

The power of the human-animal bond



In tough times, the connection between humans and their pets can make a big difference.

2020 was a difficult year for everyone. With human-to-human interaction limited by COVID-19 safety concerns, a lot of people turned to their pets for companionship—and their pets gave back in a big way.

Support when it matters most

A recent study found that **pets were a major source of emotional support**¹ during the darkest days of the pandemic.



Said they couldn't imagine being without their pet in 2020



Said their animal had a positive impact on the family



Said their pet helped them cope



Said their pet helped them stay active and fit

The human-animal bond

Human Animal Bond Research Institute (HABRI) produces detailed scientific research on what most pet owners know to be true—that humans and their pets share a unique, mutually beneficial bond. This research has supported claims that people are happier and healthier in the presence of animals with scientific documentation on health factors like blood pressure, anxiety, and feelings of well-being.

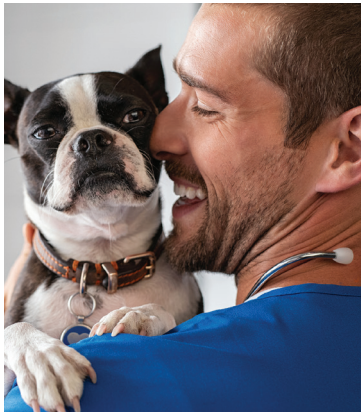
HABRI and the North American Veterinary Community (NAVC) recently certified Nationwide[®] as a Human-Animal Bond Certified Company, a designation that celebrates a commitment to strengthening the human-animal bond through research, education, professional development and support for its members.



¹“Human-animal relationships and interactions during the Covid-19 lockdown phase in the UK: Investigating links with mental health and loneliness.” *PLOS ONE* September 2020. ² HABRI 2016 pet owner survey. ³ Levine, Glenn N., et al. “Pet Ownership and Cardiovascular Risk A Scientific Statement from the American Heart Association.” *Circulation* 127.23 (2013): 2353-2363. ⁴ Mubanga, Mwenya, et al. “Dog ownership and the risk of cardiovascular disease and death—a nationwide cohort study.” *Scientific reports* 7.1 (2017): 15821

Nationwide, the Nationwide N and Eagle, and Nationwide is on your side are service marks of Nationwide Mutual Insurance Company. Third party marks are the property of their respective owners. ©2022 Nationwide. 22VET8678





The veterinarian's role in the human-animal bond



Talking with clients about the relationship between pets and human health can improve pet care.

If pets make our lives happier and healthier, should veterinarians participate in human health conversations, too?

Research suggests that veterinarians who contribute to conversations about the human-animal bond can improve their patients' care. They also tend to create a stronger bond with their clients, who see the vet as a caregiver for the whole family.

Conversations that improve care

Pet owners are more likely to seek out veterinary and wellness care for pets when they understand how their bond with their pets impacts their own health.²



Said they're more likely to keep up with vaccines and preventive medicine



Said they're more likely to schedule regular check-ups with a veterinarian



Said they're less likely to give up a pet for any reason



Said they're more likely to purchase pet insurance, including 78% of Millennials



Of pet owners said they were **more likely to visit a veterinarian who discussed the benefits of pet ownership** with them.

Be an advocate for the human-animal bond

Here are some helpful entry points to discussing this fascinating topic:

- Did you know that the American Heart Association believes that pet ownership improves heart health in humans?³
- Did you know that owning a cat can improve the odds of recovery following a heart attack?³
- Did you know that your pets can help lower your systolic blood pressure?³
- Did you know that dog owners tend to live longer than people who don't have a dog?⁴



Want to start having this conversation? Nationwide, a Human-Animal Bond Certified Company, created a **complimentary client education video** to help spread the word to clients.

Contact clarson@nationwide.com to request your free copy.



¹"Human-animal relationships and interactions during the Covid-19 lockdown phase in the UK: Investigating links with mental health and loneliness." *PLOS ONE* September 2020. ² HABRI 2016 pet owner survey. ³ Levine, Glenn N., et al. "Pet Ownership and Cardiovascular Risk A Scientific Statement from the American Heart Association." *Circulation* 127.23 (2013): 2353-2363. ⁴ Mubanga, Mwenya, et al. "Dog ownership and the risk of cardiovascular disease and death—a nationwide cohort study." *Scientific reports* 7.1 (2017): 15821

Nationwide, the Nationwide N and Eagle, and Nationwide is on your side are service marks of Nationwide Mutual Insurance Company. Third party marks are the property of their respective owners. ©2022 Nationwide. 22VET8678

