

Newsletter

The American Association of Human-Animal Bond Veterinarians

Volume 21 • SPRING 2008

AAH- ABV web page: www.aah-abv.org

MESSAGE FROM THE PRESIDENT

Martha A. Littlefield, DVM, MS Assistant State Veterinarian President, AAHABV



Dear Members

One of the more interesting things about people is noting what they put in the bottom of their email. Often it is a quote or a picture. Quotes are very popular and often reflect the personality of the sender. My current quote is "If you dream in vivid colors, is that a pigment of your imagination?" Made out of the basic symbols "wingdings" used daily (< > , . / * , etc.), people (probably with too much time on their hands) have created hang men, angels and most popularly---animals. Cats on fences, horse heads, cows—it is truly amazing that some intricate pictures can be formed with the simplest of symbols.

Blogs are also a new form of communication for me. An avatar is usually a small image that represents who you are, what you like, or something you are proud of. An "avatar" is used in blogging to represent

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The Human-Animal Bond

Written by Alan M. Beck, Sc.D.

Director, Center for the Human-Animal Bond
School of Veterinary Medicine
Purdue University



Guest Editor Alan M. Beck, Sc.D. & Lilo

It is well documented that people wholesome interactions with others do not do well. One way people can be protected from the ravages of loneliness is animal companionship. Early laboratory observations of people with animals encouraged a period of research to identify, document, and assess the beneficial health implications of our relationship with companion animals. All indications are that companion animals play the role of a family member, often, a member with the most desired attributes. Ordinary

interactions with animals can reduce blood pressure and alter survival after a heart attack. Pets, for some, afford increased opportunities to meet people, while for others they permit people to be alone without

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Letter from the President: Martha Littlefield-Chaubad DVM, MS

Continued from Page One

you as you post your comments and questions. Combining my love of knitting and my two cats, I was directed to my first blog—Ravelry. We created a veterinary blog within Ravelry for veterinarians that knit. This international blog (31 members so far!) has proven to me that avatars are unique, but a common thread for many, many of thousands of bloggers is their avatar is an animal. Mine sure is.

Can we go a day with out animals in our lives? Larry the Cable Guy has stated this bit of wisdom—"A day without sunshine is like night." I know the veterinarians in this group could modify this sentence and easily fill it in—"A day without animals is like ______."

Do you have an avatar or a wingding picture that you keep around that has an animal in it? From this group, I would guess about 99.9% of you do. I think that the 21st century has shown us how animals relate to us in even the smallest ways. I am sure that for me, "A day without Fat Kitty is like a day without being bugged to "wake up!", "feed me!", and "rub my belly!"" But I won't miss it.

I hope you won't miss our AVMA meeting, Saturday, July 19th in New Orleans. The Bustad award winner will be speaking along with a group of speakers that will help you put together talks to go out into the community and spread the word on the human animal bond.

The powers that be just modified a quote that we Louisianaians hope will come true—"Rebuild it and they will come". CYS ~See you soon!

Martha Littlefield

The Human Animal Bond: Writtne by Alan M. Beck, Sc.D

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being lonely. Much of the early literature about animals in therapeutic settings documents nothing more than fortuitous interactions with animals that were present.

The new commitment to animals stems not only from our general sensitivity to the welfare of animals, but from a

new appreciation the role animals play in our lives. About 10 years ago, the term "the Human-Animal Bond" came into use to capture that role; the term was unashamedly borrowed from the respected association found between parents and their offspring—the so called, "parent-infant bond."

It may be useful to remember the Pew report (Pritchard, 1988) on the Future Directions for Veterinary Medicine noted that "The basis for the positive effect of health and well-being resulting from the interactions with a pet has come to be known as the companion animal bond or the human-companion animal bond."

To be a "bond," the effect on each partner most be mutual and significant. The association between humans and their animals is indeed, mutual and significant. The human-animal bond involves complex psychological and physiological interactions between people and their pets that have profound influence on human and animal health and behavior (Beck and Katcher, 1996).

In many settings, the contact with our pets is associated with a relaxation effect and feelings of comfort and safety. There is even growing evidence that animal owners are actually healthier than their non-owning counterparts (Anderson et al., 1992). People with dogs often walk longer and more often, which has its own health rewards.

But the veterinary profession is correct in asking if the bond is mutual. Obviously, many of our companion animals would not even exist but for human domestication and husbandry. Our pets clearly seek comfort in our presence—indeed we are a reward for preferred behaviors. But even beyond that there appears that some of the relaxation effect, including a decrease in blood pressure or a period of bradycardia is observed when you pet a dog or groom a horse. These social animals seek and benefit from being in a social group just like we social humans do. It is the veterinarian's role to encourage, prolong, and protect the human-animal bond.

References:

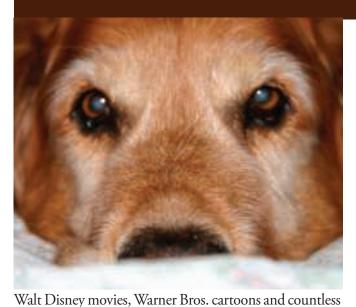
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Beck AM & Katcher AH. 1996. Between Pets and People: The Importance of Animal Companionship—Revised Edition. West Lafayette, IN: Purdue University Press 1996.

Pritchard WR, 1988 (ed.). Future Directions for Veterinary Medicine. Durham, NC: Pew National Veterinary Education Program.

Pop Culture and People's Perceptions of Animals

Written by Heather Frigiola, BA
Anthropology Graduate Student, Purdue University



other examples of anthropomorphized animals have been influencing everyday Americans for generations. Though these productions are delightful to watch, sometimes exposure to such fantasy distorts our expectations of our four-legged family members and our wild neighbors. This is one reason why animals are not always treated fairly. One of the principle problems with fictional animals is the way that they are granted moral character. Not only do they think out their actions in unrealistically humanlike ways, but they are often cast as being heroes or villains. Lassie, Rin-Tin-Tin, Benji, and other canine heroes are examples of perfect dogs; ones which everyone wants to have, but do not exist. Cats, in contrast, are more likely to be villains, or pets belonging to villains. In the popular cartoon Tom and Jerry, the repeated abuse of a cat is presented as comical. These depictions may influence children to have a negative view of cats, or to have unrealistically high expectations of dogs. In the worst case scenario, Tom and Jerry and other slapstickoriented cartoons may even desensitize children to harming animals.

Television and movies portray dogs as "man's best friend," the perfect companion. But in real life, animals, like people, are imperfect. Responsible pet owners know that animals will make messes and possibly damage the furniture, but some owners come unprepared. This

lack of preparation may be caused in part by fictional portrayals of the perfect pet. On television, animals' actions are often given moral value, which they lack in real life. For example, the Siamese cats in Disney's Lady and the Tramp are shown damaging people's property for no reason other than that they are "bad." Lady, the good dog, is shown trying to pull the tablecloth back in the opposite direction so that the cats cannot destroy the table setting. People who were exposed to this kind of media as children may grow up assuming, at least subconsciously, that good animals are supposed to value human property as we do.

Anthropomorphism is imposing human personality traits onto animals. All cats and dogs have unique personalities, but their behaviors cannot always be taken to mean the same things that would be suggested if a person acted the same way. Many people know this, but again, many do not. Some people may think, for example, that a dog is mean if it growls at someone, or that it is stupid for not automatically understanding commands. They may think that a cat is hateful for being naturally independent, or arrogant for being selective of how it spends its time. Cats' and dogs' behavior differs from each other. If a cat is expected to act like a dog, then its personality will be interpreted as cold and selfish. In contrast, if a dog is expected to act like a cat, one may think it is annoyingly hyper and lacks personal dignity.

Cartoons also portray predatory behavior as an immoral act. In Disney movies where wildlife is idealized as the epitome of innocence, and predation is a gingerly avoided subject. Cartoons on television frequently depict cats as ruthless bullies of birds and mice, whose victims must rely on their own comical wit, or be saved by a heroic dog. Sometimes people react to hunting behavior as it is portrayed in cartoons and may also sympathize with the imagined personhood of the animal's prey. As a result, they chastise cats for killing birds or dogs for going after squirrels and rabbits. They might think, incorrectly, that giving their pet a good home with adequate food will eliminate the hunting instinct in cats and dogs.

In pop culture, all good animals are friendly towards

humans, even wild animals. This causes some people to confuse wild with domesticated. People may actively invite wild animals to come near the home or even attempt to pet them. This puts both people and animals at risk. Bears a popular icon of cuteness, an image to which children are frequently exposed since the time they are born. Some people remain confused about the reality of bears into adulthood. National and state parks have seen numerous instances of potentially dangerous confrontation with bears as a result of visitors treating them as though they are pets. Furthermore, wild animals behaving aggressively toward humans is sometimes interpreted that the animal is "bad." Some people have irrational fears of wildlife due to a lack of education about the reality of animals.

Television shows about animals perpetuate misconceptions, but they are also an American tradition and have an important place in our culture. We should not get rid of animal cartoons and other media, but we should be aware of the differences between fantasy and reality. Parents should explain these things to children who are exposed to them, especially before getting a pet. Parents should also encourage children to learn as much about the reality of animals as they can and to appreciate and respect wildlife.



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The Human-Animal Bond in Small Animal Veterinary Practice

Written by Andrew U. Luescher,
Dr med vet, PhD DACVB, ECVBM-CA
Director, Animal Behavior Clinic
Purdue University

Modern small animal veterinary practice is humananimal bond centered. The overarching goal of companion animal veterinary services is to manage the human-animal bond. This is in the interest of the clients, their animals and the veterinarian. Clients can derive maximum benefits from their association with their pet for a long time, animals are less stressed and are more likely to remain in their homes, and veterinarians can retain clientele and patients as the basis of their business.

The veterinarian should take the initiative to manage the human-animal bond. This begins with counseling prospective owners as to what kind of pet to get, at what age, from which source, etc. Since the bond is established through interaction between the owner and the pet, animal behavior counseling to prevent problems is of paramount importance. Clients who come into the clinic for the first time with their new pet deserve to be informed on how to raise a behaviorally well-adjusted companion. Offering puppy and possibly kitten classes are an invaluable service. They allow for owner education and behavioral management in a systematic and safe way, and build the foundation of a long-lasting, fulfilling relationship.

Unfortunately, many veterinarians do not take the initiative to talk about behavior. In a study published by Patronek et al. (1999), only 11.1% of veterinarians agreed that it was the veterinarian's responsibility to initiate discussion about behavior. Over half of the respondents in the study talked about behavior only rarely at annual checkups. However, since behavior problems are a frequent reason for euthanasia, why is asking about behavior any less important than asking about eating, drinking, and eliminating? We suggest that at every visit of a pet to the veterinary clinic, the veterinarian should collect information relative to the most common behavior problems and the most

important risk factors for relinquishment (Patronek et al., 1996). Without it, behavior problems go untreated, and the bond is unnecessarily weakened or broken. It is estimated that only about 10% of cases of separation anxiety get diagnosed and treated.

Asking behavior questions is also important at geriatric visits, since cognitive decline that is not treated commonly results in behavior problems that result in premature euthanasia. However, only about one third of cases of cognitive dysfunction are diagnosed and treated. I don't think we'd be proud of our profession if we diagnosed only one third of kidney failures in old dogs, just because we did not think of doing the appropriate diagnostic tests. Why should it be a lesser obligation to diagnose cognitive dysfunction?

Managing the human-animal bond also means to help dissolve the bond if necessary, and to support the owner during the time of euthanasia and grief. Veterinarians should recognize signs of pathological grief, know how to react to a grieving client, and have a support service to which they can refer a client in need.

References:

Patronek, G.J., Dodman, N., 1999. Attitudes, procedures, and delivery of behavior services by veterinarians in small animal practice. Journal American Veterinary Medial Association 215: 1606-1611.

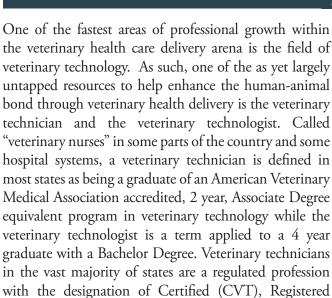
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Dr. Andrew U. Luescher Giving a High-Five!

Veterinary Technicians and Technologist - the Untapped Resource

Written By Pete Bill, DVM, Ph.D. Director, Veterinary Technology School of Veterinary Medicine Purdue University



According to the American Veterinary Medical Association's Committee on Veterinary Technician Education and Activities, as of November 2007 there were 144 accredited veterinary technology programs (up from just 69 accredited programs 10 years earlier in 1997) with 17,029 students enrolled. Each of these veterinary technician students brings to the animal care arena a deep appreciation for animals and the roles they play with their human companions. It is a natural extension to foster that appreciation into a larger role in facilitating human-animal bond opportunities.

(RVT), or Licensed (LVT) Veterinary Technicians.

Veterinary technicians receive, to varying degrees, education in normal behaviors of companion animals as well as a basic grounding in the emotional, societal, and medical impact of the human-animal bond. With enhanced education of these behavioral and human-animal bond concepts, veterinary technicians would be able to extend the service provided by veterinarians and impact a larger segment of the population who could benefit from human-animal interactions.



Veterinary Technicians are invaluable to the Radiation Oncology Service at Purdue University. Dr. Wallace Morrison, ACVIM, (pictured on the right) is Director of this Service.

The following are some blue-sky speculations of activities veterinary technicians and technologists could participate in to enhance the quality of life issues and strengthen the benefits of the human-animal bond.

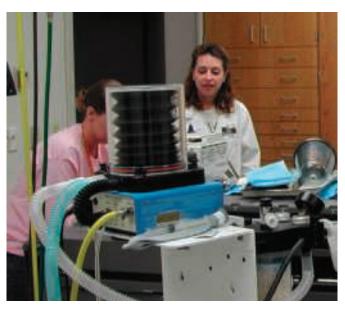
- Involve veterinary technicians and technologists in a formal animal hospice program for companion animals with terminal diseases. It is more cost effective to utilize the credentialed veterinary technician, and their experience with nursing care and patient assessment can help maintain an enhanced line of communication of the patient's status to the primary care veterinarian.
- Utilize veterinary technicians and technologists to assist human nursing care facilities in implementation and maintenance of pet therapy programs. The veterinary technician can also help provide basic health care for animals that are part of these therapy programs.
- Take advantage of veterinary technicians and technologists knowledge of basic animal care and nursing care to enhance at-home follow up on veterinary patients recuperating from extensive surgery or needing physical rehabilitation
- Have veterinary technology organizations, either student organizations at VT programs or professional state or local VT organizations, develop classes for the public on the basics of pet care, pet health, pet behavioral issues, etc.; work with adult education services or community outreach centers to deliver the pet health classes.

- At a national and state level, actively recruit veterinary technicians and technologists to supplement other health care providers mobilized during local, state, or national disasters to provide triage and basic health care to affected animals, and provide counseling to their owners on how to avoid health threats posed as a consequence of the disaster.
- Enlist veterinary technicians and technologists in fund raiser activities that utilize pets (e.g., pet walk for cancer awareness) as they are very good organizers, can provide answers for common pet questions, can help keep pets safe during the event (e.g., protect against heat stroke, etc.), and can help provide first aid for pets during the event.

To find veterinary technology programs in your area, see the American Veterinary Medical Association's web site link to veterinary technician programs at: http://www.avma.org/education/cvea/vettech_programs/vettech_programs.asp.

To see about tapping into organized veterinary technician or technologist associations, contact the National Association for Veterinary Technician in America (NAVTA) at www.navta.net.

Veterinary technicians and technologists are knowledgeable and eager to help serve the animals and their owners. It's a valuable resource we should remember to utilize in our efforts to enhance the quality of life for both animals and humans.



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Importance of the HAB in Use of Veterinary Services

Written By Richard A. Goebel, DVM Special Assistant to the Dean School of Veterinary Medicine Purdue University

To cite the recent article, Impact Of The Owner-Pet And Client-Veterinarian Bond On The Care That Pets Receive, by Todd W. Lue, MBA, PRC; Debbie P. Pantenburg, BS; Phillip M. Crawford, MS, JAVMA, 232 (4): February 15, 2008, it would appear that additional proof has been documented as it relates to the HAB and spending for veterinary services.

Major study findings include "Strong owner –pet bond relates to a higher level of veterinary care", "Level of pet care received linked to communication skills", and "Veterinary care decisions made on factors other than price".

"Owners who exhibited behaviors indicative of a strong owner –pet bond were more likely to seek higher levels of veterinary care for their pets, were less sensitive to the price of veterinary care, and were more willing to follow the recommendations of veterinarians, compared with other owners."

"Findings of the study reveal that communication skills of a veterinarian are a key driver of a strong relationship between pet owner and their veterinarians," "By far, the most crucial component of a strong client –veterinarian bond is communication...."

It is quite clear that "bonded" clients have made a commitment to be responsible for their pets and to follow their veterinarian's advice.

For the veterinarian, this has many implications and perhaps some temptations. Our response must always be ethical, sensitive, and compassionate. More than ever, we have a responsibility to balance our recommendations so as to recommend NO MORE than the patient needs just as we recommend NO LESS than the patient needs. We must commit to staying on our side of the exam table and function as honest and kind care providers communicating the value and benefits of our recommendations. Bonded clients will follow our recommendations.

To meet the needs of our bonded clients (as we also

function as advocates for their pets), what more should our practices be doing?

- Are our communications clear? Are all of our doctors on the same page with wellness recommendations? All staff trained in consistently communicating practice recommendations for wellness to clients? If our messages are different, the client may be confused and their decision paralyzed.
- What resources do we offer to enhance the bond early in the pet relationship? Puppy and kitten socialization classes? A resident "expert" on common behavioral issues as a practice resource? A referral source for those challenges beyond us?
- Do we consistently refer to those with greater expertise when our own resources are surpassed or exhausted?
- Are we sensitive to grief related to pet loss? Local organized support group? Counseling resources identified within the community?
- Are we an information resource for all pet related services, activities and/or products?
- Do we care enough about our clients that we do not allow them to slip through the cracks? Do we know the next time we will see them? When they leave our practice, do we have a reminder in the system, a next appointment scheduled, or a call back in the tickle file?

Our bonded clients count on us to help them be the responsible and loving owner they want to be. Our commitment should be clearly demonstrated by not only our mission statement but also our consistent action that delivers on every promise we make to our clients.



Human-Animal Bond Lecture Schedule, AVMA 2008

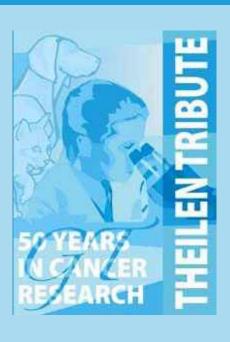
Public Relations and the Human-Animal Bond: Giving Back To the Community Saturday, July 19, 2008

Ernest N Memorial Convention Center Room 276

New Orleans, Louisiana

Time	Topic / Title	Speaker
9:00 – 9:50	Bustad Memorial Lecture, Healing Powers: Therapy Animals	Sam Costello, DVM
10:00 – 10:50	Public Awareness Programs For the Human-Animal Bond	Martha A. Littlefield, DVM
11:00 – 11:50	Being Ready for Media: Breed Specific Bond Problems in a Community – Pit Bulls	Hilton Cole
12:00 – 12:50	Lunch Break & Annual Business Meeting	Martha Littlefield Chair
1:00 – 1:50	Proactive Behavior Intervention Strategies for the New Puppy Owner	John C. New, DVM, MPH
2:00 – 2:50	Public Speaking About Shelter Adoption	Marianne D. Fairchild, DVM
3:00 – 3:50	Speaking to the Public or Your Clients on Disaster Preparedness	Rebecca A. Adcock, DVM, MBA
4:00 – 4:50	Families, and Pets	Lynn Buzhardt, DVM
5:00 – 5:50	Panel Discussion	Littlefield, Cole, New, Fairchild, Adcock, Buzhardt

The Theilen Tribute Symposium at UC Davis May 30-June 1, 2008



The Theilen Tribute Symposium (TTS), a unique, historical Cancer Symposium at UC Davis, will be held from May 30 to June 1, 2008. The TTS celebrates the diverse career of one of veterinary oncology's greatest forefathers, Dr. Gordon Theilen who contributed the first major reference book to the world literature upon his 80th birthday. A strong faculty of renown speakers will review significant cancer research that paved the way for today's scientists to stand on firm footings to more effectively halt cancer's fatal agenda. New information will also be presented.

Dr. Alice Villalobos, a past president of the AAH-ABV, serves as the Organizing Chair and Dr. Richard Vulliet, of UC Davis is the UCD Faculty Chair. TTS Title: 50 Years of Cancer Research: From Retroviruses to Cancer Genetics: How Close are We to Cure? TTS Proceedings will be published on line at www.Cancer-Therapy. org,Vol.6, 2008, and in the Capsules series in Clinicians Brief, June 2008.

Sponsorships by Merial Schering Plough, Morris Animal

Foundation, Pets Best Insurance, Pfizer, Auburn Labs, Atlas World USA, Rx Vitamins for Pets, etc, allow the TTS to be free of registration and event fees. Dr. Theilen encourages AKC and dog breed fanciers to attend the TTS-UC Davis tours and special lecture by Mark Neff, Ph.D. on Saturday, May 31st. He also encourages young oncologists and researchers not to miss this opportunity to collaborate with the TTS's unique assemblage of world class researchers and contributors. The TTS resonates with MAF's \$30 million Campaign to Cure Cancer by encouraging cancer research www.CureCanineCancer. org.

Special sponsorships for travel may be allocated for interns and residents who need financial assistance to attend. Go to www.TheilenTribute.com for UC Davis Conference and Events registration information.

A tax deductible donation made to UC Regents is requested to support The Gordon Theilen Cancer Research Fund in lieu of gifts. Send letters of congratulations and your well wishes for Grodon along with your pictures to alice@ Theilen Tribute.com

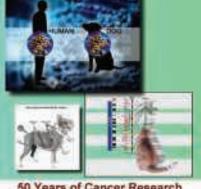
which will be included in a special commemorative CD. www.veterinarypracticenews.com/vet-practice-news-columns/bond-beyond/theilen-tribute-to-go-beyond-the-expected.aspx!



Doctors Gordon Theilen, Alice Villalobos, and Jack Stephens invite you to addend the TTS

Please RSVP

Event Activity	Schedule
Friday Affirmage VIP Tour	3:30pm
Friday Tribute Reception	5:30pm
Saturday Morning Total	10 00am
Saturday Attendor: Tour	1.10pm
Saturday Symposium	Bam-Ipm
Thisten Tribute Dinner	F00pet
Saretay Breakfest : Wrap Up Session	Sam-12nour
Sunday Envi Lunch Extended Collectorative Session	120000-2pm







Scientific Symposium Saturday, May 31st UC Davis

50 Years of Cancer Research

FROM RETROVINUSES TO CANCER GENETICS: HOW CLOSE ARE WE TO CURING CANCER?

Scientific Symposium Speakers

Max Essex Barb Kitchell Niels Pedersen Murray Gardner Jaime Modiano Dennia Macy Ann Jeglum Guillermo Couto Michael Kent Ted Valli Stuart Helfand Steve Crow Peter Moore

Matthew Breen Phil Bergman XinBin Chen Michael Lawman Jeffrey Bryan Richard Vulliet Melissa Paoloni Ira Gordon Patricia Olago Mark Neff



YOU are invited to an extraordinary event!!

May 30-June 1, 2008











Alain Theon





A First of it's kind Tribute & Symposium

We are so excited to extend this invitation to you - this will truly be a fabulous event

Whether you're an old friend of Gordon Thelien's, an expert in the field of Oncology or something in-between, you are bound to find this special time informative, fun and deeply fulfilling.

We are fortunate that UC Davis has extended their campus and services to us, so that we can experience a bit of history as well as look toward the future. Dr. Theilen is Professor Emeritus and was instrumental to the success of the University's veterinary programs.

The Tribute

Roast him, toast him and have a grand time - our reception Friday night and Tribute Dinner Saturday night will present an amazing collection of good friends and colleagues, good food and drink and plenty of time to mingle and reminisce.

The Symposium

This is a first of its kind unique cancer symposium that is truly on the leading edge. Speakers and attendees alike are interested in moving the field of cancer research faster and further in the pursuit. to end cancer's fatal agenda. Saturday's sessions will be followed by a wrap-up and consensus session Sunday morning. The consensus will be independent of UC Davis School of Veterinary Medicine.

Thank You

We would like to take this moment to thank those who are helping to make this into a gala event!!



Your Support is Needed

In lieu of gifts for Dr. Theilen's 80th birthday on May 29th, he has requested that you help sponsor the TTS. Contributions of any amount are greatly appreciated to help offset the expenses.

Please Register

http://conferences.ucdavis.edu/TTS

Or you can call us at: 310.379.8440





Gordon is looking forward to seeing YOU there!



The American Association of Human-Animal Bond Veterinarians Dr. Tom Krall St. Petersburg College P.O. Box 13489 St. Petersburg, Florida 33733

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(Please have a faculty member sign below to certify that you are a member	human-animal bond
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