

Surgical Desexing

Education Communications Package

for Local Government and
Community-Based Organisations

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**Healthy animals,
healthy proud communities**



Background on AMRRIC

AMRRIC is a national not-for-profit organisation that works in partnership with Aboriginal and Torres Strait Islander communities across rural and remote Australia to improve the health and wellbeing of people, animals, Country and culture. Guided by a One Health approach, AMRRIC delivers practical, community-led solutions through animal health services, education, training, research and advocacy. Our work is culturally grounded, evidence-informed and focused on building local capacity, reducing risk and creating healthier, safer and stronger communities over the long term.

Background on Surgical Desexing Resources

Cats and dogs are popular pets across Australia. However, access to reproductive control in remote communities can be limited, with surgical desexing often only available when external veterinary providers visit the community.

Without access to, or uptake of, surgical desexing, companion animal populations can increase. This can contribute to animal population management challenges that may affect animal health, community health, safety and wellbeing.

Promoting surgical desexing through accessible and relatable resources can help increase awareness of desexing as an important tool for maintaining stable companion animal populations. These resources can also help pet owners understand what desexing involves and support conversations with visiting veterinary providers when services become available.

This communications package contains a range of resources designed to increase awareness of surgical desexing and what it entails. The resources aim to provide clear, accessible information to help empower pet owners to make informed decisions about desexing their pets.

How to use this package

This package is intended for media and communications use for local governments and community-based organisations to spread awareness of important animal, human and environmental health topics among their communities.

The package includes templates for newsletters, Facebook posts, posters for distribution, as well as links to videos you can screen at community events.

Feel free to edit and adapt the resources for your community.

If you have any questions on the use of this material or any suggestions, please contact us at info@amrric.org



Overview of resources:

Media Item	Media Attachment
Template Newsletter Article	Image provided in ZIP folder
Social Media Post # 1	Images provided (2) in ZIP folder
Social Media Post # 2	Social Media Tiles (10) provided in ZIP folder
Social Media Post # 3	Link to animation provided
Community resources	Posters (2) provided in ZIP folder
Animation Video	Links (2) provided along with instructions to download for use offline.



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[TEMPLATE ARTICLE FOR NEWSLETTERS]

Copy and paste this whole newsletter article along with the image below. Check your downloads folder for the Newsletter Article Image.

Desexing: Busting the Myths

Desexing is an important aspect of pet ownership to consider, but there are lots of myths and questions about when and why dogs and cats should be desexed and it can be difficult to know what information to trust - Let's bust some common myths about desexing!

Myth: Female dogs should have one litter before being desexed

Fact: A female dog does not need to have a litter before being desexed. Dogs can be safely desexed without having puppies first.

Preventing unplanned litters can also help keep the number of puppies needing homes manageable.

Myth: A female dog or cat needs to have a season (also known as “heat”) before being desexed

Fact: A female dog or cat does not need to have a season, or come on heat, before being desexed.

A pet having a season first increases the likelihood of ending up with puppies or kittens!

Myth: Desexing will change my pet's personality

Fact: Desexing does not change the bond you have with your pet or make them a completely different animal.

Some behaviours influenced by reproductive hormones may change after desexing, but your pet's individual personality, habits and relationship with you will remain.

Myth: Desexing is only about preventing puppies and kittens

Fact: Preventing unplanned litters is an important reason to desex, but there can be other health and behavioural considerations too.

Desexing prevents reproduction and can reduce the risk of some reproductive health problems. It may also reduce some behaviours related to their reproductive hormones.

Talk to your vet

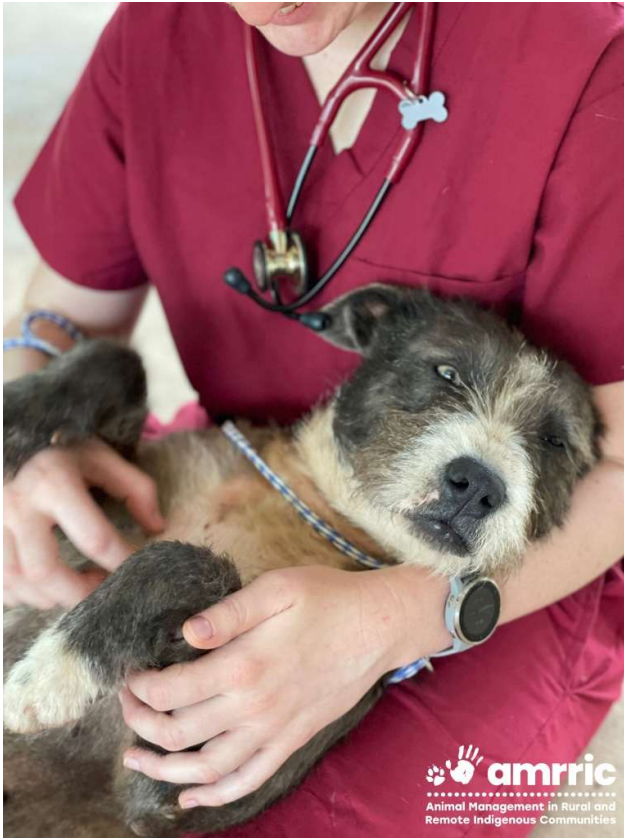
The best time to desex can be different for every animal. Factors such as age, breed, size and health can all be considered by your veterinarian when deciding when desexing is appropriate.

If you're considering desexing your dog or cat, talk with your veterinarian about the **benefits, risks and the best time for your pet.**



[IMAGE FOR NEWSLETTER ARTICLE]

Image for newsletter article supplied separately. Check your downloads folder for Newsletter Article Image



Reference image: Newsletter Article Image



[TEMPLATE SOCIAL MEDIA POSTS]

Keep an eye on [AMRRIC's Facebook Page](#) and share our posts,

OR

Create your own with these templates on the following pages...



[SOCIAL MEDIA POST # 1]

Copy and paste this whole post and attach the images below to your post - check your downloads folder for the images or follow the link in Social Media Post #1 Attachment, below.

Do you know how quickly cats and dogs can reproduce?

Cats and dogs can have multiple litters in a year, which means the number of puppies and kittens can grow quickly!

A female cat can have around **3–4 litters a year** and a female dog can have around **1–2 litters a year**.

When there are too many dogs and cats, this can impact the whole community, including **animal health and wellbeing, people, the environment and community life**.

If you **don't want your dog or cat to have puppies or kittens**, speak to your **Animal Management Worker** about desexing.

 **Keep an eye out for our next posts for more information about desexing!**

 **Can you spot all the cats and dogs in these images?**

Thanks @AMRRIC for sharing this info with us.

To learn more about AMRRIC or access more resources, please visit [Resources - AMRRIC](#)



[SOCIAL MEDIA POST # 1 ATTACHMENT]

Check your downloads folder for these images. Alternatively, they can be downloaded from our website here [Find the Cats - Posters / Activity Sheets AMRRIC](#) / [Spot the Dogs - Posters / Activity Sheets AMRRIC](#)



Reference Images for Social Media Post 1



[SOCIAL MEDIA POST # 2]

Copy and paste this whole post, as well as the social media tiles (provided separately - check your downloads folder)

Do you have a cat or dog? Thought about getting them desexed?

Desexing can have a range of benefits for your pet, your family and the whole community.

Benefits of desexing can include:

Health benefits – Desexing can reduce the risk of some reproductive diseases and cancers.

Less roaming – Desexed pets may roam less and spend more time at home.

Prevent unwanted litters – Unplanned litters of puppies or kittens can lead to a lot of animals to care for. Desexing helps to stop there from being too many puppies and kittens born.

Healthier, happier pets – Desexed pets generally live longer, healthier lives!

For more information, see the social media tiles below

Thanks @AMRRIC for sharing this info with us.

To learn more about AMRRIC or access more resources, please visit [Resources - AMRRIC](#)



[SOCIAL MEDIA POST # 2 ATTACHMENT]

Social Media Tiles supplied in ZIP file – check your downloads folder.

Alternatively, the tiles can also be viewed and downloaded here: [Desexing - Social Media Tiles - AMRRIC](#)



Reference image Social Media Post 2 – Desexing Social Media Tiles



[SOCIAL MEDIA POST # 3]

Copy and paste this whole post, as well as the link to the Informed Consent Animation.

Have you seen the Informed Consent Animation?

This animation is suitable for both adults and children and has been designed to share important information about desexing.

The animation explains:

- What desexing is
- Why desexing may be recommended for pets
- Potential risks associated with the procedure
- The aftercare required after desexing

👉 Before your pet is desexed, watch the animation to find out what to expect and help you make an informed decision for your pet.

[AMRRIC Informed Consent Animation - AMRRIC](#)



[SOCIAL MEDIA POST # 3 ATTACHMENT]

Download the animation from our website and upload the video along with the post above.

Instructions on how to download the animation can be found [here](#)

NOTE: Embedded videos tend to have better engagement than website links.

Alternatively, the animation can be shared directly from Vimeo [AMRRIC Informed Consent Animation | Videos & Movies on Vimeo](#)



Or, include the link in your social media post - [AMRRIC Informed Consent Animation - AMRRIC](#)



[COMMUNITY HANDOUTS]



The resources are designed to provide pet owners considering surgical desexing with information pertaining to the benefits of desexing their pet. The posters also include a QR code to The Informed Consent animation which addresses: What desexing is, the potential risks associated with the procedure, and the required aftercare.

Posters include:

- 1) Desex your dog - poster
- 2) Desexing your cat - poster

These can be shared online, or physically distributed, and are best used in the lead up to or during veterinary programs to promote desexing.

Posters supplied in ZIP file – check your downloads folder.

Alternatively, the posters can also be viewed and downloaded here: [Desexing Your Dog - Poster - AMRRIC](#) / [Desexing Your Cat - Poster AMRRIC](#)



[ANIMATION CLIPS – LINKS TO SCREEN AT COMMUNITY EVENTS]

These animations can also be downloaded for use offline

1) Informed Consent – Animation

The animation can be used by community members, educators and service providers before, during or after veterinary visits. It is also suitable for use in school education sessions about animal health and reproduction.

Watch the **Informed Consent animation** [here](#)

Instructions on how to download can be found [here](#)

2) What Cat? That Cat...Too Many Cats - Animation

The animation illustrates the rapid reproductive rates of cats, highlighting the implications of having one entire female cat, and promotes the benefits of having cats desexed.

Watch **What Cat? That Cat...Too Many Cats** [here](#)

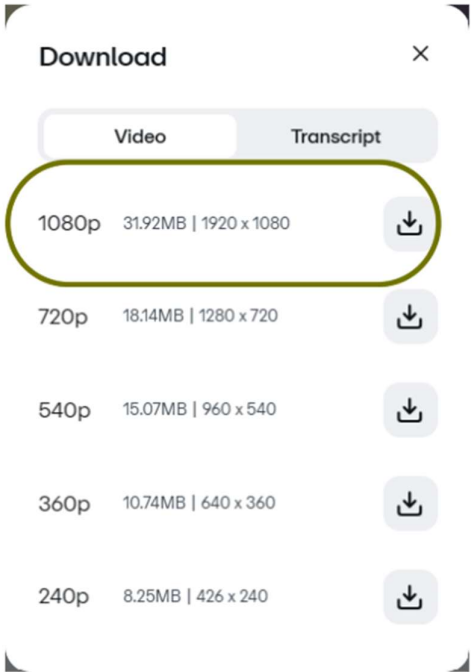
Instructions on how to download can be found [here](#)



HOW TO DOWNLOAD AMRRIC'S ANIMATION CLIPS

Step 1		From the AMRRIC website click on Vimeo - located in the bottom right corner of the animation. This will take you to the Vimeo webpage.
Step 2	AMRRIC Informed Consent Animation 71 views · 1 year ago 	Look for the download symbol below the video on the left-hand side. The download symbol will be below the title of the video and will appear like this:  Click on the download icon



Step 3		An option will appear to select what size animation you would like to download. Where possible, the highest quality download is recommended. Especially if planning to screen the animation on a large TV or via a projector. Once downloaded, locate the animation video in your downloads folder. It is now ready to use offline!
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Thank you for exploring AMRRIC's Education Communication Package.

We welcome any feedback you may have and would love to see how your local government or community-based organisation is using the educational resources.

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