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FOR IMMEDIATE RELEASE

**CATalyst Council, Cat Healthy, and Association of Shelter Veterinarians Endorse
AAFP's Cat Friendly Practice® Program**

Innovative program reduces stress of veterinary visit and elevates feline medical care for cats.

Hillsborough, NJ; August 15, 2017: The AAFP is proud to announce the endorsements by CATalyst Council, Cat Healthy, and the Association of Shelter Veterinarians of the [Cat Friendly Practice®](#) (CFP) Program. The **Cat Friendly Practice®** program is a global initiative designed to elevate care for felines by reducing stress for the cat, their caregiver, and the entire veterinary team. The AAFP is grateful for the support of these organizations in advancing the cat-friendly movement.

The AAFP launched the **Cat Friendly Practice®** program in 2012 to make a difference in feline medicine and improve the lives of cats – currently with over 1100 clinics in North and South America. The program provides veterinary practices with the tools necessary to integrate a feline perspective into the practice's physical environment and the delivery of medical care. The **Cat Friendly Practice®** program focuses on increasing the standard of care for felines, educating veterinary practices about feline patients' needs, decreasing the stress of the veterinary visit for cats and their caregivers, and ensuring that each cat receives the highest quality of care that's appropriate to that cat.

Cat Healthy, the Association of Shelter Veterinarians and CATalyst Council recognize the level of excellence associated with the **Cat Friendly Practice®** program and applaud the AAFP for creating a program that truly makes a difference in the health and lives of cats. "We are honored to have the support for the **Cat Friendly Practice®** program from CATalyst Council, Cat Healthy, and the Association of Shelter Veterinarians, three very distinguished organizations dedicated to animal welfare," said Ilona Rodan, DVM, DABVP, Co-Chair of the CFP Committee.

In order for a veterinary clinic to become designated as a **Cat Friendly Practice®**, they must meet specific criteria to assure they understand a cat's unique needs and provide an optimum level of care for cats. **Cat Friendly Practices®** have implemented feline-friendly standards, such

gentle and respectful handling of all cats, adjusted procedures to make veterinary visits less stressful for cats and their caregivers, and trained staff to understand the individualized needs of cats.

“Visiting the veterinarian can be stressful for both cats and their caregivers. So often regular check-ups are postponed and consequently, illnesses and diseases are not caught until they are in an advanced state. The **Cat Friendly Practice**[®] program helps clinics make changes to decrease stress on cats, caregivers, and the veterinary team in order to provide a more calming environment and facilitate a better veterinary experience” said Elizabeth Colleran, DVM, MS, DABVP (Feline), Co-Chair of the CFP Committee.

“CATalyst Council connects people and organizations to transform the health, welfare, and value of companion cats through our programs focused on connecting cats to care. By endorsing the AAFP’s **Cat Friendly Practice**[®] program, we are supporting a program that is advancing feline care by providing tools and feline specific education to the veterinary community,” said Jane Brunt, DVM, CATalyst Council Executive Director.



“The Association of Shelter Veterinarians believes in advancing and supporting shelter medicine and the AAFP’s **Cat Friendly Practice**[®] program provides the structure and resources to support shelter veterinarians to ensure cats receive proper veterinary care in a less stressful environment, as well as educating those adopting cats about the importance of routine check-ups. We are proud to endorse the **Cat Friendly Practice**[®] program,” stated Elise Gingrich, DVM, MPH, MS, DACVPM, DABVP (Shelter Medicine Practice); Association of Shelter Veterinarians, President.



“Cat Healthy is focused on species centric care – dedicated to how cat owners would like to engage using consumer centric digital marketing/technologies and the shared values of caring for my cat. We believe the Cat Friendly Practice program is a wonderful tool for species centered care. We fully embrace this approach and are happy to endorse the Cat Friendly Practice program,” said Susan Groeneveld, Managing Director of Cat Healthy.



To learn more about the CFP Program, visit: www.catvets.com/cfp

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About the American Association of Feline Practitioners

The American Association of Feline Practitioners (AAFP) improves the health and welfare of cats by supporting high standards of practice, continuing education and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and publishes guidelines for practice excellence which are available to veterinarians at the AAFP website. Over the years, the AAFP has encouraged veterinarians to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine practiced. Launched in 2012, the **Cat Friendly Practice**® (CFP) program was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools and resources to reduce stress associated with the visit and elevate the standard of care provided to cats. Find more information at www.catvets.com.

About the Association of Shelter Veterinarians

The mission of the ASV is to advance and support the practice of shelter medicine in order to improve community animal health and well-being. Founded in 2001, the ASV is the professional organization for shelter veterinarians and is now comprised of nearly 1,000 members from around the globe including 28 student chapters. The ASV has spearheaded several nationwide task forces including the Shelter Standards Task Force and the Veterinary Task Force to Advance Spay Neuter. More information about the Association of Shelter Veterinarians is available at www.sheltervet.org.

About CATalyst Council

The CATalyst Council is a national organization which includes a wide variety of animal health and welfare organizations as well as corporate members of the animal health industry that are working together to improve the health and welfare of America's favorite pet. It was founded in response to troubling statistics released by the American Veterinary Medical Association that indicate an increase in our nation's pet cat population coupled with a decline in veterinary care for those cats. More information about the CATalyst Council is available at www.catalystcouncil.org.

About Cat Healthy

Cat Healthy is a cause marketing initiative created to increase awareness about proper cat health and to demystify cat behavior helping cats live healthier, happier lives. Supported by all practicing feline specialists in Canada, Cat Healthy is internationally recognized as a leader in supporting species centric care. More information about Cat Healthy is available at www.cathealthy.ca.