



PET PAGES

Official Yellow Pages for Animal Lovers

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Ad Number 52

Pet Pages – For the South West Florida Edition

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There is No Poop Fairy!



pick it up

Pet waste negatively impacts water quality and public health. It can spread harmful bacteria, parasites and nutrients. We developed a social marketing campaign for Sarasota County to encourage pet owners to pick up and properly dispose of pet waste.

Shafer Consulting designed and implemented the campaign for the Science and Environment Council and Sarasota County Water Resources. Funding was provided by Sarasota County Water Resources.

The average dog poops **1/2 POUND** every day... multiply by 49,608 dogs in Sarasota County. that's **12 TONS.** It's estimated that 40% of people don't pick up... leaving **5 TONS of POO-LUTION** that can wash into our waterways every day.

ewwww!

1 - Dog poop can transmit PARASITES: Parasite eggs can survive for years in the yard. hookworms, roundworms, tapeworms, ringworms.

2 - Dog poop spreads harmful BACTERIA: 1/2 pound of poop contains 5 billion fecal coliform bacteria.

3 - Dog poop releases NITROGEN: Nitrogen feeds algae blooms, which deplete light and oxygen from our waters - killing seagrass and fish.

Approved By _____ Date _____

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