Meeting guide

Weigh in on weight

More than half of the patients your practice sees are likely overweight, according to data from the Association for Pet Obesity Prevention. But about 95 percent of pet owners identify their pets as normal weight. It’s no fun to have to be the one to break the bad news to clients. But how your team handles this conversation can make a big difference in how pet owners respond—and whether they take the next steps to make healthier feeding choices for their pets.

2-minute activity: Watch two ways to talk about a pet’s weight
Watch Dr. Ernie Ward demonstrate a difficult pet weight discussion—and show a better way to smooth these sometimes challenging conversations at dvm360.com/fatpettalk.

3-minute activity: Role-play and talk terminology
Now it’s time for your team to tackle a tough discussion. Use the sample role-play conversation to take turns practicing the delicate topic of pets’ weight. Then brainstorm the best—and worst—words you can use when you discuss a pet’s weight issue. You can also distribute the handouts, “How can I tell if my pet is overweight?” “Tips for healthy weight loss in cats” and “Weight loss in dogs” to help guide team members’ discussions with pet owners.

1-minute activity: Thank your team
Thank your team for taking the time to weigh in on this weighty issue. Ask them to practice their new terminology in the next week and plan a follow-up conversation to discuss what worked at a future meeting.