



Advocacy like no other.

Advocacy Q2 Impact Report

As wildfires become increasingly common in Canada, it is crucial to ensure the well-being of our beloved pets. Wildfire smoke can pose serious health risks to animals, just as it does to humans.

On June 8, 2023, Toronto Humane Society released a [press release](#) with a practical guide on how to protect your pets from the effects of wildfire. Here is the impact of sharing possibly life-saving important message.

Over 60,000 Views

Dr. Karen Ward, Chief Veterinary Officer, was interviewed by [Global News](#) on July 8, 2023.

She explained how certain breeds, such as bulldogs and Persian cats, may have a harder time during the wildfires due to their respiratory anatomy. Because of their shortened snouts, they are prone to respiratory issue and have difficult breathing even under normal circumstances.

She also shared signs to watch out for if your pet is experiencing smoke irritation.

"They could be coughing, or could just be a little quieter than normal, just sort of acting like their regular self," Ward said. "Their eyes could be red and irritated. Maybe they have some exercise intolerance. They don't have that same level of energy and enthusiasm they did at another point in time."



11 Shares

The information shared from Dr. Karen Ward's interview with Global News was re-shared and/or quoted by 11 other blog websites such as News in Canada and News in Motion.

Over 20 Million Views

CityNews Toronto, Vancouver, Winnipeg and Kitchner aired an interview featuring Greg Ratelle, Senior Development Officer, Annual Fund. He shared tips on what behaviour to look for in your pets to understand the signs of over heating.



Over 6,000 Impressions



On June 8th Toronto Humane Society shared 4 tips on how to keep your pet cool during a wildfire heat and smoke alert on [Instagram](#), Facebook, and Twitter.

