

Creating a Pet-Friendly Hospital, Animal Shelter, or Petcare Business

According to the Bayer veterinary care usage study funded by Bayer HealthCare LLC, Animal Health Division (www.ncvei.com), one major reason why owners fail to bring their pets to the veterinary hospital is that the visits are unpleasant. Many cat owners (58%) and dog owners (37.5%) say their pets hate going to the vet and 37.6% of cat owners and 26.2% of dog owners get stressed out just thinking about going to the vet hospital. 39.4% of cat owners and 23.7% of dog owners will only take their pet to the hospital if the pet is sick. Clearly the days of force-restraint and speeding to get procedures done are having a negative effect beyond what many veterinarians have previously thought. No doubt the same practices are having negative effects in other petcare situations.

The purpose of this seminar is to help petcare professionals develop pet friendly practices. Use this DVD in conjunction with the textbook *Low Stress Handling, Restraint, and Behavior Modification of Dogs & Cats* and with the *Low Stress Handling Lab DVD series* to gain the most complete understanding and set of skills.

Introduction to Low Stress Handling and Recognizing Brewing Fear and Aggression in Dogs and Cats (78 minutes)

Summary

Dog and cat bites are the most common cause of injury in the veterinary hospital or petcare setting. Many of these injuries can be avoided simply by understanding why they occur and recognizing the signs early on. In this presentation you'll learn to recognize the body language of fear and anxiety in dogs and cats, how seemingly innocuous behaviors can quickly progress to aggression, and ways that people handling and greeting these pets may inadvertently make the behavior worse. You'll see how a more thoughtful and well-planned approach to handling these pets can help you quickly win their trust, allowing you to breeze through situations that would have otherwise led to drama and stress for all involved.

Major Points

- Introduction to Low Stress Handling: Why it's important
- Why so many pets are fearful
- How to recognize fear and anxiety
- How and why fear can turn into aggression
- What humans inadvertently do to make fear and aggression worse
- What we can do to avoid making it worse (by greeting and approaching appropriately)
- How unruly behavior can lead to aggression

Rapid Reversal of Fear and Aggression in Dogs and Cats (75 min)

Summary

Flooding, desensitization, classical counterconditioning, and operant conditioning: these are the four methods of behavior modification, but which ones should you use? In this section you'll learn which methods are most appropriate to use and when and how to use them in the work setting and during short technician appointments. Dr. Yin shows you the importance of addressing the pet's underlying emotional state, reveals subtleties of technique that greatly affect the speed of change, and highlights the common mistakes in behavior modification plans and how to avoid them.

Major Points

- Habituation: Definition and examples
- Flooding: Definition and what can go wrong
- Desensitization: Definition and examples
- Classical counterconditioning: Definition plus video examples with and without desensitization
- Operant-counterconditioning: Definition plus video examples used with desensitization
- How to integrate short behavior sessions into veterinary practice (for trainers and veterinary staff)

Low Stress Handling and Restraint of Difficult Dogs and Cats (71 min)

Summary

Are you still routinely scruffing and stretching cats or finding that you have difficulty with hyperactive, fearful or aggressive dogs? Learn the newest low stress techniques for handling even the most difficult patients. Review toweling techniques in cats and dogs, and learn multiple ways to handle dogs of different sizes, shapes, and temperaments so you can adjust what you do to the pet's needs.

Major Points

- Create a comfortable environment so the animal feels safe
- Control movement in a way that the animal knows what you want
- Support the animal comfortably by having your hands and body positioned correctly so the animal feels balanced and controlled
- Learn how to use your hands, arms and body to control movement
- Use the minimal and most appropriate restraint for the individual
- Avoid prolonged or repeated struggling
- Adjust your handling based on the animal and its response to restraint
- Put it all together and create a pet friendly hospital!