took time away from their practices to help educate their communities at our pop-up events, Dr. Natalie Marks, Dr. West Hanryka and Dr. Jamie Laity, as well as the Merck Animal Health veterinarians and field representatives for being on-hand to answer any and all questions posed by pet parents during each event. We’d also like to thank the people of Chicago, Atlanta, Charlotte and Gilbert, AZ for giving us such a warm welcome at each event. Last, but certainly not least, we’d like to give a BIG thank you to the Arizona Animal Wellness Center of Gilbert, AZ and their team of veterinarians for allowing us to use their space to host our final event of 2016 – you helped us close out the year on a high note! Our 2016 tour may have come to a close, but this is only the beginning for the If This Dog Could Talk program. We are looking forward to what 2017 brings in helping to raise even more awareness surrounding dog flu and protecting the dogs that we all cherish.

Mollie
Maltese/Poodle mix
Gilbert, AZ

Gilbert, AZ

Bailey
Cockapoo
Atlanta, GA

Atlanta, GA

“"We rescued her from a shelter – she was skin and bones.""

“He loves to dress up.”

Oatmeal
Shih Tzu
Charlotte, NC

Charlotte, NC

Bailey
Golden Retriever
Chicago, IL

Chicago, IL

Libby
Collie mix
Gilbert, AZ

Gilbert, AZ

Kiki
Chihuahua

The Dogist

79
Tex
Dachshund/Chihuahua mix
Chicago, IL