



30 MINUTE WEIGHT CONSULT



IS THE PET AN IDEAL SHAPE?

Explain the 3 step approach to help your client assess their pet's body condition:

1 LOOK

2 FEEL

3 WEIGH



IS THE PET AN IDEAL SHAPE?

The first step is **LOOK**



Ask your client to look at the body shapes on the Body Condition Score (BCS) chart and match one to their pet.

IDEAL		ABOVE IDEAL	
4		5	
6			

IDEAL		ABOVE IDEAL	
4		5	
6			

OVERWEIGHT		OBESE	
7		8	
9			

OVERWEIGHT		OBESE	
7		8	
9			

IS THE PET AN IDEAL SHAPE?

The second step is **FEEL**

Using a gentle touch, ask your client what they can feel.

- How easily can you feel your pet's ribs?
- How much pressure do you have to apply?
- How prominent is your pet's waist?
- How obvious is the abdominal tuck?
- How easily can you feel the indentation of the waist?
- How does your pet's shape compare with the one on the Body Condition Score chart?
- What score do you think your pet is?



IS THE PET AN IDEAL WEIGHT?

The third step is **WEIGH**



Weigh the pet and record it in the weight management record book.
Work out the ideal weight for your client's pet using the chart below:

Body Condition Score	Variation from IDEAL body weight	Calculation
5	100% Ideal body weight	Ideal body weight
6	10% Overweight	$\frac{\text{Current body weight}}{1.1}$
7	20% Overweight	$\frac{\text{Current body weight}}{1.2}$
8	30% Overweight	$\frac{\text{Current body weight}}{1.3}$
9	40% Overweight	$\frac{\text{Current body weight}}{1.4}$

IS HEALTHY WEIGHT IMPORTANT?

OBJECTIVE: Motivate your client by explaining the many benefits of their pet being at a healthy weight. Confirm if they have any concerns about their pets weight.

HOW TO PROCEED:

Explain that:

- Obesity in cats and dogs has been linked to more than 20 illnesses¹
- Losing weight may improve their pet's quality of life² and life expectancy³
- Weight loss may improve activity levels after just 4 weeks^{4, 5}

- Healthy weight may also reduce healthcare and medication costs for the owner⁶

Ask:

- What specific concerns do they have about their pets weight? i.e. illness/playfulness
- What do they understand about the impact of Obesity on their pets health?



PHOTOGRAPHS AND MEASUREMENTS

OBJECTIVE: To motivate your client and monitor the pet's progress.

Before and After Photos

- Take photos if they have not been done previously
- Ask the owner what they notice about the before and after photos

Morphometric Measurements

- Take measurements from around the neck, chest and waist
- Ensure the same person measures the pet throughout the weight loss programme
- Discuss the loss at each visit and record in the weight management record book



WHAT IS THE PET'S FOOD HISTORY?

OBJECTIVE: Take a full history to understand what the pet's current food regime is.

How to proceed:

- What food are they currently feeding?
- How much are they feeding?
- How do they measure the food?
- What else does the pet get?
- What extras/treats/scraps does the pet get?
- How many meals a day does the pet have?
- Who else feeds the pet?



BEGGING PETS



Help your client understand their pet's begging behaviour

- Acknowledge begging is common and can be a challenge to manage
- Educate them on begging behaviour - pets may be asking for attention, play or exercise rather than food
- Discuss the impact of treats on their pet's weight.
- Discuss how they can exchange current treats for other lower calorie options or can use kibbles with an interactive feeder
- Make them aware of the impact of feeding human food on the pet's daily calorie requirement

ARE THEY OVERFEEDING...

OBJECTIVE: Explain that treats, especially human food, can have a big impact on a pet's calorie intake.



How to proceed: Discuss the most relevant examples using the charts



















Dog

Food	Quantity	Energy Intake (Kcal)	Daily energy intake excess*	Equivalent in doughnuts for humans**
 Rawhide bone	190g	699 Kcal	67%	
 Dried pigs ear	50g	216 Kcal	21%	
 Cheddar cheese	60g	242 Kcal	23%	
 Chicken	100g	168 Kcal	16%	
 Digestive biscuit	1 biscuit	71 Kcal	7%	
 Tuna	178g	331 Kcal	32%	
 Muffin	110g	330 Kcal	32%	
 Ham	100g	164 Kcal	16%	
 Sausage	56g	130 Kcal	13%	

* Over and above the normal daily energy intake for a 20kg dog

** Equivalent number of 200 Kcal doughnuts for a person on a 2,000 Kcal diet

Cat

Food	Quantity	Energy Intake (Kcal)	Daily energy intake excess*	Equivalent in doughnuts for humans**
 Single cream	1 tablespoon	25 Kcal	15%	
 Yoghurt	2 teaspoons	41 Kcal	20%	
 Milk	100ml	58 Kcal	28%	
 Crème fraîche	25g	96 Kcal	46%	
 Tuna	25g	46 Kcal	23%	
 Liver pâté	43g	154 Kcal	74%	
 Chicken	25g	42 Kcal	21%	
 Ham	30g	48 Kcal	25%	
 Cheddar cheese	30g	121 Kcal	60%	

* Over and above the normal daily energy intake for a 20kg cat

** Equivalent number of 200 Kcal doughnuts for a person on a 2,000 Kcal diet

DISCUSS A NEW 'TREAT STRATEGY'

Objective: Reassure your client that they can still keep their bond with their pet and manage their calorie intake by treating them with healthier options.

HOW TO PROCEED:

- Acknowledge the importance of keeping the owner-pet bond
- Talk about the owner adopting a new 'treat strategy'
- Explain that this involves giving their pet alternatives to treats and choosing healthier treats
- Ask if the owner can think what these might be?

Outline the alternatives to treats

- Replacing food with other rewards
- Rewards can include a mixture of playing, grooming and exercise
- Keep some kibbles from the daily ration to feed as treats
- Consider cats natural feeding behaviour
- Introduce interactive feeding and slow down bowls
- Use Educ as low calorie treats



WEIGHT MANAGEMENT PROGRAMME

Objective: Increase your client's compliance to the weight management programme by ensuring they understand the benefits of a specifically formulated weight management diet.

HOW TO PROCEED:

- Recommend **ROYAL CANIN® SATIETY WEIGHT MANAGEMENT** as part of the weight management programme
- Explain **SATIETY** contains high levels of natural fibre which aid weight loss, and reduces begging behaviour by helping to make the pet feel satisfied between meals
- High protein content helps support healthy weight loss while ensuring **muscle mass maintenance** (all products)
- **The balance of nutrients** provides optimal intake of proteins, vitamins and minerals to ensure safe weight loss despite energy restriction
- **ROYAL CANIN® SATIETY WEIGHT MANAGEMENT SMALL DOGS is specifically formulated for small dogs** (<10kg) to meet their specific digestive, dental and urinary sensitivities
- Glucosamine and chondroitin **help support healthy bones and joints** in dogs (over 10kg) placed under stress by excess bodyweight



WEIGHT MANAGEMENT PROGRAMME

Introduce a holistic approach to healthy lifestyle and feeding.

Start by discussing the benefits of introducing **ROYAL CANIN® SATIETY WEIGHT MANAGEMENT** to manage overweight pets.

Share the key benefits of the diet:

- **Effective weight management**
 - Supports safe weight loss and helps avoid weight regain
 - 97% of cats and dogs lost weight over a 3 month period^{4,7}
- **Begging control**
 - High natural fibre level helps cats and dogs feel satisfied between meals.
 - Helped control begging in 83% of pets during weight loss^{4,7}
- **Muscle Mass Maintenance**
 - High Protein content helps support healthy weight loss while maintaining muscle mass



NUTRITION PLAN

Objective: Reassure your client by providing a breakdown of the amount of food and cost, in order to gain acceptance of the food and compliance with the diet.

HOW TO PROCEED

- Calculate how much of the diet to feed
- Work out how long the bag will last
- Work out how much the diet will cost per day
- Set monthly weight targets
- Enter/revise plan in the weight management record book
- Royal Canin's Weight Management Assist, is an online tool that calculates feeding volumes, cost per day and safe weight loss rates

Show the pet owner the inaccuracy of measuring cups

- Using the measuring cup get the pet owner to measure xxg of SATIETY
- Tip measured amount onto scales
- Record amount
- Discuss the difference



ACTIVITY PLAN

Objective: Work with your client to formulate a realistic activity plan as part of the comprehensive weight management programme.

HOW TO PROCEED:

Discuss the activity plan

- Realistic exercise targets, e.g. dog walks per day
- Other activities that may help, e.g. playing, agility, climbing
- Enter/revise activity plan in the owner's weight management record book

NOTE: If the pet is obese, start with a low level activity plan to prevent illness/injury to the pet



THE NEXT STEPS

Objective: Reassure your client that they are not on their own during the weight management programme!



HOW TO PROCEED:

- Stress the importance of feeding the recommended diet, and following advice on activity plans and begging strategies
- Remind them that it's important to make sure the whole family knows about the weight management programme, including children
- Stress the importance of attending regular review appointments to monitor their pet's progress

ANY QUESTIONS?

Objective: End on a positive note!

Make sure your client feels suitably encouraged and motivated to stick to the weight management programme.

HOW TO PROCEED:

- Ask if they have any questions, worries or concerns before they leave
- Explain that if they commit to their pet's weight management programme, they will start to see changes in their pet's weight and activity levels





- 1 State of Pet Health 2017 Report, Banfield Pet Hospital
- 2 Kealey, R.D., Lawler, D.F., Ballam, J.M., Mantz, S.L., Biery, D.B., Greeley, E.H., Lust, G., Segre, M. Smith, G.K., Stowe, H.D. (2002). Effects of diet restriction on life span and age-related changes in dogs. *Journal of American Veterinary Medicine Association*; 220 (9): 1315-1320
- 3 German, A.J., Holden, S.L., Wiseman-Orr, M.L., Reid, J., Nolan, A.M., Biourge, V., Morris, P.J., Scott, E.M. (2012). Quality of life is reduced in obese dogs but improves after successful weight loss. *Veterinary Journal*; 192: 428-434
- 4 Flanagan J et al. Success of a weight loss plan for overweight dogs: the results of an international weight loss study. *PLoS One* 2017; 12(9):e0184199.
- 5 Hours MA et al. Factors affecting weight loss in client owned cats and dogs: data from an international weight loss study. *Proc of 16th Annual AAVN Clinical Nutrition and Research Symposium*; Denver (USA); June 8, 2016.
- 6 Bomberg, E., Birsch, L., Endenburg, N., German, A.J., Nielson, J., Seligman, H., Takashima, G., Day, M.J. (2017). "The financial costs, behaviour and psychology of obesity: a one health analysis." *J Comp Path.* 156: PP. 310-325
- 7 Flanagan J et al. An international multi-centre cohort study of weight loss in overweight cats: Differences in outcome in different geographical locations. *PLoS One.* 2018 Jul 25;13(7):e0200414.