

THE VETOQUINOL BEHAVIOR DIGITAL TOOLKIT



Your go-to source for relevant, client-friendly
communications about pet behavior.

OCTOBER 2018



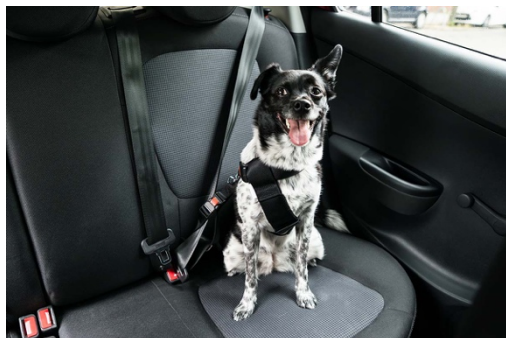
Online Communications

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.

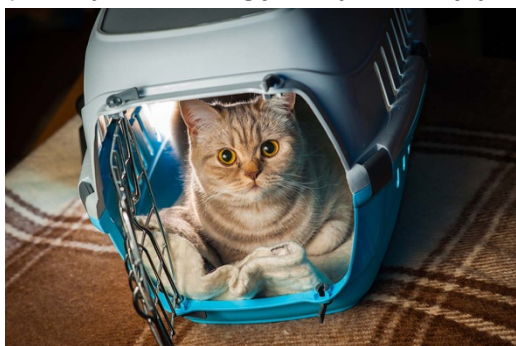
Traveling with Pets

- Do you struggle with getting your pets in and out of the car? Here are some tips to help make the process easier and safer! <https://goo.gl/Z1cGyR>



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- What's the longest road trip you (and your fur-baby) have taken together? Post in the comments.
- Did you know? Putting familiar smells (such as toys or blankets from home) inside the carrier or crate with your pet may make a long journey more enjoyable for them!



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- Planning to travel with your pet this summer? Post in the comments where you're headed!
- Traveling can be a challenging time for some pets. If you are concerned about your pet's behavior while traveling, talk to us about calming supplements (like Zylkene) that may help ease their fears on the journey.

Social media posts (continued)

Pets & Fireworks

- Fireworks can be a fun part of July 4th celebrations, but if your pet does not enjoy the 4th of July festivities as much as you, talk to us about some solutions that can help ease their fears.



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- Fireworks tip: Keeping windows/curtains closed and turning on the TV or radio to dull the noise of fireworks can help keep your pets calm during fireworks.



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- Did you know? 44% of pet owners report that their pets are scared of fireworks. Here are some tips to help your pet during fireworks season: <https://goo.gl/QftFVq>
- Loud noises like thunderstorms and fireworks can cause anxiety in as many as 60% of dogs and cats. If your pet is afraid of loud noises, contact us about solutions that can help them cope during these challenging situations.

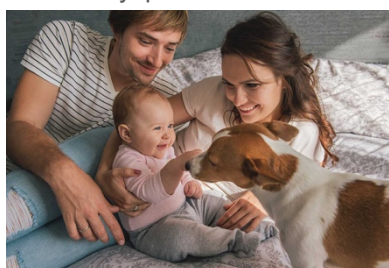


[Note: The full-size image can be found in the "Social_Media_Images" folder.]

Social media posts (continued)

Pets & New Baby

- Bringing home a new baby is a joyous occasion, but your pet may not be as excited about the changes. Check out these tips for introducing your furry friend to a new family member: <https://goo.gl/TvyT1a>
- Expecting a new baby and worried about how your pet might react? Start setting boundaries with your pet early in your pregnancy. Getting them used to a new routine as early as possible will help with the transition! #newbabytip



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

Moving

- Moving this summer? Don't forget about how the change can affect your pets! Contact us today for simple tips to make this challenging transition easier on your furry friends. #movingtip



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- It's moving season – an event that can be just as tough on pets. One tip is to set up a designated room as quickly as possible with your pet's favorite things to help them feel more comfortable during the hustle and bustle. #movingtip



[Note: The full-size image can be found in the "Social_Media_Images" folder.]

- Moving can be tough on all family members – especially pets! Check out these 10 tips for moving with your pet. <https://goo.gl/61dG1u>

Articles

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

Tips for Helping Your Pet Cope During Fireworks Season

Fireworks can make celebrations exciting for us, but they're not always fun for our pets. In a recent survey*, 44% of pet owners reported that their pets are scared of fireworks.

Fortunately, there are things we can do to help keep them calmer and safer. It's up to you as their owner to help pets cope and make sure they stay calm when the fireworks go off. Here are a few tips to consider if your pet experiences anxiety during fireworks season:

1. **Start planning in advance!** A few weeks before, talk to your veterinarian or behaviorist about any changes you can make in the short term to help your pet. Additionally, build a "den" for your pet so they have their own safe place with which they have positive associations. This gives them somewhere to hide when they are uneasy or worried. Make sure the den is in a place where they usually like to hide and that they have enough space to stretch out and stand up/turn around.
2. **Consider starting them on a calming supplement** in advance to try and help them cope. There are several options available for pets who become especially anxious during fireworks. Talk to your veterinarian about the best options depending on their reactions to the noise.
3. **Update their identification!** Some pets try to run away when fireworks go off near them. Ensure that your pet's ID tag is up to date and, if possible, get them micro-chipped. This will ensure you are reunited with your pet sooner if they do go missing.
4. **Walk your dog when it's still light outside.** Try to ensure your dog does not need to go outside when fireworks are going off. Prep them in advance for an earlier nighttime routine and, when finished, keep them inside with the windows and doors securely closed. This will reduce the chance that they will run off. Don't take a dog to a fireworks display if they experience anxiety from the noise.
5. **Provide distractions.** Consider turning on the TV or radio during the fireworks and providing your pet with a new favorite toy. This will help drown out some of the noise and keep your pet distracted when they would otherwise be focused on what's happening outside. Treat training is also an option and can be practiced in advance of fireworks season. If they are focused enough, you can take them to their "safe" room, with background music, and perform basic commands while rewarding the completion of the task with treats. If they are too concerned with the noises outside to respond to basic commands for treats, you might be able to distract them short term by simply providing small pieces of their most favorite treats in rapid succession to further distract them from the noise.
6. **Watch for subtle signs of noise phobias early in your pet's life.** A behavioral issue such as sensitivity to noise can be easier to control if caught early. If you are able to pick up on signs that your pet may have a problem with fireworks or other loud noises in the first year or two of your pet's life, then you should consult with your veterinarian and begin taking steps to minimize the progression of the signs over time. For older pets who develop noise sensitivity with age, or an adopted pet, keep an eye out for signs and try to deal with them sooner rather than later by working with your veterinarian.

Taking a few simple steps to make fireworks 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.

*PDSA, Online Survey 2013

Summer Travel with Pets

Planning a summer vacation can be an exciting task for you and the entire family. Travelers are including their pets in summer travel plans more often. If you are bringing your furry friend along for the ride, here are a few things to consider to make the trip easier on your pet.

Hitting the Road?

If you are taking a road trip with your pet, don't forget to take a trial run first. Bring your pet along with you on more local car trips to see how they respond in different situations. Additionally, make sure you have options to ensure your pet is safely secured within your vehicle. For smaller dogs and cats, always have them secured in a carrier. For larger dogs, a crate in the back of the car that is secured is preferable. Pet seat belts or restraints are also an option.

Depending on the length of your trip, plan out stops so that your pet has ample opportunities to use the restroom and stretch their legs. Some rest stops and larger gas stations even have doggy play areas! Don't forget to allow pets to hydrate while traveling – and if traveling during regular meal times, make sure they are able to eat.

Lastly, consider car temperatures! Never leave your pet unattended in a warm car. Temperatures inside a parked car can reach 20-30 degrees higher than outside, and can quickly become deadly for a pet.

Flying high?

Flying with a pet is more popular than ever. Some airlines are even doing more to accommodate pets, but there are still a few things to keep in mind if you are taking off with your pet in tow.

First, always make sure your pet is in good health before flying. If your pet is very young or old, or has a particularly fragile medical condition, it may be best to leave them at home.

Second, do your research first regarding airline fees and policies – you might be surprised at how quickly they can add up. Some airlines charge extra for bringing pets and others will consider your pet carrier as a "checked bag." Take a close look at your airlines' pet policies.

If you are heading out of country, pay close attention to laws regarding vaccinations and medical records needed prior to bringing your pet. Some countries (and Hawaii) even require quarantine periods.

Keep your pet safe – no matter how you are traveling

Whether you are driving or flying with your pet, there are some common things to always do beforehand.

- Ensure your pet's ID tags are current and that your pet is micro chipped with updated contact information
- Consult with your veterinarian about your plans
- If your pet gets nervous while traveling, consider a calming supplement to ease their worries
- Bring your pet's favorite toys or blanket as a familiar reminder of home

Ensuring your pet's well-being while traveling can help make your summer trip the best one yet. As always, if you have more questions regarding things to consider when bringing your pet along on trips, talk to your veterinarian.

10 Tips When Boarding Your Pet

1. **Keep their diet the same:** Many boarding facilities will offer food as part of your pet's stay. However, changing up your pet's diet can suddenly wreak havoc on their digestive system. In addition to the nerves they are already feeling by being in a new place, surrounded by strange roommates (and noises!), changing their diet can equal disaster. Consider bringing your pet's own food with specific directions for the clinic regarding how much to administer and what time of day.
2. **Bring your pet's medical records:** If you are boarding at a facility that is not your pet's regular veterinary clinic, make sure to bring copies of their medical records. Most boarding facilities require certain shots in order to board and without proof, won't let your pet stay. Additionally, giving the staff an idea of any recent medical issues will allow them to provide better care. If your pet is on any medication, don't forget to pack it with dosing instructions.
3. **Check out the facility first (or better yet, do a test run):** If this is your first time boarding your pet (or first time at this particular facility), make sure you check it out thoroughly before dropping your pet off. Some facilities have different sizes of kennels/catteries which are best gauged in person. Many facilities will also offer separate spaces for cats, away from the loud barking and noises of dogs. If you can, do a test run for one night to see how your pet does in a new environment. It's important to check out the facility as much as possible so you can make the best decision possible regarding your pet's care.
4. **Ask about optional services to make your pets stay more fun...** Some clinics or boarding facilities will offer additional play time or walks to make your pet's stay more fun. It's also becoming more common to find facilities with group play areas and/or "swimming pools" for dogs who love water. With pet activity trackers becoming more popular, you can even monitor your pet's activity level while you're away to ensure they are still exercising and staying active. Incorporating activities into your pet's stay will not only keep them active while you're away, but can also help the time go by faster!
5. **...or less stressful:** Additionally, many clinics are offering calming supplements to pets who have a hard time being away from home. These types of supplements, like Zylkene®, can help your pet through what can be a challenging time for them. Ask your veterinarian for more information about these types of supplemental options.
6. **Bring some small comforts from home:** Bringing your dog's bed, toys and treats, can help reinforce the feelings of being at home and help make their stay more pleasant. The same goes for cats – ask if the facility will allow you to bring your cat's litter box, especially if your cat is picky (which most cats are!) Having things with them that smell like or remind them of home is a great way to keep them more relaxed.
7. **Book early and check their hours:** If you find a clinic or facility that you are comfortable with, make sure you book your pet's stay early and confirm as your trip gets closer. Many boarding facilities get booked up, particularly during the holiday season and summer. Knowing their open/closed hours is also important – are they open on Sundays? If not, and that's the day you return, you might have to pay for an extra night.
8. **Ask about their emergency policy:** If something happens to your pet during their stay, what is the emergency plan? If they are a clinic, do they offer off-hours emergency services? If not, where do they take animals who become sick or injured and how do they determine your comfort level regarding your pet's care? Its information you will hopefully *not* have to use, but if you do, are better off knowing in advance.
9. **Make sure your pet is outfitted with updated identification:** In the rare event that your pet does require professional care or is able to get free, make sure your pet has an updated collar with ID tags and contact information. Additionally, micro-chipping your pet can help drastically speed up the location process.
10. **Check referrals and talk to your veterinarian first:** It's always a good idea to check a facility's referrals before booking. This can help you make the best decision for your pet. If you are still unsure about where to go or how to help your pet cope with staying away from home, ask your veterinarian for their recommendations.