



- 90 Million pet cats in the US
- Fewer than half receive medical care
- Feline veterinary visits are declining
 - Two separate reports
- **How can the AAFP help these cats?**



- “Veterinarians who share a passion for providing the very best care for cats”
- “To endeavor to do all things necessary to promote the interests, to improve the public stature and to increase the knowledge of veterinarians in the field of feline medicine and surgery.”
- **It is ultimately our responsibility to do all things necessary to *raise* the status of the cat**

First step...



AAFP CAT-*alyst* Summit

February 5-6, 2008
Palm Springs, CA

AAFP CAT-*alyst* Summit



- Partnering with Pfizer Animal Health
 - Assembling 40 key influentials
 - AVMA, AAHA, CFHC, shelter and behavior organizations, foundations;
 - Other leading industry partners and groups that have a significant vested interest in championing the health and wellbeing of the cat
- Strategic Planning facilitated by Karen Gavzer and Steve Dale to determine next steps

AAFP CAT-*alyst* Summit



- The status of the cat in the veterinary clinic and the pet owner's household: Why are cats' needs still going unmet?
- How can the misinformation in today's media be rectified?
- Why are the numbers of cats increasing while veterinary visits are declining?

AAFP CAT-*alyst* Summit



- What can organizations do to reverse these trends?
- How can veterinarians and allied organizations raise the bar for existing cat owners to raise their level of care?
- How do these partners combine their strategies and efforts to elevate the benefits of cats as pets?



AAFP is working for *cats*...

....and *YOU!*