



Prezados Senhores,

Chegamos ao 400º comentário econômico!

Para conhecimento e para pensar...

Nessa semana, ocorre nos EUA a “National Dog Bite Prevention Week®” (Semana de Prevenção Nacional contra Mordida de Cães), evento promovido pela American Veterinary Medical Foundation.

Alguns números desse mercado nos EUA.

- Há 70 milhões de cães, um cão para cada 4,5 pessoas.
- 36,5% dos lares têm cães.
- 4,5 milhões de pessoas são mordidas por cães a cada ano. Desse número, 20% têm necessidade de atendimento médico, sendo a metade de crianças.
- Os sinistros totais, de seguro de responsabilidade civil contra as mordidas, são de quase US\$ 600 milhões/ano, com 15 mil eventos.

Ver para mais detalhes...

www.avma.org/Events/pethealth/Pages/Dog-Bite-Prevention-Week.aspx

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National Dog Bite Prevention Week®

70 million nice dogs...but any dog can bite

National Dog Bite Prevention Week® takes place during the third full week of May each year, and focuses on educating people about preventing dog bites. The dates in 2016 are May 15-21.

With an estimated population of **70 million dogs living in U.S. households**, millions of people – most of them children – are bitten by dogs every year. The majority of these bites, if not all, are preventable.

- Prevent The Bite reports that according to the Center for Disease Control, dog bites were the 11th leading cause of nonfatal injury to children ages 1-4, 9th for ages 5-9 and 10th for ages 10-14 from 2003-2012.
- The Insurance Information Institute estimates that in 2013, insurers across the country paid over \$483 million in dog bite claims.
- The American Society for Reconstructive Microsurgery reports that according to the American Society of Plastic Surgeons, 26,935 reconstructive procedures were performed in 2013 to repair injuries caused by dog bites.
- The U.S. Postal Service reports that 5,581 postal employees were attacked by dogs in 2013. Children, elderly, and postal carriers are the most frequent victims of dog bites.

DOG BITES BY THE NUMBERS

- 70M DOGS** in the USA in 2015. That's 1 dog for every 4.5 people.
- 36.5%** of homes have at least 1 dog.
- 4.5M PEOPLE** bitten by dogs each year. 20% of bite victims require medical attention.
- 50%** of all reported dog bite victims are male.
- 359,223 CHILDREN** Ages 1 to 14 were bitten by dogs between 2010 and 2012.
- 37%** Were between the ages of 5 and 9.
- 66%** Of injuries to children 6 years and younger were to the head and neck.

Um segmento que também precisa ser analisado no Brasil.

Cordialmente,

Francisco Galiza.

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