BEYOND STEERING.

MARION EMO, CHIEF EXECUTIVE OFFICER
HAMILTON/BURLINGTON SPCA
ONTARIO, CANADA
INSIGHTS FROM THE SHELTER TO PILOT PROGRAM (FALL 2015)

A partnership among:

• Cat Healthy™
• Hamilton/Burlington SPCA
• Ontario Veterinary Medical Association
• Royal Canin
THE PILOT PROGRAM

Designed to help adopters be the pet parents they want to be. The adoption process was changed up to include education about the veterinarian role throughout a cat’s life, selection of a veterinary clinic on adoption, and follow up if the pet owner needs some time to think about their selection.

Adoption with Cat Healthy Checklist review and veterinary clinic selection
HBSPCA sends medical records to selected clinic
Clinic follow-up to book appointment, if necessary
Initial visit with veterinary clinic including complimentary:
  • Nail trim
  • Nutritional assessment
Record on tracking sheet and enter cat for chance to win!
TODAY...

• The teaching tools
• Open conversations about choosing a vet
• Engaging the veterinary community
THE BIBLE FOR EVERY CAT:
HEALTHY, SAFE AND WANTED

• Spay or neuter your cat
• Identify your cat and keep contact information current
• Provide regular feline preventive healthcare
CATS NEED REGULAR VETERINARY CARE

• Changes occur quickly
• Early detection of changes in weight are important
• Cats hide signs of illness
• Owners don’t recognize signs of illness
BUT... THE MYTHS LOOM LARGE

“I adopted my cat from the shelter. She is good to go forever”

“My cat lives indoors. I don’t need a vet”
SHELTER TO VET – CALL TO ACTION

Appeal to:
• continuity of preventative care for long term feline health
• the complementary roles of shelter and community veterinarians

Invest in
• the ever present commitment of Adoption Associates to nurture healthy pet parenting
• positive messaging
THE TOOLS: SUPPORTING THE CAT ADOPTION PROCESS

3 x 1 hour staff training
- Introduction to program and checklist
- Vaccines, and, role play walking through checklist
- Choosing a vet and role play

1 x 1 hour debrief post week 2 of program

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Feline Examination Checklist

Preventive health care is essential to ensure a long, healthy life for your cat. While seemingly independent and self-sufficient, cats often mask signs of sickness. Take your cat to a veterinarian in your area for a comprehensive physical examination to establish a relationship early. Be sure to visit cathealthy.ca to learn how to keep your cat healthy and happy for years to come!

### Kittens up to 16 weeks of age

<table>
<thead>
<tr>
<th>Vaccination</th>
<th>4-6 Weeks</th>
<th>6-9 Weeks</th>
<th>12 Weeks</th>
<th>16 Weeks</th>
<th>1 Year Later</th>
<th>Comment</th>
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<td>FVRCP</td>
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<td>Rabies</td>
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<td>FeLV</td>
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### Adult cats and kittens over 16 weeks

<table>
<thead>
<tr>
<th>Vaccination</th>
<th>First Vaccine</th>
<th>3-4 Weeks Later</th>
<th>1 Year Later</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>FVRCP</td>
<td></td>
<td>DATE</td>
<td>DATE</td>
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</tr>
<tr>
<td>Rabies</td>
<td></td>
<td>DATE</td>
<td>DATE</td>
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<tr>
<td>FeLV</td>
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<td>DATE</td>
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Deworming: Three Doses Given Two Weeks Apart

A broad-spectrum parasiticide should be used once a month after the first three doses. Heartworm prevention should be given in areas where dogs get heartworm.

1 | 2 | 3 | Name of Product(s) Used and Dates
---|---|---|--------------------------------|

Testing for FeLV and FIV? | YES | RESULTS | 
Surgical sterilization (spayed or neutered)? | YES | NO | UNKNOWN | 
Identification: Microchip | YES | 
Tattoo | YES |
THE TOOLS: CHOOSING A VET

Anxiety provoking for staff – a culture shift!

Questions from pet parents – many considerations
• Close to home?
• Hours?
• Where do your friends go?
ENGAGING VETERINARIANS

• Cautious community
• What are my peers doing?
• Why?
ENGAGING VETERINARIANS – THE VET TOOLKIT

TEAMING UP FOR CATS
WORKING TOGETHER TO ENSURE FUREVER HOMES LAST FOREVER.
The Shelter-to-Vet pilot starts September 1, 2015.
Use this kit to get started!

TEAMING UP FOR CATS
WORKING TOGETHER TO ENSURE FUREVER HOMES LAST FOREVER.
We need your help! Please be sure to record every cat adopted from the HBSPCA between September 1 and November 30, 2015 that visit your clinic before January 15, 2016.

<table>
<thead>
<tr>
<th>Microchip #</th>
<th>Date of Adoption (September 1, 2015 – November 30, 2015)</th>
<th>Date of First Visit (September 1, 2015 – January 15, 2016)</th>
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PET PARENT INCENTIVES FOR FIRST VET VISIT

• Complimentary nail trim
• Complimentary nutritional assessment
• 1 Cat Dancer®
• Chance to win nail trimmers and a KONG® Incline Scratcher
• Chance to win a cat tree
SO WHAT HAPPENED?

• September 1, 2015 – Program kickoff
• November 30, 2015 – Final adoption dates for cats to be eligible for the contest
• January 15, 2016 – program ends, nail care prizes raffled
• January 21, 2016 – all tracking sheets submitted – cat tree winner announced
SO WHAT HAPPENED?

- 260/340 (76%) cat adopting families already had or chose a vet
- 127/340 (37%) cats within 2 months post-adoption followed up with a veterinary examination and consultation

<table>
<thead>
<tr>
<th>HBSPCA</th>
<th>#</th>
<th>%</th>
<th>Sept 1 – Nov 30, 2015</th>
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</thead>
<tbody>
<tr>
<td>Cats adopted</td>
<td>340</td>
<td></td>
<td></td>
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<tr>
<td>Had/chose vet</td>
<td>260</td>
<td>78%</td>
<td></td>
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<tr>
<td>Follow up vet visit</td>
<td>127</td>
<td>37%</td>
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<tr>
<th>Guelph Humane</th>
<th>#</th>
<th>%</th>
<th>July 16 – Oct 31, 2016</th>
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<tbody>
<tr>
<td>Cats adopted</td>
<td>222</td>
<td></td>
<td></td>
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<tr>
<td>Had/chose vet</td>
<td>189</td>
<td>85%</td>
<td></td>
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<tr>
<td>Follow up vet visit</td>
<td></td>
<td></td>
<td>Unique to HBSPCA pilot</td>
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<thead>
<tr>
<th>Brampton AS</th>
<th>#</th>
<th>%</th>
<th>Aug 1 – Oct 31, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cats adopted</td>
<td>138</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had a vet</td>
<td>93</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Chose a vet</td>
<td>40</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Follow up vet visit</td>
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<td></td>
<td>Unique to HBSPCA pilot</td>
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All 3 shelters:

• continue to use the Cat Healthy checklist
• continue to encourage adopter to choose/identify their vet
• would like to have a dog checklist
WE LEARNED A LOT

• Adopter families listened, learned, acted
• They booked appointments and asked for vaccinations and FeLV/FIV testing
• Some families decided not to adopt – they made the right decision
• Engaged owners demonstrated they valued the health of their cats over toys and incentives
AND WE LEARNED MORE...

1. It’s hard work to be a learning organization
2. It takes time, treasure and talent among partners to pilot a sound program
3. It takes a culture shift to sustain change

The program
• built bridges among diverse yet complementary partners on the continuum of cat rescue, rehab and forever rehoming.
• nurtured confidence and competence among staff and volunteers

And, HBSPCA always says yes to: “Will you pilot an innovation?”
LOOKING AHEAD AND CHANGES AFOOT

• Online webinars and course for staff
• Staff need to be well-trained on the concept, the checklist details, communication
• Messaging to vets essential and multiple messages required

... Shelter is following protocols developed by feline specialists

... Cover letter explaining the program sent with pet records to the vet
CONCLUSION:

EDUCATION MAKES A DIFFERENCE

By educating the newly adoptive family about the specifics of additional veterinary care, we will have given a cat more than a “forever home”. We will have given it a forever home where it can live a longer, healthier and better quality of life.