

**PRESS RELEASE: For immediate Release: Friday 21<sup>st</sup> October 2011**

## **Why vets are prescribing Radio for pets this Hallowe'en**

**Veterinary Ireland is advising pet owners on measures to keep their pets safe this Hallowe'en**

- Pets commonly suffer from noise phobia and Hallowe'en can be a very distressing time.
- Up to 80% of pet owners report that their pet is afraid of fireworks.
- Some of these animals will suffer from noise phobias - their reaction to certain noises are sudden, extreme and excessive. This can be very distressing for pets as well as their owners and can result in harm to the pet. For example dogs may panic and run blindly - Hallowe'en is a common time of year for pets to go missing or to be injured on the roads.

**Veterinary Ireland is issuing the following advice to pet owners this Hallowe'en**

1. **Provide a den or a hiding place where your pet can feel safe. Make your pet a comfortable bed here, with old sweatshirts and other clothing to give your pet a sense of your reassuring presence.**
2. **Keep your pet inside with the doors and windows closed and your favourite radio station switched on in the room. Provide an extra litter tray for cats.**
3. **Make sure to exercise your dog early in the day, and give your pet something to do in the evening (such as chewing a frozen food-stuffed dog toy).**
4. **Ensure that all pets are wearing identification tags and have microchip identification.**
5. **Ignore fearful behaviour such as panting, shaking or whining. If owners give such animals extra attention in an attempt to "comfort" them, the pet will perceive this as a reward for displaying this type of behaviour and it can make matters worse over time.**
6. **There are plug in diffusers, sprays and collars containing pheromones, as well as other products available from your vet, all of which can help to relieve anxiety in pets.**
7. **In severe cases visit your vet who may be able to prescribe medication to help in the short term. In the long term, these pet owners need to ask their vet or a qualified behaviourist about noise desensitisation to prepare their pet for next year.**

**FOR FURTHER INFORMATION VISIT: [www.veterinaryireland.ie](http://www.veterinaryireland.ie)**

**For further press information**

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**Press Release Ends**

Veterinary Ireland represents veterinary practitioners in private practice and in Central and Local Government. We are happy to provide appropriately qualified and informed persons to contribute further to this debate in a constructive and reasoned manner.



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