The American Association of Feline Practitioners (AAFP) saw tremendous growth in 2023. This growth demonstrates how the AAFP’s mission to improve the health and wellbeing of cats—through high standards of practice, continuing education, and evidence-based medicine—is stronger than ever.

AAFP Membership reached an all-time high in 2023, with more than 4,500 veterinary professionals belonging to the Association. To meet the ever-changing landscape of feline medicine, the AAFP launched a suite of new member benefits and perks.

The Feline Practitioner magazine has quickly become one of the most popular AAFP Member benefits. AAFP Members love the practical content the magazine offers. The All Cats Considered podcast brings cutting-edge topics to AAFP Members on the go. The new member-exclusive Guideline Briefs break down the latest AAFP Practice Guidelines and highlight key takeaways in a quick-reference format. JFMS Monthly newsletter provides AAFP Members with the highlights of the most recently published articles from the Journal of Feline Medicine & Surgery (JFMS). The Discount Center offers AAFP Members coupons and savings on various products and services.

The Cat Friendly Certificate Program reached a significant milestone in June with more than 10,000 veterinary professionals completing a course, and the growth continues. At the time of publication, more than 11,900 veterinary professionals have completed a course with 18,700 registered in total.

The AAFP 2023 Annual Conference, held in Memphis, TN, and virtually, featured expert speakers and topics covering "The Ins and Outs of Feline Nutrition and Gastroenterology." The hybrid format offered greater flexibility for attendees.

For the 2023-24 school year, the AAFP successfully relaunched its Student Chapters initiative, resulting in the formation of more than 20 Student Chapters of the American Association of Feline Practitioners (SCAAPF) at veterinary colleges and universities.

As we enter 2024, we will celebrate another significant milestone: the AAFP’s 50th Anniversary! There will be a year-long campaign to commemorate the anniversary, with lots of surprises along the way.

Where We’ve Been. Where We’re Heading.

PROVEN (2023):
• New AAFP Member Benefits: All Cats Considered Podcast; JFMS Monthly Newsletter; Guideline Briefs; Discount Center
• New AAFP Guidelines: 2023 AAFP/IACAHPC Feline Hospice & Palliative Care Guidelines
• New Position Statement: 2023 Free-Roaming Cat
• Library of more than 70 on-demand webinars
• New Hospice and Palliative Care for Your Cat Client Brochure

OPPORTUNITY (2024):
• Successful Annual Conference and Spring into Feline Medicine eConference
• New Translations in Spanish and Portuguese: 2022 AAFP/ISFM Cat Friendly Veterinary Interaction Guidelines: Approach and Handling Techniques; 2022 ISFM/AAFP Cat Friendly Veterinary Environment Guidelines; 2021 AAFP Senior Care Guidelines
• Launched Student Chapters of the AAFP
• Trusted Media Source for Articles and Interviews
• JFMS Goes Open Access

We are excited and energized for 2024. The AAFP is strategically poised to consistently provide top-tier feline news content and continuing education. We are committed to crafting new Member resources, fostering educational opportunities, and leading the way in advancing feline healthcare. The collaborative support of our Members, partners, and sponsors fortifies our mission, ensuring collective strides toward elevating the standards of feline healthcare. Together, we forge ahead into the new year, dedicated to the wellbeing and advancement of feline medicine.

Sincerely,

Tammy Sadek, DVM, DABVP (Feline)
President

Heather O'Steen, CAE
Chief Executive Officer

2023-24 BOARD OF DIRECTORS

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Tammy Sadek,
DVM, DABVP (Feline)

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DVM

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IN MEMORIAM

Dr. Elizabeth Colleran

The AAFP mourns the passing of Dr. Elizabeth Colleran, a dedicated member for 26 years and Past President. Dr. Colleran was a strategic thinker who served in various roles, including Chair of the Cat Friendly Practice® Committee. Dr. Colleran, an ABVP Feline Diplomate, was a Tufts University graduate, and held a Master’s in Animals and Public Policy. Her passion led her to found two feline practices, becoming a prominent educator and author.

Dr. Colleran extensively contributed to AAFP initiatives, including serving on many committees, Board of Directors and AAFP President. She had the editor-in-chief role at Decision Support in Medicine (DSM): Feline Medicine, which was published as part of the DSM medicine series in 2017. She wrote six chapters for the latest edition of the Feline Patient. Dr. Colleran was a prolific speaker and writer on feline health topics, with her work included in numerous AAFP publications, as recently as the Summer 2023 issue of The Feline Practitioner and webinar last spring. She was working on a book about senior cats at the time of her passing. Beyond her dedication to cats, Dr. Colleran enjoyed road cycling, exotic food, and good wine. Her impact on the feline veterinary community is immeasurable. She is deeply missed.

MISSION

The American Association of Feline Practitioners supports its members in improving the health and wellbeing of cats through high standards of practice, continuing education, and evidence-based medicine.

MISSION AND MEMBER-DRIVEN

We work collaboratively and demonstrate a constant commitment to the best interests of our members.

PROFESSIONALISM

We uphold high standards for the endeavors of the Association on behalf of our members and the community, acting with integrity, honesty, and respect in all of our individual pursuits and collective initiatives.

ACCOUNTABILITY

We practice prudent financial decision-making and accountability, as well as demonstrate commitment, passion, and leadership to our members.

SCIENCE-BASED

We lead with science, providing trusted and evidence-based information. We support veterinary teams in their education and awareness of feline health and wellbeing, increase the standards of care for cats, and encourage the ongoing pursuit of knowledge.

DIVERSITY

We commit to convene and nurture a diverse community of individuals, and respect the dimensions of diversity among us and the populations we serve. We further value the differences in ideas, perspectives, and people in our community in order to foster an environment of inclusion in pursuit of excellence in feline medicine and surgery.

RESPECT

We practice positive and effective communication, promote individual and organizational growth, work as a cohesive team, and support leadership decisions to be one voice for the Association.

2023 Annual Report | 4
Over the course of the past two years, the AAFP launched numerous initiatives in support of the three-year Strategic Plan developed in 2022. These initiatives support the five goals listed in the plan.

Focus on membership growth and retention through the development and delivery of programs that promote knowledge of feline health and wellbeing, incorporate inclusiveness, and enhance member resiliency.

- Added new membership benefits: All Cats Considered Podcast; JFMS Monthly Newsletter; Guidelines Briefs; Discount Center
- All-time membership high for a calendar year
- Distributed a pulse survey for veterinary technicians to identify needs and interests
- Launched a joint NAVTA/AAFP Membership for technicians
- Established a Latin America Advisory Council to identify opportunities for engagement, education, and support for veterinary professionals in Latin America

Create unique educational opportunities, tools, and content that enhance the veterinary experience for cats, veterinary teams, and cat caregivers.

- RACE-approved CE credits opportunities offered at Spring into Feline Medicine eConference, the AAFP Annual Conference, articles in The Feline Practitioner, and nine live webinars in 2023
- Sponsored feline tracks at many regional and state conferences/organizations

Provide students in the veterinary field with the opportunity to be engaged with and guided by the AAFP’s vision, mission, values, and resources in order to increase feline knowledge and form long-term relationships with the AAFP.

- Launched Student Chapters of the AAFP (SCAAF)
- Created benefits and support materials for Student Chapters and Student Members
- Provide a complimentary Cat Friendly Certificate to Student Chapter Members
- Offered numerous student scholarships and educational opportunities

Build awareness of the significant value of the AAFP’s education, resources, membership, and community for the veterinary profession and cat caregivers in order to improve feline health and wellbeing.

- Restructured our marketing and production team to enhance resources and communication

Develop accessible, easy to use, and intuitive technology that facilitates learning, exploration, and engagement for members, non-members, and cat caregivers to improve the health and wellbeing of cats.

- Technology updates continue throughout 2023 for a 2024 launch
AAFP Members make the Association the vibrant community it is today. Our promise to our Members is to offer the latest feline-focused educational information, tools, and resources, as well as access to valuable benefits.

NEW MEMBERSHIP BENEFITS TAKE OFF

Starting with the inaugural issue of *The Feline Practitioner*, the AAFP’s Member-exclusive magazine, in October 2022 and continuing throughout 2023, the AAFP continued an exciting rollout of member benefits and programs.

2023 HIGHLIGHTS

- **All Cats Considered Podcast**
  *All Cats Considered* takes a deep dive into many feline health and wellbeing topics. Our inaugural season launched in March 2023 and has 23 episodes at the time of publication. Individual episodes have been listened to more than 3,400 times.

- **Guideline Briefs**
  AAFP Guideline Briefs are designed to help convey the major tenets of past guidelines in a short, easy-to-read format that can be easily printed and posted in veterinary practices and help educate staff. New Briefs are released throughout the year shortly after the corresponding AAFP Guidelines are published. The following Guidelines Briefs are available for AAFP Members:
  - AAFP/IAAHPC Hospice and Palliative Care Guidelines
  - AAFP/ISFM House-Soiling Guidelines
  - AAHA/AAFP Feline Vaccination Guidelines
  - AAFP/ISFM Cat Friendly Veterinary Interaction Guidelines
  - ISFM/AAFP Cat Friendly Veterinary Environment Guidelines
  - AAFP Feline Retrovirus Guidelines
  - AAFP Senior Care Guidelines

- **JFMS Monthly**
  JFMS Monthly provides AAFP Members with the highlights of the most recently published papers in one easy-to-read format. *JFMS* co-editor, Dr. Kelly St. Denis, selects the most practical papers that may be of interest to AAFP members. The monthly communication includes an interview with the author.

- **AAFP Member Discount Center**
  The new Discount Center offers AAFP Members coupons and savings on various products and services.

MEMBER DEMOGRAPHICS (As of December 29, 2023)

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<thead>
<tr>
<th>Region</th>
<th>Members</th>
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</thead>
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<tr>
<td>USA</td>
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<td>New VETERINARIAN MEMBERS</td>
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<tr>
<td>VET TECH/PRACTICE MANAGERS</td>
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</tr>
</tbody>
</table>

TECHNOLOGY PLANS

In 2022, the AAFP embarked on an analysis to update its digital strategy and build a roadmap for development, informed by the administration of stakeholder interviews, member and prospect surveys, focus groups, and a technology assessment of the AAFP digital experience. This research culminated in the approval of a new website, eCommerce system, and data management platform. We consider this the first step toward a digital transformation that will provide a visual overhaul and improved user experiences on our website while expanding the accessibility of data across platforms. We are currently underway with a planned launch of the new AAFP digital experience in the first half of 2024.
The AAFP continues to offer a diverse range of RACE-approved CE opportunities through various platforms and events. We have expanded our feline-specific educational offerings, including a library of more than 70 RACE-approved on-demand sessions. Additionally, each issue of *The Feline Practitioner* magazine features an article that allows AAFP Members to claim a RACE-approved CE credits. Our events, such as the Spring into Feline Medicine eConference and the AAFP Annual Conference, also offer numerous opportunities for members to earn additional CE credits.

**SPRING INTO FELINE MEDICINE eCONFERENCE**

The 2023 Spring into Feline Medicine eConference returned last April and featured three days of the latest in feline healthcare topics. Topics included:

- Feline Infectious Peritonitis (FIP)
- Hair Loss
- Skin Disease
- Trauma, Respiratory Issues
- Osteoarthritis
- Neurology
- Pulmonary Patterns
- Dental Issues
- Stomatitis
- Uveitis
- Crystalluria
- And more

A total of 13.5 RACE-approved Continuing Education (CE) hours were available. Featured speakers included Drs. Steven Berkowitz, Julie Byron, Sally Jayne Coggins, Erin Dresner, Lorrie Gaschen, Heidi Lobprise, Jessica Meekins, Catherine Outerbridge, and Joane Parent. In total, there were 1,583 registered attendees, with 689 participating in the livestream. The recorded sessions were available to attendees through December 31, 2023.
ANNUAL CONFERENCE

The AAFP 2023 Annual Conference took place in Memphis, TN, and virtually, from October 12-15, 2023, with the virtual option for added flexibility. This model allowed attendees to participate live, whether onsite or online, and to view on-demand sessions they might have missed while attending other sessions. To enhance the learning experience, extra on-demand sessions were recorded and made available at the start of the conference.

The Annual Conference theme, “The Ins and Outs of Feline Nutrition and Gastroenterology,” featured 36 expert speakers and more than 67 sessions. Attendees could earn up to 67 RACE-approved CE hours covering topics related to feline nutrition and gastroenterology. Recorded on-demand sessions will be available until May 31, 2024, allowing attendees to catch up on missed sessions or register later to access the content. Sessions held on Friday, October 13, 2023 were live-captioned in Spanish and Portuguese for the Latin American audience.

Attendees who were present in person had the opportunity to explore a lively Exhibit Hall featuring 76 exhibitors. Additionally, a virtual Exhibit Hall, containing product information and handouts from exhibitors, was accessible to all attendees.
AAFP CONFERENCE ATTENDEE HISTORY

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023*</th>
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<td>Veterinary Professionals</td>
<td>1187</td>
<td>1437</td>
<td>1891</td>
<td>1385</td>
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<td>Students</td>
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<td>58</td>
<td>76</td>
<td>79</td>
<td>59</td>
<td>74</td>
</tr>
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<td>Exhibitors and Guests</td>
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<td>71</td>
<td>178</td>
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<td>2018</td>
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<td>1976</td>
<td>1888</td>
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<tr>
<td>First Time Attendees (Non-exhibitor)</td>
<td>489</td>
<td>615</td>
<td>776</td>
<td>499</td>
<td>687</td>
<td>514</td>
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</table>

*Totals as of 12/29/2023. Registration will continue through May 2024. Conferences 2020-2023 include virtual attendance.

“Great speakers for a tricky topic. Many of them had very applicable clinical pearls for us, which was great! Clearly, they were mainly practitioners and not just researchers!!”

“The depth of knowledge and quality of speakers at this conference is fantastic. The information presented is very practical in every day clinical practice. This has always been one of my favorite conferences. Nice job AAFP team!”

“I appreciated the level of the information that was presented. I was treated like an experienced veterinarian who had valuable clinical knowledge. Many conferences present information on a very basic or introductory level which is not helpful when you have been practicing for several years.”
2023 WEBINARS LIST

THE TECHNICIAN’S ROLE IN DIABETES MANAGEMENT
Paula Plummer, LVT, VTS (ECC, SAIM, CP-Feline)
In Partnership with NAVTA

CAT FRIENDLY INTERACTIONS: IMPROVING VISITS FOR YOU AND CATS
Ilona Rodan, DVM, DABVP (Feline)

THE CAT FRIENDLY VETERINARY ENVIRONMENT: SETTING UP FOR SUCCESS
Kelly St. Denis, DVM, MSc, DABVP (Feline)

CALM THAT CAT…IS IT DERMATOLOGY OR BEHAVIOR?
Ashley Bourgeois, DVM, Dip ACVD and Christopher Pachel, DVM, DACVB, CABC
Sponsored by Ceva

ESSENTIAL FELINE HEALTH CARE: CONGENIAL, COMPASSIONATE, AND CONVENIENT
Elizabeth Colleran, DVM, MS, DABVP (Feline)
Sponsored by Elanco

ESSENTIAL FELINE DIABETES MANAGEMENT: WHAT’S NEW IN 2023
Catherine Scott-Moncrieff, MA, VMB, MS, DACVIM, DECVIM
Sponsored by Zoetis

EARLY CHRONIC KIDNEY DISEASE IN THE CAT: HOW TO DETECT IT AND WHAT TO DO
Sarah Sweet, DVM
Sponsored by IDEXX

HOW TO PRIORITIZE NUTRITION FOR KITTIES WITH COMORBIDITIES
Lindsey Bullen, DVM, DACVIM (Nutrition)
Sponsored by Royal Canin

A GUIDE TO DIAGNOSIS OF FIP, FIV, AND FELV IN 2023
Dr. Samantha Evans, DVM, Ph.D., DACVP
Sponsored by Zoetis

LOOKING FORWARD TO 2024

VMX CONFERENCE
January 13-17, 2024 - Orlando, FL
Valerie Parker, DVM, DACVIM (SAIM, Nutrition)
• Prevention & Treatment of Feline Obesity
• Nutrition For the Comorbid CKD Cat
• Harnessing The Power of Fiber to Manage Feline GI Disease

Craig Webb, Ph.D, DVM, DACVIM
• The Feline Pyramid of Poop
• Diagnostic Dilemmas: The History, Mystery, and Bemoaning of Feline Traditis
• Feline Chronic Enteropathy

NEW JERSEY VETERINARY MEDICAL CONFERENCE (VEC)
May 18-19, 2024 - Atlantic City, NJ
Kelly St. Denis, MSc, DVM, DABVP (Feline)
• Cat Friendly Interactions and Handling: Creating Better Feline Visits
• Update On Pain in the Cat: Decoding A

Feline Enigma
• The Complexities of a Multicat Household: Intercat Aggression
• Constipation in cats: A Complex Symptom Signaling Underlying Disease
• FIP: Have We Found the Magic Bullet?
• In Sickness and In Health: Maintaining Appetite in Cats
• The Vomiting Cat: Working Your Way to Diagnosis and Therapy
• Beyond The Urinary Bladder: Understanding and Managing the Complexities of FIC
• Feline Arthritis: Understanding the Silent Pain

COMING IN 2024

WEBINARS:
February 21, 2024
HOSPICE AND PALIATIVE CARE GUIDELINES WEBINAR
Sheila Robertson, BVMS (Hons), PhD, DACVAA, DECVAA, DACAW, DECAWBM (WSEL), MRCVS

March 19, 2023
VETERINARY TECHNICIAN ANESTHESIA WEBINAR
Kristen Cooley, CVT

Log into the AAFP eLearning Center and view the replays and earn CE at catvets.com/mbrdash
Publications

THE FELINE PRACTITIONER MAGAZINE

The Feline Practitioner, our exclusive quarterly magazine, stands out as an invaluable resource for AAFP Members. Rapidly gaining popularity, this publication is a go-to resource for practical feline-focused articles in an easy-to-read format. Each issue has a wealth of practical, feline-centric content tailored to meet the diverse needs and expertise levels of AAFP Members. Packed with insights, research updates, and expert perspectives, the magazine is a dynamic platform that keeps our members informed and empowers them with the knowledge to enhance their practice and provide expert care for feline patients.

2023 AAFP/IAAHPC FELINE HOSPICE & PALLIATIVE CARE GUIDELINES

catvets.com/hospice

The 2023 AAFP/IAAHPC Feline Hospice & Palliative Care Guidelines focus on the evolving field of feline hospice and palliative care, emphasizing communication, ethics, and individualized care. They highlight the importance of comfort care and emotional wellbeing, recognizing the link between physical, psychological, and social needs of the patient. A further concept of the ‘unit of care’ is introduced, which is extrapolated from human hospice and palliative care, and encourages a collaboration between other members of the interdisciplinary team to support the caregiver and their needs.

Educational Grant Provided by

2023 FREE-ROAMING CAT POSITION STATEMENT

catvets.com/free-roaming

The 2023 Free-Roaming Cat Position Statement reiterates the AAFP’s support for the humane management of free-roaming cats. The term ‘free-roaming cat’ refers to any cat that isn’t confined to a house or similar enclosure. This category encompasses owned cats with outdoor access, owned cats that have become lost (strays), and unowned neighborhood cats, which may be supported by caregivers but are not considered personal pets or property. These cats can range from being friendly toward people to completely feral, covering a wide spectrum of socialization.

LOOKING AHEAD TO 2024

- ISFM/AAFP Consensus Guidelines on the Long-term Use of NSAIDs in Cats
- AAFP Intercat Tension Guidelines: Prevention, Recognition, and Management
- Chronic Pain Educational Toolkit
The Cat Friendly Certificate Program has experienced remarkable growth since launching in October 2020, reflecting the commitment from more than 18,700 veterinary professionals who have registered. The surge in registrations underscores the importance of Cat Friendly techniques in veterinary care. These dedicated professionals have expressed their commitment to creating a more Cat Friendly environment but have also actively engaged with the Program, with an impressive 11,900+ certificates earned at the time of press. This significant milestone signifies not just numbers, but also a collective effort to enhance the quality of feline healthcare. The Certificate Program’s expansion highlights a broader shift toward prioritizing the unique needs of our feline patients, ensuring that veterinary professionals have the expertise to deliver the highest standard of care.

As more professionals embrace the Cat Friendly Certificate Program, the positive impact on feline health and wellbeing within veterinary practices continues to reverberate, creating a ripple effect of improved experiences for cats, their caregivers, and practice team members.

**COMING IN 2024**

Modules of Cat Friendly Certificate Program will be updated based on the updated information in the new Cat Friendly Guidelines.

**CERTIFICATE SURVEY (LATEST RESULTS):**

- **98%** ranked content good to excellent
- **82%** stated they “learned new information and/or tips/techniques to utilize in my current role” (5% undecided until it is implemented)
- **94%** would recommend the Certificate Program to others (4% undecided)
- **81%** stated the Certificate Program was a good use of their time (11% undecided)

“As veterinary professionals, we are responsible for the health, both physical and emotional, of our patients. With this certificate, I feel confident in being able honor the emotional needs of our feline friends, both in the clinic and at home.”

“This Cat Friendly Certificate Program ensures feline patients receive the specialized care they need to stay healthy, and it gives cat owners peace of mind knowing that their beloved pets are receiving the best possible care.”

“This Cat Friendly Certificate Program should be mandatory for all those who practice feline medicine, because it objectively reviews the most important topics, promoting evidence-based and Cat Friendly medicine.”
An article published in the *Journal of Feline Medicine and Surgery (JFMS)* was based on a retrospective study comparing practices with the Cat Friendly Practice® (CFP) designation to those without it, using data provided by the AAFP and diagnostic testing company IDEXX Laboratories. The analysis found that CFPs performed diagnostic testing at 12% more clinical visits as well as bloodwork at approximately 10% more total clinical visits and 9% more wellness visits. Additionally, the average revenue of a practice visit at CFPs was 17% higher than non-CFPs.

catvets.com/cfp-jfms
2023 CFP Survey Results

**Satisfaction Rate**
- 99+% from CFPs

**Woulf Recommend**
- 98% CFP Program to other veterinary professionals

**Designated Cat Friendly Practices®**
- 880*
- as of December 29, 2023
- 355 in progress

**Top Benefits**
- **Improved Knowledge**
  - 92%
  - and feline care among practice staff due to CFP Program
- **Less Stress**
  - on feline patients
- **Higher Satisfaction**
  - among current cat caregivers
- **Demonstrates How Much We Care**
  - about our patients
- **Improved Retention**
  - or more frequent visits from existing cat caregivers
- **Gained New**
  - feline patients

**Received Positive Feedback from Clients on Being a CFP**
- 84%

**Increased Revenue Due to Being a CFP**
- 81%

**Had Positive Team Dynamic Impact When Handling, Treating, and Caring for Cats**
- 93%

WWW.CATVETS.COM/CFP
*351 survey respondents
The AAFP and Merck Animal Health were pleased to award Heather Bohl, Sarah Henry, and Tianjiao Li with the 2023 Scholarships for Academic Excellence in Feline Health! The program awards scholarships to second- and third-year veterinary students attending an AVMA-accredited school of veterinary medicine and in good academic standing.

Hailey Davis and Emma Li were the recipients of the AAFP/EveryCat Health Foundation scholarships, a collaborative effort where joint scholarships are awarded for feline clinical practice and feline clinical research science. Selections were made based upon academic achievement, financial need, leadership, and excellence in the study of feline medicine, health, and wellbeing.

The AAFP and Royal Canin awarded scholarships to veterinary school students as well as early career veterinarians. The Student Awards were presented to a total of 20 students, of whom 10 attended the 2023 Annual Conference in person and 10 virtually. In addition to the complimentary registration, the students had an opportunity to connect directly with AAFP leaders in a roundtable forum (hosted by Royal Canin). Banfield Animal Health provided scholarships to 10 veterinary technician students, who were awarded complimentary registration to the virtual 2023 AAFP Annual Conference.

The bi-monthly Student Connection newsletter includes AAFP highlights, programs, and scholarships available to students interested in elevating their feline healthcare knowledge across North America. When appropriate, a separate edition is developed for Latin American students. Ultimately, the newsletter will become a perk for the Student Chapter program (see below).

STUDENT CHAPTERS

The Student Engagement Committee guided the process for relaunching the Student Chapters of the AAFP (SCAAF) Program. The AVMA-accredited veterinary colleges and universities in North America and the West Indies were the focus of the initial rollout. The Program is expanding to all veterinary and will soon be offered to veterinary technology schools. Current schools with an official SCAFAP are as follows:

- Auburn University
- Colorado State University
- University of Florida
- Iowa State University
- Kansas State University
- Lincoln Memorial University
- Long Island University
- Michigan State University
- Midwestern University
- Mississippi State University
- North Carolina State University
- Oregon State University
- Purdue Veterinary Teaching Hospital
- Texas A&M University
- The Ohio State University
- University of Alaska Fairbanks
- University of Arizona
- University of Calgary
- University of Illinois
- University of Minnesota
- University of Prince Edward Island
- University of Wisconsin-Madison
- Washington State University
- Western University

Student Chapter Members are required to sign up for a free AAFP Student Chapter Membership that is valid until they graduate. As a Student Member, they are eligible to take the Cat Friendly Certificate Program for free, have free access to the AAFP eLearning Center, and numerous other AAFP Member benefits including The Feline Practitioner.

STUDENT ENGAGEMENT COMMITTEE

The Student Engagement Committee guided the development of the program, the launch plan, and the materials sent to the new Student Chapters. They continue to work to cultivate Faculty Advisor contacts at schools that do not yet have a SCAFAP. Committee volunteers have attended several Chapter kick-off meetings, and met the students attending the 2023 Annual Conference at the Student Social networking event. The Committee continues to meet quarterly to advance the SCAFAP Program.

SENIOR AWARDS

The Outstanding Senior Award is provided to graduating senior at veterinary medicine college or university as a leader in the study of feline health. In 2023, 35 seniors were honored and received a complimentary 2024 AAFP Membership.
EXPANSION OF ASSOCIATE MEMBERSHIP PROGRAM IN SOUTH AND CENTRAL AMERICA

LATIN AMERICAN ADVISORY COUNCIL IS ESTABLISHED

The AAFP Latin American Advisory Council (LAAC) aims to guide and support the AAFP in enhancing feline healthcare and wellbeing in Latin America, focusing on developing and promoting feline veterinary educational programs. The Council’s objectives include devising strategies for effective communication and outreach to maximize the use of AAFP resources and increase membership across Latin American countries. They also identify regional educational opportunities where the AAFP may be able contribute to feline healthcare education. Additionally, the LAAC assists in translating new guidelines and caregiver materials for catfriendly.com and develops educational content tailored to Latin American veterinary professionals and caregivers.

CAT IN RIO

During the 2023 Cat in Rio Conference in Rio de Janeiro, Brazil, the AAFP sponsored education on various topics. The presentations were led by Dr. Margie Scherck and Dr. Kelly St. Denis. Additionally, the AAFP set up its first in-person booth at a Latin American conference, where local AAFP Members from Gold Cat Friendly Practices® shared insights on the advantages of being a Cat Friendly Practice® and the benefits of a Cat Friendly approach to veterinary visits.

2024 OPPORTUNITIES

» Continued refinement of AAFP offerings to Spanish and Portuguese-speaking communities in Latin America.
» Expanded library of translated education content and material.
» Membership benefits to improve information access to AAFP Members.
» Identifying and training instructors within the AAFP community to speak at local conferences and events.
**eNewsletters**

**Feline Weekly (News Brief)**
(Members & Team Members)
5,000+ SUBSCRIBERS
119% OPEN RATE
12% CLICK THROUGH RATE

**JFMS Monthly**
(Members & Team Members)
5,000+ SUBSCRIBERS
59% OPEN RATE
8% CLICK THROUGH RATE

**CFP Newsletter**
(Approved)
2,400+ SUBSCRIBERS
47% OPEN RATE
8% CLICK THROUGH RATE

**CFP Newsletter**
(In-Progress)
600+ SUBSCRIBERS
50% OPEN RATE
6% CLICK THROUGH RATE

**Feline Monthly**
(Non-Members)
2,400+ SUBSCRIBERS
44% OPEN RATE
4% CLICK THROUGH RATE

**The Cat Column**
(Cat Owners)
14,600+ SUBSCRIBERS
27.5% OPEN RATE
8% CLICK THROUGH RATE

**Student Connection**
1,300 SUBSCRIBERS
40% OPEN RATE
20% CLICK THROUGH RATE

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**2023 Social Statistics**

**6 Million**
SOCIAL IMPRESSIONS

12.5% OVERALL INCREASE IN FOLLOWERS
77% INCREASE IN LINKEDIN FOLLOWERS
35% INCREASE IN INSTAGRAM FOLLOWERS
16% INCREASE IN X FOLLOWERS
4.5% INCREASE IN FACEBOOK FOLLOWERS

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**MOST VIEWED POST:**
CAT TO VET DAY CHECKLIST
7,400 INTERACTIONS

**MOST VIEWED VIDEO:**
DR. JAN BELLOWS TEETH CLEANING TIPS
2,500+ VIEWS
#CAT2VETDAY 2023

During the #Cat2VetDay campaign, which spanned from mid-July to the end of August 2023, the primary aim was to inform cat caregivers the significance of bringing their cats to the veterinarian regularly. The campaign featured a new spokescat who shared valuable tips, all aimed at making a cat’s visit to the veterinary practice a less stressful experience. The campaign was dedicated to empowering and educating cat caregivers, ensuring they play an active role in their cat’s wellbeing and healthcare journey.

HOSPICE AND PALLIATIVE CARE FOR YOUR CAT BROCHURE

Accompanying the 2023 AAFP/IAHPC Feline Hospice and Palliative Care Guidelines, the AAFP released a new client brochure, Hospice and Palliative Care for Your Cat. The new brochure provides cat caregivers with thoughtful items to consider when a cat is sick and/or has quality of life considerations.

BROCHURES PLANNED FOR 2024

- NSAIDs
- Intercat Conflict
The AAFP extends our gratitude to our 2023 Partnership Sponsors, Cat Friendly Practice® Sponsors, and our Organizational Partners for playing a pivotal role in advancing our programs and offerings for veterinary professionals. The invaluable support from these partners enables the AAFP to consistently deliver exceptional educational opportunities to our Members and the wider veterinary community. The profound impact these strategic partnerships have in sustaining and enhancing the quality of services and resources provided to our dedicated professionals and the feline healthcare community is underscored by their support.