



THE STRAVEN ROAD
VETERINARY
CENTRE (LTD)

VETERINARY SURGEONS

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Newsletter – SPRING 2009

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FRIENDLY REMINDERS

Fleas, Vaccinations and holiday care.

With the warmer weather, upon us it is flea season again! A number of animals visiting the clinic are now being seen with fleas. It is important to keep your flea treatments up to date or get them back up to date now, if you have let it lapse over winter. Remember one live flea in your house can equate to up to 2000 eggs and the multiplications from this point just don't bear thinking about. There is no such thing as an animal that doesn't get fleas. They can be picked up anywhere, so unless your pet is confined to your house (with no other animals visiting), you need to be concerned about this. See details of our upcoming promotion later in newsletter.

If your pets are going into a cattery or kennels over the upcoming summer holidays, and they are not already booked in, you need to get something sorted as soon as possible as many will already be fully booked and running waiting lists.

For entry to boarding facilities (as well as of course your pets health), your pets need to have their vaccinations up to date. We are still seeing kennel cough in Christchurch and some suburbs are experiencing a surge in Parvo Virus again too, so it is essential your pet's vaccinations are up to date. Call us to double check that your pets are covered.

FEATURE ARTICLE

Fireworks

Fireworks time is coming up and for many pets and owners this is a very stressful time of the year. Dogs that have firework phobia show signs of fear in response to the sight and sound of fireworks. Some are only mildly distressed while others suffer severe anxiety or sheer terror.

Signs you may see your dog displaying are panting, trembling, cowering, hiding, vocalizing, destructiveness, salivation, attention seeking, urination and defecation.

As much as you may want to cuddle and comfort your dog this only reinforces the message that the dog has something to be frightened about. Do not punish your dog either. There are several things that you can do to reduce the dogs' fear of fireworks:

1. Make sure that your dog has a good long walk during the day. Before it gets dark take your dog outside to go to the toilet, then inside and close all the doors and windows to minimize the noise.
2. Close the curtains or blinds early and turn on the lights. You can turn on the TV or radio for some background noise.
3. Feed your dog its evening meal an hour before the event. You can add some cooked chicken and white rice for extra carbohydrate. This is to fill the dog up and make it feel sleepier.
4. Provide your dog with a 'safe' place like a crate or its usual bed and blanket.
5. Give your dog a distraction like a Kong or its favourite toy.
6. Do make sure your dog is kept in a safe and in a secure environment at all times, so that it does not bolt and escape if a sudden noise occurs.
7. Stay calm and go about your normal routine.
8. Use Dog Appeasing Pheromone (DAP) spray or diffuser plug in.

What is Dog Appeasing Pheromone (D.A.P)?

D.A.P is a synthetic pheromone solution delivered through a spray or plug-in diffuser directly into the dogs' environment. It's natural, safe and simple to use.

D.A.P mimics the properties of the natural appeasing pheromones released by the lactating bitch. These pheromones help prevent or stop fear and stress related signs in puppies and dogs. It comforts the dog in stressful environments. These pheromones convey a message of well being and a feeling of security.

It can be used without concern for the fireworks season as part of a therapy program but it is not a stand-alone cure. It can bring the dogs anxiety down to a workable level, but it does not cancel out the need for practical effort from the owner at home.

D.A.P used to reduce the stress associated with fireworks should be introduced into the environment 2 weeks before the event and removed one week after.

If your dog has a serious phobia about fireworks or other loud noises such as thunder, contact us to discuss methods of desensitisation to the things it fears.

PROMOTIONAL OFFERS

Endogard™

It is essential to keep your pet up to date with treatment for worms. Not only can they have negative impacts on your pet, the dog and cat round worms can also cause disease in humans.

From 1st September to 31st October 2009 we are offering 20% of Endogard™ worm tablets when you purchase a years supply (4 doses).

Pop in and talk to our friendly nurses, to get your years supply of worm tablets, or if you are visiting to see our veterinarians, ask them at the time of consultation.

Frontline™

To help you with another essential part of your cat and dogs healthcare, in the months of November and December we will be offering a 10% discount on one years supply of Frontline™ (when purchased all in one go) – available at the Straven Road branch only.

Check out our website regularly for other great offers and promotions.

PET CARE

Long Haired Cat Grooming

Have you ever seen a long haired cat in the wild? The answer, of course is no. This is something we humans have bred because we like the look of them.

Unfortunately, for the great majority of long haired cats, they do not have the ability to groom themselves without significant additional help from their owners. Their ability to self groom is further reduced if they are overweight or obese (over 50% of cats now fall in this category).

This means that you need to groom them, all over, EVERY DAY. To have the best chance of succeeding in this, firstly you need to train them well as kittens, to enjoy a groom. Secondly, you need to be consistent and make sure you put the time aside every day. Thirdly, you need to make sure you have suitable equipment for the job – not every cat will like the same thing being used. We can help you with grooming equipment options for your long haired cat.

If you have got into the situation where your cat has a few minor knots and think you can cut them out, make sure that before you take scissors anywhere near the coat, place a comb between the skin and the knot, then cut over the comb. This prevents any accidental cuts to the skin that later require stitching up at the clinic.

If your cat has got past the point of no return, it is essential you make an appointment to get them groomed. We are able to do this at both our branches. It involves sedating your cat and grooming out as many knots as possible. Where mats are extensive and grooming them will cause damage to the skin and pain for your cat, we use the clippers to remove them.

If your long haired cats coat is allowed to matt, it is uncomfortable for your cat as it pulls, and it creates a nasty micro climate in the coat under the matt which causes skin damage and is a nice place for bacteria to multiply too.

If you have a long haired cat, that has some knots or is fully matted, give us a call today to ask about getting it sorted out. If it isn't matted yet and you haven't groomed it today, get to it now!

FEATURED SERVICE

Nurse Clinics

We have a team of qualified and experienced Veterinary Nurses who are here to ensure the wellness of your pets (read their profiles on our website). They are the ones who: greet you at the clinic, assist the veterinarians with surgery and they are also the ones that do all the essential nursing care for your precious pets in the hospital. Of course they do many other tasks and offer services that ensure the efficient and successful operation of a veterinary clinic too. One of these are nurse's clinics.

Tania and her team of dedicated nurses are now offering FREE nurse clinics. These are running on Wednesday afternoon from 2 – 3pm (but times and dates can be flexible). The first clinics being offered are for dental and weight checks, however more services will be added soon, so keep an eye on the website for additional services.

WEBSITE

www.veterinarycentre.co.nz

Have you checked it out yet? Make sure you save it to your favourites and check regularly for new promotional offers. Tania (our head nurse) is doing a fantastic job of adding new ones regularly.

We plan to start bringing you lots of new content very soon too!

In the meantime, make sure you email in a picture of your pet to go up on our client's gallery page. If you can, send us a wee story too, which we can put up with the picture. Our website visitors love reading about other pets that come to our clinics.

Also – if your pet as recently been to one of our clinics with an illness or in need of a surgery and you would be willing for us to share the story (no names of course) on the website, please send us an email to say so (we can write the story if you like) and if possible, a photo of your pet. Our clients love to read these, and they can often have learning experiences for all of our clients in terms of what to look for, or reasons why we should not let our pets do certain things (like eat corn cobs for example), so if you are willing to share, please let us know.

If you send us the photo we can write the story, although some personal thoughts and experiences from you are always welcome and add depth!

We thank you for your custom and we look forward to seeing you again soon.