

# PUPPY FRIENDLY CRITERIA



This document breaks down the Puppy Friendly Practice criteria covering the following 5 areas:

- 1. STAFF TRAINING AND CPD**
- 2. PRACTICE SETUP**
- 3. PUPPY EXPERIENCE IN PRACTICE**
- 4. COMMUNICATION WITH PUPPY OWNERS**
- 5. TRAINING SUPPORT FOR PUPPY OWNERS**

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL<sup>®</sup> Junior**

# PUPPY FRIENDLY CRITERIA



## 1. Staff training and CPD

### 1.1 Continuing Personal Development

All veterinarians, RVNs, receptionists and animal care assistants dealing with puppies in practice (excluding theatre staff) must complete The Perfect Puppy Experience CPD course specific to their role in practice within the first 4 weeks of your practice signing up to the scheme. The designated driver in each practice must also complete the Becoming a Puppy Friendly Practice course.

### 1.2 Staff Training

One of the roles of the designated puppy nurse, the driver of the Puppy Friendly scheme within your practice is to motivate the team to ensure everyone is playing their role in delivering the perfect puppy experience to clients, through regular meet ups and check ins with staff members.

### 1.3 Implementation of Training

Every effort must be made by all staff members to implement Puppy Friendly standards throughout the practice at all times in order to maintain your status as a practice. It is the responsibility of the Puppy Driver to regularly spot check that these standards are being met to ensure consistency in the service you are providing to puppy clients.

### 1.4 Recruitment of New Staff

Any new staff members that are recruited during the year must also carry out The Perfect Puppy Experience Course and ensure they are aware of the day to day running of a Puppy Friendly Practice to ensure consistency for puppy clients in the experience that they receive.

### 1.5 Puppy Friendly Updates

All staff must be aware of Puppy Friendly news and updates and complete any new material released in the course throughout the year. They will be notified if and when new content is released.

### 1.6 Renewal Assessment

All staff must complete the short renewal quiz that will be released 4 weeks prior to the renewal of the Puppy Friendly Scheme in your practice to ensure standards continue to be met.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL** Junior

# PUPPY FRIENDLY CRITERIA



## 2. Practice Set Up

### 2.1 Role of the Puppy Driver in Practice Set Up.

Every effort must be made by all staff members to implement Puppy Friendly standards throughout the practice at all times in order to maintain your status as a practice. It is the responsibility of the Puppy Driver to regularly spot check that these standards are being met.

### 2.2 Waiting Room Set Up

In brief, the practice must adhere to Puppy Friendly Standards in the waiting room to include:

- An Adaptil Calm diffuser in place where puppy clients will be waiting to be seen with refill changeover record sheet nearby to ensure it is changed on time.
- Treats accessible on the reception desk at all times.
- A shop or display well-stocked with puppy consumables discussed in the Puppy Chat.
- Seating well-spaced and separate canine and feline waiting areas where possible.

### 2.3 Literature

A display of any relevant puppy literature for puppy owners to take away.

### 2.4 Puppy Friendly Display

It is recommended that practices display the Puppy Friendly poster from Adaptil and can consider having a unique display board sharing photos and testimonials of happy puppies and clients benefiting from being part of your Puppy Friendly Practice to stand out to clients visiting the practice.

### 2.5 Puppy Shop/Display

It is one of the requirements to have available for clients to purchase all the puppy consumables such as a variety of kongs, kong filler, liver paste and Adaptil Junior Collars that were discussed in the Puppy Chat.

### 2.6 Puppy Owner Online Training Sign Up

All practices must have the puppy owner registration landing page accessible on all front of house computers and where possible, registration QR codes visible in the reception area to ensure that EVERY puppy owner can be easily signed up to register their free online puppy training before they leave the practice.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL** Junior

# PUPPY FRIENDLY CRITERIA



## 2. Practice Setup continued . . .

### 2.7 All Consultation Rooms

All consultation rooms must have fresh treats accessible at all times for use during puppy consultations and vaccinations.

### 2.8 Main Puppy Consultation Room

The practice must adhere to Puppy Friendly Standards in the main puppy consultation room to include:

- An Adaptil Calm diffuser plugged in at all times.
- A diffuser refill change over record sheet on display to ensure it is changed monthly.
- Vet bed to use during Puppy Chats.
- 2+ puppy kongs.
- Fresh treats, kong filler and liver paste.
- A printed copy of the Puppy Owner Handbook to refer to in the Puppy Chat.
- A printed copy of the Puppy Chat Checklist to ensure all aspects of the Puppy Chat are discussed.

### 2.9 Vet Bed in Puppy Consultation Room

It is recommended to have several vet beds in circulation so they can be washed and dried in between appointments.

### 2.10 Puppy Kongs in Puppy Consultation Room

It is recommended to have several kongs in circulation so they can be washed and sterilised between each use. The kong sticks and bones work really well for this setting.

### 2.11 Fresh Treats in Puppy Consultation Room

It is essential that as well as having a selection of fresh treats that there is always access to kong filler and liver paste for quick and easy filling of kongs during the Puppy Chat.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL<sup>®</sup> Junior**

# PUPPY FRIENDLY CRITERIA



## 3. Puppy Experience in Practice

### 3.1 Puppy Friendly Approach

The practice must adhere to our Puppy Friendly standards at all times when treating and handling puppies in practice. This includes:

- always giving a warm welcome in practice.
- provision of a calm environment.
- always making friends with the puppy first before examining.
- appropriate non-intimidating handling during examinations.
- using treats and or a stuffed kong when carrying out vaccinations, microchips and anything that may be painful to help form positive associations.
- encouraging regular, routine flea/worm visits to see the RVN to help build up positive associations to the vets when no treatment is necessary.

### 3.2 Being Warm and Welcoming

The front of house staff must always be warm and welcoming and make an effort to get to know puppies and their owners, making a fuss of them so they feel special.

### 3.3 A Calm Environment

The practice staff must strive to create a calm environment in the waiting area by taking into account risk factors and acting accordingly to ensure the experience is as calm and positive as possible for the puppy even if it means waiting in the car to be seen if the waiting area is busy.

### 3.4 Positive Reward

Every effort must be made to ensure all puppy visits are as positive as they can be. Positive reward such as giving a puppy a treat when arriving and leaving can help the puppy build up positive associations to the practice. The use of treats and stuffed kongs during appointments is also required. Clients should be actively encouraged to regularly bring their puppy into practice for flea/wormer collection and if passing just to receive a fuss and positive experience when no treatment is necessary.

### 3.5 Handling

The practice must adhere to our Puppy Friendly standards at all times when treating and handling puppies in practice. This includes always making friends with the puppy first, talking to the puppy and stroking under the chin rather than over the head.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL<sup>®</sup> Junior**

# PUPPY FRIENDLY CRITERIA



## 4. Communication with Puppy Owners

### 4.1 Practice Puppy Driver

The practice should ensure that clients are made aware of who the Puppy Friendly Driver is within each practice should they have any queries.

### 4.2 Named Puppy Nurse

Each new puppy owner should be assigned their own puppy nurse and where possible all appointments such as the Puppy Chat, health check and flea/wormer appointments should be booked with that nurse to ensure continuity of care and to allow the client to feel they have a point of contact, a familiar face for the puppy when they come into practice and the opportunity for the nurse to get to know the puppy as they grow and develop.

### 4.3 Front of House Staff

All front of house staff are required to carry out the CPD training specific to their role and to implement everything they learn to ensure clients coming into practice and ringing up get the same advice and information from all staff members.

### 4.4 Communication after Appointments

Before leaving the practice, new puppy owners must be given the opportunity to sign up for their free online training, to purchase any of the amazing products demonstrated and used in the puppy consultation room and to be told about the amazing benefits of your practice preventative healthcare plan if you have one.

### 4.5 Puppy Owner Information

All puppy owners must leave the practice feeling equipped with everything they need for success with settling in their new puppy. Relevant puppy information must be easily accessible either online and or through leaflets in the waiting room. These may include:

- Adaptil leaflets.
- Puppy Friendly Practice Information Leaflets.
- Useful Puppy Training Topics regarding puppies in practice.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL** Junior

# PUPPY FRIENDLY CRITERIA



## 5. Training Support for Puppy Owners

### 5.1 Puppy Chat

All new puppy owners must be given the opportunity to book in for an approved Puppy Chat with one of your RVNs.

### 5.2 Access to Online Training

All of your puppy clients must be given the link to be able to register and access their free online training courses either via the landing page, QR code, welcome letter or all of the above.

### 5.3 Puppy Training Confidence

All puppy owners must be filled with confidence when talking to staff about puppy training challenges and receive consistent information from all members of staff.

### 5.4 Further Training Signposts

All puppy owners should be signposted to their free online training courses for puppy training support where they will find information on how to access further and more in depth training should they require it or simply wish to learn more about training their puppy successfully.

The Puppy Friendly Practice scheme has been developed by Happy Hounds for Life.  
[www.puppyfriendlypractice.com](http://www.puppyfriendlypractice.com) | [www.happyhoundsforlife.com](http://www.happyhoundsforlife.com)



Supported by:

**ADAPTIL<sup>®</sup> Junior**