

# World Spay Day Ideas for Veterinary Professionals

The Humane Society Veterinary Medical Association is proud to join forces with The Humane Society of the United States and Humane Society International to present World Spay Day. Launched in 1995, World Spay Day is an annual campaign that aims to encourage people to save animal lives by spaying and neutering companion animals and feral cats. The “day” itself is celebrated annually on the fourth Tuesday in February, but your World Spay Day event and/or activities can take place any time throughout the month of February, which is recognized as Spay/Neuter Awareness Month.

Veterinary professionals are vital to the success of World Spay Day. Your clients look to you as the experts in animal health and welfare and, after all, without your involvement, no spays or neuters would be performed!

Following are a just few suggested ways you can participate in World Spay Day.

## Get the Word Out...

- **Start your own spay/neuter event or seek out opportunities** to participate in and/or support local efforts.
- **Encourage your local and state veterinary medical associations to promote World Spay Day.**
- **Submit a press release or letter to the editor** to your local newspaper explaining the importance of spay and neuter and highlighting any upcoming local World Spay Day events.
- **Educate Clients:** “Sell” pet owners on the benefits of spay/neuter. HSVMA has public service announcements and handouts to help educate about the importance of spay and neuter available for download on the HSVMA website at [hsvma.org/resources](http://hsvma.org/resources).
- **Put a donation jar out in your clinic lobby** with all proceeds donated during the month of February funding low-cost or free spay and neuter surgeries for pets of low-income families.
- **Spread the Word:** Display World Spay Day posters and distribute brochures and other educational materials in your lobby. Visit the HSVMA website to download a [customizable flyer](#).
- **Early Age Spay/Neuter:** Review, promote and distribute scientific findings on pediatric spay/neuter to colleagues.

## Provide an Incentive...

- **Offer clients a special discount on all spay/neuter surgeries** performed during February (Spay/Neuter Awareness Month), the last week of February, or the last Tuesday of February (World Spay Day)—or any other time during the month of February.
- **Provide special, discounted spay/neuters to low income households.** Partner with social service agencies or local animal rescue groups to identify qualifying households.
- **Provide special, discounted spay/neuters to caretakers of free-roaming cat colonies.**
- **BOGO (Buy One, Get One):** For every animal someone brings in for sterilization, alter a shelter animal or free-roaming cat or at no charge or a discount.
- **Dental Duo:** For every client who schedules a teeth cleaning in honor of National Pet Dental Health Month (also during February), provide a discount voucher for a spay or neuter.
- **Bundle Services:** Offer low-cost sterilization with vaccinations and pet I.D.
- **Free Gift:** Give a gift to every client who has a pet spayed or neutered for World Spay Day. Ask local businesses to donate the gifts.

## Lend a Hand ...

- **Contact your local animal shelter and volunteer to spay or neuter** a certain number of adoptable animals at no charge. Ask the shelter to provide the adopters with your business card for follow-up health care visits.
- **If your community has a mobile spay/neuter unit, volunteer for a shift.**
- **Hold an after-hours party!** Schedule special discounted or no charge spay/neuter surgeries when your clinic is normally closed.
- **Bundle Services:** Offer low-cost sterilization with vaccinations and pet I.D.

*For more World Spay Day ideas, visit [worldspayday.org](http://worldspayday.org).*