

# THUNDERSTORMS

DIGITAL  
TOOLKIT



Relevant, client-friendly communications on helping pets cope during thunderstorm season.

MAY 2018



## Social Media Posts

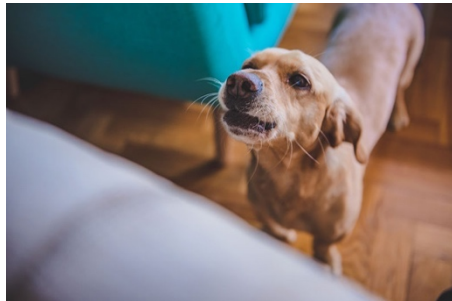
*Instructions: Copy and paste the desired posts on your clinic's Facebook, Twitter or Instagram pages. Follow any additional steps as instructed.*

- Have you heard of the iCalm speaker for pets? (<https://icalmpet.com>) By playing music developed specifically for dogs and cats, it can help calm your pet during noisy events like thunderstorms or fireworks.
- Did you know? A dog or cat knows a thunderstorm is approaching because they can sense the fall in barometric pressure.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Common signs of thunderstorm anxiety in dogs are: pacing, panting, hiding, barking/whining and unusual or destructive behavior. Help calm them down before the storm hits – try a natural calming supplement like Zylkene.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Common signs of thunderstorm anxiety in cats are: hiding, excessive vocalization, eliminating outside the litterbox and change of appetite.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

## Social Media Posts (continued)

- Fact: the most common months for thunderstorms are summer months – May through August. What months do you see storms most often where you live?



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- The most common behavior problems associated with loud noises, like thunderstorms, are destruction and escaping. Ensure your pet is safe by keeping their identification up to date and considering microchipping. Also, give your pet a "safe space" or den to stay in when storms hit or fireworks season arrives.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Do you have a pet that's scared of thunderstorms? Check out these 5 Tips for Keeping Your Pet Calm During Thunderstorms. [link to article posted on your website/blog].
- Helping your pet stay calm(er) during storm season can be easy using this Calm House Checklist. <http://bit.ly/2rsASFV>

## Article

*Instructions: Use the following content on your clinic's website, blog or within a newsletter.*

### 5 Tips for Keeping Your Pet Calm During Thunderstorms

Spring is a season of new life, wildflowers, warmer weather – and thunderstorms! Storms can present a real challenge for our furry friends who are scared of loud noises. If your pet is afraid of storms, check out these simple ways to keep them calm when the thunder rolls.

- **Give them a safe space:** Ensure they have a room or kennel inside with their favorite toys to try and distract them during the storm. Ensure the room or kennel contains their favorite blanket, toys or a cozy towel that provides familiar smells and is comfortable. If possible, keep them company during the storm by playing with them, keeping them engaged with their favorite toys or provide comfort (and snuggles!). This can help make the time seem to pass more quickly. If your dog typically stays outside, create a place for them inside that will keep them safe and dry.
- **Provide distractions:** Try playing calming music during the storm to help drown out the noise. Some pets also enjoy watching TV – many cable packages now include pet TV channels!
- **Limit visuals:** Keep windows and shades closed to help block the noise as much as possible. This can help limit the visualization of the dark sky that looms in the distance or any lightning that may occur with the storm. Decreasing any sensory input (visual, auditory or otherwise) may help lessen the level of your pet's anxiety in that situation.
- **Keep yourself calm:** Your pet has an acute sense for your emotions and knows when you're nervous or afraid. Try to remain calm and keep your actions as even-keeled as possible.
- **Try a calming supplement:** Start your pet on a natural calming supplement in advance of the storm to assist them in better coping with their fear. If you live in an area where storms can be frequent and unpredictable, look for a supplement that is ok for both short-term and long-term use, such as Zylkene. Before starting a new supplement or medication, always ask your veterinarian for advice.

**Bonus tip!** Many pets go missing during thunderstorms. Ensure your pet's identification tag is up to date and microchip your pet if possible. Always try to keep your pet inside if you are worried about the weather changing. Taking a few simple steps to make thunderstorm season easier on your pet can make a world of difference. If you need additional tips on how to help your pet make it through a trying time, reach out to your local veterinarian.



## Infographic

Instructions: The ZIP package contains a file named “calm-house-checklist.pdf”. Print the file for use in your clinic or send electronically to your clients.



## Posters

*Instructions: The ZIP package contains files named “thunderstorm-poster-cats-11x17.pdf” and “thunderstorm-poster-cats-11x17.pdf”. Print the files for use in your clinic.*

