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Bayer Leading Global Public Health Fight Against Vector-Borne Diseases

Special global web conference “One Health” to address zoonotic disease within the veterinary and public health fields

Nearly half of the world’s population is infected with at least one type of vector-borne disease (1). These diseases are transmitted from parasites to animals and humans, and have a significant impact on public health and our global economy. The economic impact of Lyme disease alone is estimated to be well over $3 billion annually (2).

With international travel making the spread of disease faster and easier, it is increasingly important for veterinarians and public health professionals to understand prevalent vector-borne diseases.

Bayer HealthCare’s Animal Health Division is opening the online registration and inviting veterinarians, physicians, and public health professionals to join a global web conference on zoonotic vector-borne disease. This 3rd annual Canine Vector-Borne Disease (CVBD) web conference takes place Thursday, 20th March 2014, to raise awareness of parasitic diseases such as those transmitted via ticks (Lyme disease), fleas (canine bartonellosis), and sand flies (leishmaniosis).

For this web conference, there will be two sessions: a targeted case study session for veterinarians and a roundtable session for veterinarians, physicians, and allied and public health professionals.

“Vector-Borne disease is a topic of critical importance for global public health,” said Professor Michael Day from the University of Bristol, School of Veterinary Sciences (UK). “It involves both the veterinary and public health fields, and this web conference is unique because it brings both of these audiences and perspectives together.”

The 2014 CVBD conference will involve an international team of global experts to raise awareness about vector-borne disease transmission, and addresses the challenges, opportunities, and surveillance information available to inform public health frameworks.

With confirmed experts presenting from the Centers for Disease Control, the National Center for Emerging and Zoonotic Infectious Diseases, and the World Small Animal Veterinary Association, this 2014 conference is set to surpass the success of past years by engaging a broader audience. In 2012 and 2013, there were over 5,000 participants, from 40 different countries who joined in the live web conference symposia in real time,” said Dr. Norbert Mencke, Director of Global Veterinary Services Companion Animals, Bayer HealthCare Animal Health.

Broadcasting live from Barcelona, Spain, the web conference meetings will be simultaneously translated into

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English, Spanish, Italian, French, German, and Russian languages to accommodate a global audience. For the 2014 web conference social media will play a vital role in raising awareness of CVBD, with a live Twitter feed and supporting conference hashtags.

In 2014, by adding the public health focus with the veterinary topic, there will be a broader impact from the CVBD web conference to exchange knowledge and findings about ectoparasite-pathogen-host interaction as well as characterisation and assessment of pathogen and vector distribution.

All interested veterinarians, physicians, allied and public health professionals are invited to register at www.cvbdwebconference.com.

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