



Petfood Forum 2013

Advances in the Human-Animal Bond

Presented by

APPA President and CEO Bob Vetere

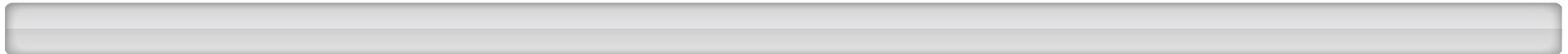




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Presentation Overview

- Evidence of human-animal bond effects
- HABRI Background
- HABRI Structure & Initiatives
- HABRI Central
- Strong Areas of Research
- Looking Ahead





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Interest in and Evidence of HAB Increasing

Several groups and individuals had long been active in the HA space, through research, education and dissemination of information – some smaller groups have limited resources to achieve their objectives.

Varying degrees of awareness and adoption of knowledge of HAB in human and animal health, but body of evidence continues to grow in support of the positive impact of this bond.

Military personnel

Several therapeutic areas (cancer, epilepsy, autism spectrum disorders, geriatric patients, etc.)

There is ample opportunity to build collaborative relationships to achieve our collective objectives and address this increasingly important need.

HAB Topic of Conferences

AVMA

March 01, 2012

AVMA EXECUTIVE BOARD

Human-animal bond to be emphasized at 2013 AVMA convention

National Conference To Examine Transformative Effect Of Innovation, Technology On Human-Animal Health, Mutual Bond

American Humane Association™

The nation's voice for the protection of children & animals™



International Association of Human-Animal Interaction Organizations

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"Humans and animals: the inevitable bond"

Useful links:

[Conference and](#)



Closing keynote: Bob Vetere, president of the Human Animal Bond Research Initiative

VirginiaTech
Invent the Future®

Virginia-Maryland
Regional College of
Veterinary Medicine



The Human-Animal Bond Symposium and Service Award
May 3, 2013 ■ Blacksburg, Virginia



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Multitude of Therapy Pet Organizations





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Background: APPA Involvement in HAB

APPA began intensive work in studying pet ownership trends in 2005 with the formation of the Pet Industry Coalition.

This group developed the Animal Care Guidelines – a program still in use at retailers across the US.

APPA underwrote an extensive survey by Bain & Co in 2006 highlighting challenges facing the pet industry over a 10 year period.

In response APPA developed its Pets Add Life Program designed to address several recommendations by Bain.

After extensive outreach, APPA has partnered with Petco and (then Pfizer) Zoetis to found and develop HABRI to support growth across all sectors of the pet industry.

The Human Animal Bond Research Initiative is a growing assembly of companies and organizations rallying around the common goal of enhancing broad understanding, education and adoption of HAB as a beneficial factor in animal and human health



Vision:

HABRI seeks to achieve formal, widespread ,scientific recognition that validates the positive roles that pets and animals play in the integrated health of families and communities, leading to informed decisions in human health.

Mission:

Identify and support the funding of specific research projects around HAB that will provide information and education to the medical and scientific communities, as well as the general public.

Support research, education and other charitable activities that validate the positive impact that the Human-Animal bond can have on the health of families and communities



We are working towards establishing collaborative, complementary partnerships with other HAB interests, to achieve our shared objectives.

By partnering with existing experts in the field, we seek to identify overlaps and synergies in our activities, to ensure the field of HAB is strengthened and sustained in the long term



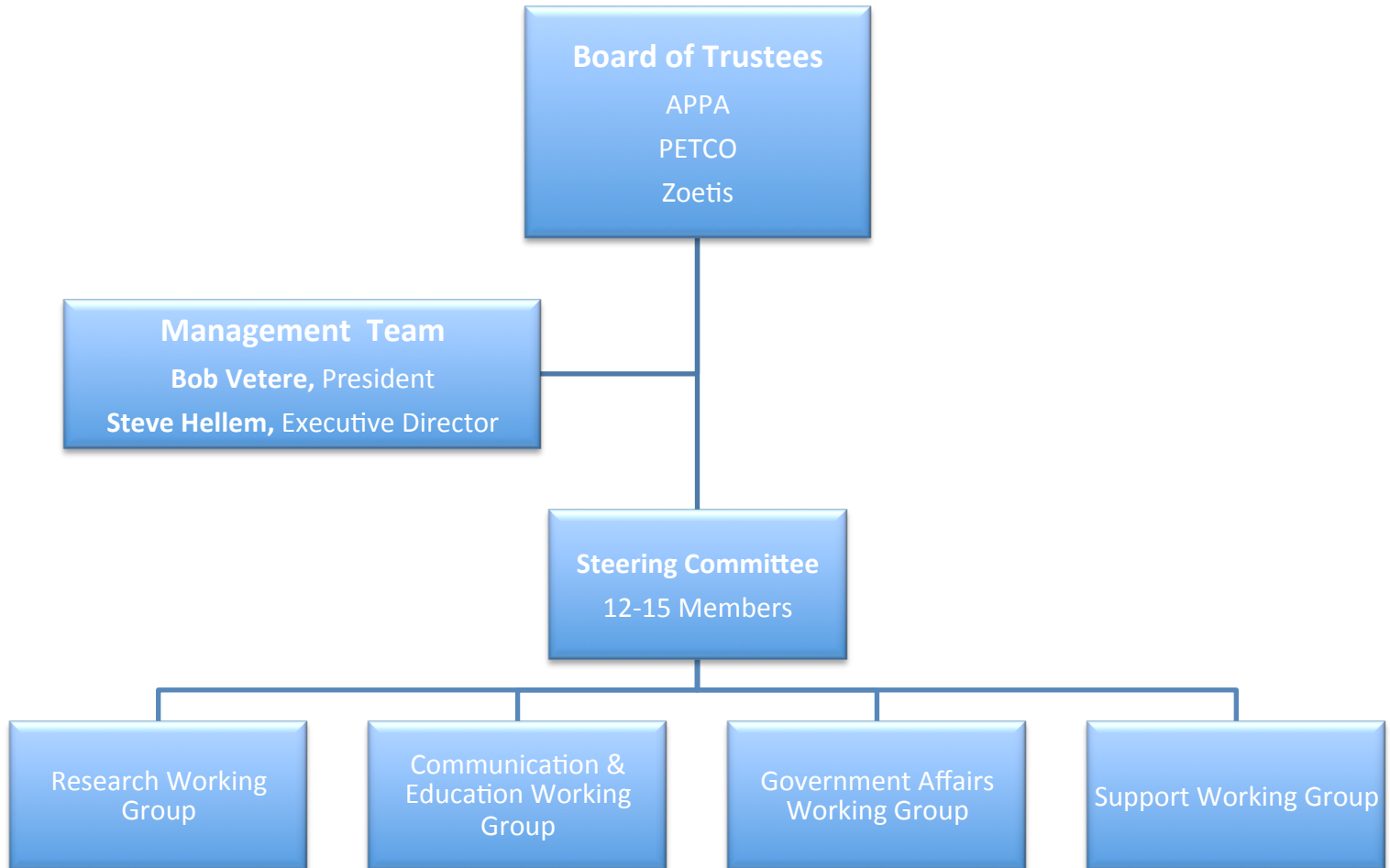
HABRI GROWING SUPPORT



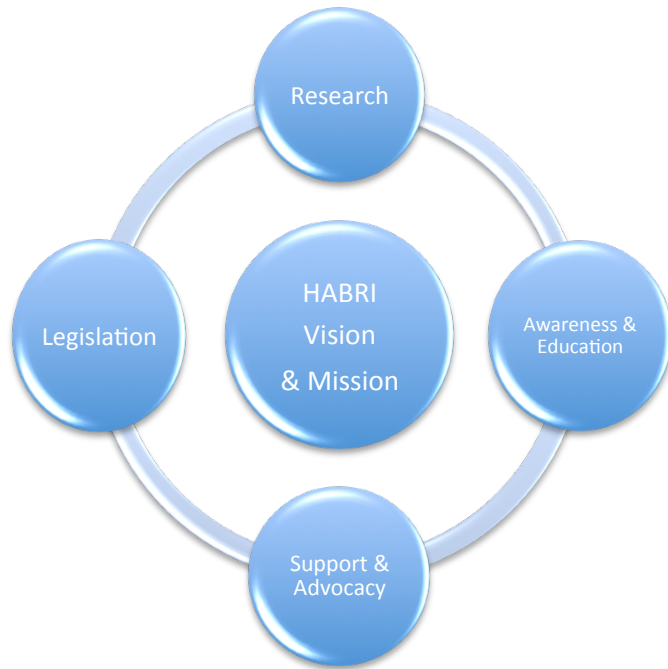
protect. teach. love.



HABRI ORGANIZATIONAL STRUCTURE



WORK GROUP STRATEGIC INITIATIVES



Develop a **central hub** for archival, reference and publication for existing and future **research** on the human-animal bond

Generate **awareness and educate** all relevant audiences on the evidence of the positive impact of the human-animal bond

Generate and ensure **sustained support** for human-animal bond research, education from all relevant stakeholders

Seek government support and **legislation** of human-animal bond research and evidence-based health information release

COMMUNICATION & EDUCATION

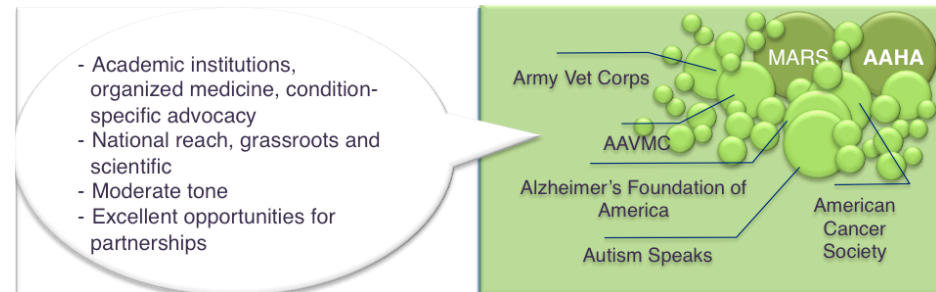
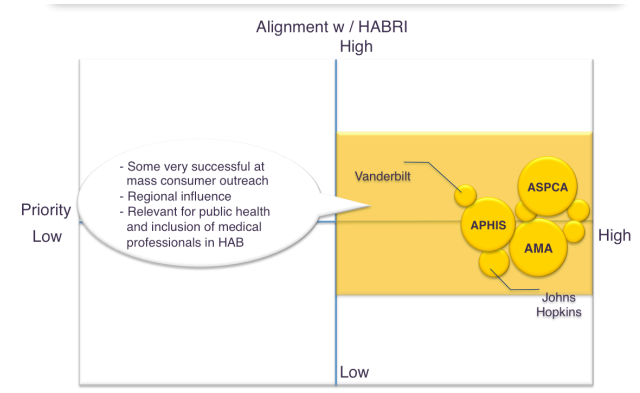
- Extensive Marketing Materials
- Members Only Portal
- Presence at Key Events
- PR & Social Media Campaign
- Relationships with Health Organizations
- Increased Awareness of HABRI Central



SUPPORT

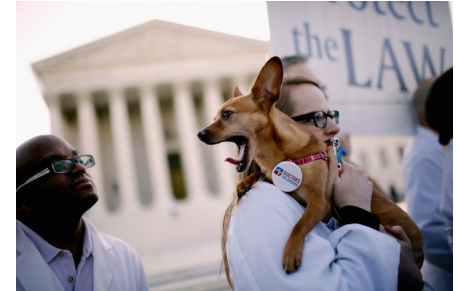
- Internal Landscape Assessment
- External Report
- Survey Development
- Funding Strategy
- Organization Outreach

	Deliverables	Status
Strategic Imperative 1	<ul style="list-style-type: none"> • Develop fundraising plan • Establish funding network • Develop 3 year rolling budget plan 	<ul style="list-style-type: none"> • Landscape assessment completed • Animal research position paper completed • Kick off fundraising efforts upon approval of outreach plan • Lead 3-year strategic and budget plan during next BoT meeting



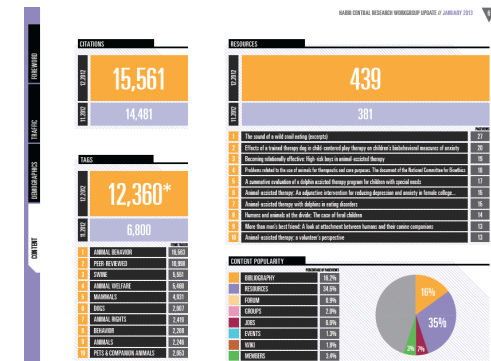
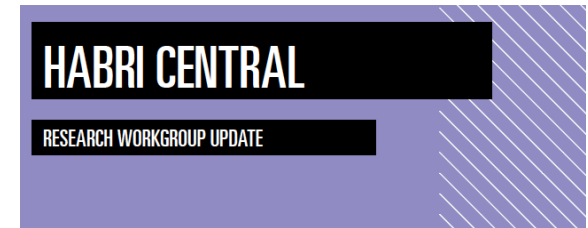
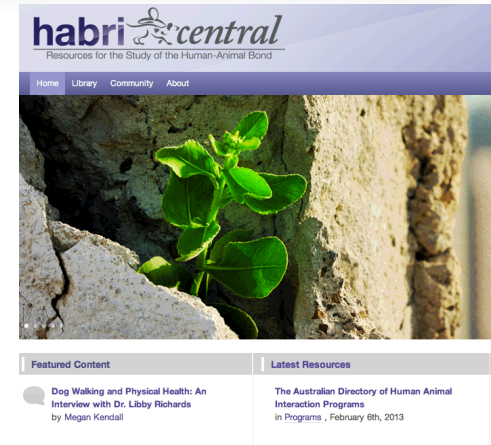
GOVERNMENT AFFAIRS

- Plan Development
- Identified Key Opportunities
- Identified Key Spokespersons
- Meetings with Policy Makers
- Continued Follow-up




RESEARCH

- Research Support
- HABRI Central Support
- Enhanced Search Functions
- Communication Materials
- Public Expertise/Knowledge Sharing
- Identification of Strong Research




- The first comprehensive online hub for research, collaboration and information pertaining to HAB.
- Managed by Purdue University's College of Veterinary Medicine and Purdue Libraries.
- Over **16,000 entries** including full-texts of peer-reviewed journal articles, books, white papers, videos, datasets and more.
- Resources include veterinary medicine, nursing, psychology, sociology, law, academia, policymakers, and philosophy.
- User groups, blogs, expert video segments, newsletter, Facebook and Twitter all allow users to connect and share knowledge with experts, professionals, and others involved in the study of HAB.

Need Help? 

habri central

Resources for the Study of the Human-Animal Bond

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We speak with Dr. Libby Richards about the power of dog walking and the creation of healthy habits.

[Learn more >](#)

Featured Content	Latest Resources	Latest Discussions	Upcoming Events																					
 <p>Raising our North Stars: Kumari's puppies from four to six months by Patty Dobbs Gross</p>	<p>Role of near-miss bird strikes in assessing hazards in Journal Articles , April 4th, 2013</p> <p>Eastern bluebirds</p>	<p>Aetna CEO Rallies Behind Evidence-Based Alternative Treatments Christopher C Charles, in Site-Wide Forum April 4th, 2013,</p>	<p>← → April</p> <table border="1"><thead><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr></thead><tbody><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr></tbody></table>	S	M	T	W	T	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13
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IDENTIFIED STRONG AREAS OF RESEARCH

Within only its first year, HABRI Central has gathered enough validated evidence to support the benefits of pets on humans within seven health areas.

- Post Traumatic Stress Disorder (PTSD)
- Cardiovascular Health
- Childhood Allergies/Immunity
- Depression
- Dementia/Alzheimer's
- Neurological Disorders
- Autism



POST TRAUMATIC STRESS DISORDER

- Animal therapy can help alleviate symptoms of PTSD.
- Animals help patients feel more relaxed and comfortable.
- Animals help shift the focus of the patient's nervous symptoms by distracting them from their current stressful situation.
- Animal contact helps release of oxytocin and endorphins in the brain.
- Service members with PTSD reported improved sleep, decreased use of pain medications, and lowered stress levels with service dog training programs.



CARDIOVASCULAR HEALTH

- Blood pressure has been found to be lower in the presence of a companion animal.
- People are more likely to be physically active and have decreased mental and physical stressors.
- Patients recovering from heart surgery have a better rate of survival with a pet.
- Pets can increase a person's sense of well-being, decrease depression, improve physical activity, and provide social support- all risk factors for heart diseases.
- Pets can improve stressful environments such as workplaces or hospitals and help people cope with stressors that contribute to poor cardiovascular health.



CHILDHOOD ALLERGIES & IMMUNITY

- Pets can protect children from respiratory tract infections, allergies, and general improved immune function.
- Early exposure to pets can have a protective effect for young children from allergies later in life.
- Dogs have the strongest protective effect against respiratory problems but other pets also have these protective effects.
- Dog ownership before one year of age appears to grant a significant protective effect from eczema.
- Families with dogs have healthier children (measured by fewer respiratory tract symptoms or infections) than families with no dog contact.



DEPRESSION

- Pets help alleviate symptoms of depression by being source of comfort and support offering loving companionship and interaction.
- Pets make people feel more comfortable during therapy settings.
- Animal interaction lessens the symptoms of anxiety and depression.
- Pets in nursing homes help decrease depression symptoms, fatigue, and confusion among elderly residents.
- Animal therapy can help with self confidence and coping abilities.



DEMENTIA/ALZHEIMER'S

- Pets improve quality of life for both patients and caregivers.
- Animals help provide stimulation and companionship, improve mobility, and help socially.
- Pets reduce irritability in nursing homes with decreased agitation, less pacing, more social behavior, and less need for physical restraints.
- Pets help caregivers cope with stress by providing affection, attention and companionship.
- Any animal presence- an aquarium in a dining room- can be beneficial for those with dementia and AD.



NEUROLOGICAL DISORDERS

- Specially trained dogs can detect the onset of seizures for persons with epilepsy.
- Seizure alert dogs alert owner and can protect by holding the person down or alerting others.
- Therapy with horses is helping those with cerebral palsy and MS to improve overall motor function.
- Children with cerebral palsy show improvements in balance, coordination, strength, and sitting posture with horse therapy.



AUTISM

- Social behaviors increase in children with autism in the presence of animals compared to toys.
- With therapy dogs autistic children socialize better, are more comfortable, focused and attentive.
- Animals can act as a transitional object like a child's safety blanket.
- Pets help children approach social interaction with other people and their experience with the world.



LOOKING AHEAD

- Active Board of Trustees
 - Updated Strategic Plan
 - Financial Footing
 - Grow Steering Committee
 - Expanded Research
- Work Group Activities
 - Research
 - Communication and Education
 - Government Affairs
 - Support



LOOKING AHEAD

Health Organization Partnerships

Develop a program where partnerships are formed between HABRI and disease-related organizations to facilitate easier acquisition of pets that benefit human health through manufacturer and retailer discounts, coupons, giveaways and/or grants.



LOOKING AHEAD

\$300,000 Dedicated to Fund Future Research





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Questions?

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