



## FOR IMMEDIATE RELEASE

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## American Association of Feline Practitioners Launches Cat Friendly Certificate Program

*Program provides individual veterinarians, veterinary professionals, and veterinary advocates with feline-focused knowledge and skills.*

**BRIDGEWATER, NEW JERSEY (October 5, 2020)** – The American Association of Feline Practitioners (AAFP), the leading advocate for improving education and standards of feline care, is excited to announce the launch of the “Cat Friendly Certificate Program” for individuals who provide veterinary care for cats. The new program offers each individual in a veterinary practice an opportunity to earn a certificate demonstrating their feline knowledge, skills, and best in-clinic practices in caring for cats. The AAFP invites the entire veterinary community to participate in this new initiative through one of three individual certificates: Cat Friendly Veterinarian (CFV), Cat Friendly Veterinary Professional (CFVP), and Cat Friendly Veterinary Advocate (CFVA).



“The Cat Friendly Certificate Program was created to address the needs of individuals in the veterinary community in order to increase their personal feline knowledge and skills. We know not all practices are able to complete the Cat Friendly Practice® program, so this certificate

allows those interested in increasing the standards of care for cats, to learn more, and highlight their commitment on an individual level,” said Heather O’Steen, CAE, CEO of the AAFP.

#### **BENEFITS OF CERTIFICATE:**

- Enhances the ability to fulfill client and patient needs
- Builds confidence in working with cats
- Demonstrates a personal commitment to feline health
- Helps practices develop talent and understanding of cats
- Reinforces the important role feline knowledge and understanding plays in the practice
- Increases the ability to showcase feline expertise while contributing to professional development efforts
- Offers transferable tools and knowledge that goes with you throughout your career

#### **COURSE OVERVIEW:**

The Cat Friendly Certificate Program consists of nine core modules, each exploring a unique aspect in feline behavior, the veterinary experience, and health care. Participants will engage through a series of these modules based on their role in the veterinary practice. Veterinarians (CFV) will complete Modules 1-9, technicians and nurses (CFVP) will complete Modules 1-7, and veterinary staff advocates (CFVA) will complete Modules 1-4. The module topics and content were developed based on the growing need to understand the unique behaviors of cats and how that affects their veterinary care and experience, as well as the different needs they experience through their life. Additionally, the modules will explore feline-specific care and medicine in more depth.

Module 1: Understanding the Unique Characteristics of Feline Behavior

Module 2: The Veterinary Experience for Cats and Cat Owners

Module 3: The Examination Room

Module 4: Feline Hospitalization

Module 5: Cat Care at Home

Module 6: Life Care for the Cat

Module 7: Feline Medicine – Fundamentals (Preventive Care, Parasitology, Zoonoses, Fluid Therapy)

Module 8: Feline Medicine I – Pain Management, Toxicology, Chronic Kidney Disease

Module 9: Feline Medicine II – Diabetes, Hyperthyroidism, and Retroviruses

“There is so much valuable information and so many Cat Friendly Tips within these learning modules,” shares AAFP President Dr. Kelly St. Denis, DVM, DABVP (Feline practice). “We know there are many subtle nuances in working with cats which can sometimes get lost in the business of day to day practice. This Certificate Program provides information about how to decrease the stress associated with the veterinary visit for cats, while highlighting the reasons

cats may react the way they do in the veterinary setting. With this knowledge we can alter our approach to the veterinary visit including preparations at home, arrival at the practice, the examination, and hospitalization. The certificate allows individuals to delve deeper into feline care and medicine, and will ultimately promote a better experience for the cat, the client, and for the veterinary team.”

Enrolling in the program is simple, and for a limited time through October 19, the AAFP invites its members to participate for free. After completing the certificate, participants will have access to a resource center with additional information, logos, customizable certificates, and more. Please visit [catvets.com/certificate](https://catvets.com/certificate) for more information on the program and enrollment.

To learn more and enroll, visit [catvets.com/certificate](https://catvets.com/certificate).

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#### **About the American Association of Feline Practitioners**

The American Association of Feline Practitioners (AAFP) supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence-based medicine. As a trusted leader in the veterinary community, the AAFP has a long-standing reputation and track record for facilitating high standards of practice and providing educational resources to veterinary teams, including guidelines for practice excellence and an annual conference. Over the years, the AAFP has encouraged veterinary professionals to continuously reevaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine. Launched in 2012, the Cat Friendly Practice® (CFP) program ([catvets.com/cfp](https://catvets.com/cfp)) was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to reduce the stress of the veterinary visit for cats, caregivers, and the veterinary team and provide veterinary practices with the tools and resources to elevate the standard of care provided to cats. With the belief that cat caregivers are instrumental to feline health and welfare, the AAFP launched [catfriendly.com](https://catfriendly.com), a consumer-focused reliable educational resource powered by feline veterinarians branded Cat Friendly Homes. This educational resource is tailored to the needs of cat caregivers who want to provide the very best care for their cat and is accompanied by a monthly newsletter, The Cat Column, as well as educational content.