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FOR IMMEDIATE RELEASE

Winn Feline Foundation Endorses AAFP's Cat Friendly Practice® Program

Pioneering program reduces stress of veterinary visit for cats, their caregivers, and veterinary staff



Wyckoff, NJ; Hillsborough, NJ; September 13, 2016: Winn Feline Foundation (Winn) and the American Association of Feline Practitioners (AAFP) are proud to announce that Winn has endorsed the AAFP's [Cat Friendly Practice®](#) (CFP) program. The AAFP created the CFP program in 2012 to make a difference in feline medicine and better the lives of cats. The program provides clinics with the tools to integrate a feline perspective in both the physical environment of the practice and the way medical care is delivered. The CFP program centers on setting the standards of care, educating veterinary practices about what their feline patients need, decreasing the stress of the veterinary visit, and making sure that once the cat is at the veterinary clinic they receive the best quality of care that's appropriate to the cat. Winn recognizes the level of excellence associated with the CFP designation and applauds the AAFP for creating a program that truly makes a difference in the health and lives of cats.

In order for a veterinary clinic to become a designated **Cat Friendly Practice®**, they must take a variety of extra steps to assure they understand a cat's unique needs and provide an optimum level of care for cats. Designated CFPs have implemented feline-friendly standards, such as cat-only waiting areas and exam rooms, staff trained to understand the individualized needs of cats, and other ways to make veterinary visits less stressful for cats and their caregivers.

"The AAFP's CFP program is a groundbreaking initiative in veterinary medicine," said Elizabeth Colleran, DVM, MS, DABVP (Feline), Co-Chair of the CFP Committee. "It can be stressful for both cats and their caregivers to visit the veterinarian. So often caregivers put off taking their cats to the vet and consequently, illness and diseases are not caught until they are in an advanced state. The CFP program helps clinics make changes to decrease stress on cats, caregivers, and even the veterinary team in order to provide a more calming environment in order to facilitate a better veterinary experience." "To have the support for our CFP program from such a renowned feline research organization like Winn, is truly an honor," said Ilona Rodan, DVM, DABVP, Co-Chair of the CFP Committee.

"One aspect of Winn's mission is to enhance the relationship between cats and humans. AAFP's Cat Friendly Practice ® (CFP) program is a significant step forward in delivering improved veterinary care for cats while decreasing stress during veterinary visits. Winn Feline Foundation wholeheartedly supports the Cat Friendly Practice ® program," stated Vicki Thayer DVM, DABVP, Executive Director of Winn Feline Foundation.

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 Winn Feline Foundation

Winn Feline Foundation is a non-profit organization established in 1968 that supports studies to improve cat health. Since 1968, Winn Feline Foundation has funded over \$5.6 million in health research for cats at more than 30 partner institutions world-wide. This funding is made possible through the support of dedicated donors and partners. Research supported by Winn Feline Foundation helps veterinarians by providing educational resources that improve treatment of common feline health problems and prevent many diseases. For further information, go to www.winnfelinefoundation.org.

American Assn. of Feline Practitioners

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