

# Питание

5-Й ПУНКТ В ОЦЕНКЕ ЖИЗНЕННО ВАЖНЫХ ПОКАЗАТЕЛЕЙ



ДЛЯ КАЖДОГО ПИТОМЦА ПРИ КАЖДОМ  
ВИЗИТЕ<sup>1</sup>

***ДЛЯ КАЖДОГО  
ПИТОМЦА  
ПРИ КАЖДОМ ВИЗИТЕ***

Имя/Название



# Что такое 5-й пункт в оценке жизненно важных показателей?



41

## AAHA Nutritional Assessment Guidelines for Dogs and Cats



### Introduction

The American Animal Hospital Association recommends these nutritional assessment guidelines because good nutrition enhances pets' quality and quantity of life, and is integral to optimal animal care. Incorporating nutritional assessment into regular animal care is critical for maintaining pets' health, as well as their response to disease and injury. It requires little to no additional time or cost.

The specific goals of this article are to provide:

- Awareness of the importance of nutritional assessment of dogs and cats.
- Guidelines for nutritional evaluation of animals to promote optimal health and response to disease.
- Evidence and tools to support recommendations.

The positive impact of proper nutrition on health and disease is well established in all animals. Appropriate feeding throughout all life stages can help prevent diet-associated diseases, as well as to assist in the management of other diseases. For example, diets formulated for dogs and cats with chronic kidney disease have been shown to provide significant benefits.<sup>1,2,3</sup>

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Joe Bartges, DVM, PhD, DACVIM, DACVN  
Tony Buffington, DVM, PhD, DACVN, Chair  
Lisa M. Freeman, DVM, PhD, DACVN  
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AAHA welcomes the endorsement of these guidelines by the American College of Veterinary Nutrition and the World Small Animal Veterinary Association. These guidelines were sponsored by a generous educational grant from Hill's Pet Nutrition.

Trends magazine, September 2013

# Консорциум Ветеринарного Объединения О Питании Животных



American Animal Hospital Association



American Veterinary Medical Association



National Association of Veterinary Technicians



CANADIAN VETERINARY  
MEDICAL ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES MÉDECINS VÉTÉRINAIRES

Canadian VMA



World Small Animal Veterinary Association



Hill's Pet Nutrition, Inc.

# Что это значит для Вас?

- Включение руководства ААНА в процесс медицинского обследования
  - Для каждого пациента
  - При каждом визите



The Standard of  
Veterinary Excellence

***ДЛЯ КАЖДОГО  
ПИТОМЦА  
ПРИ КАЖДОМ ВИЗИТЕ***



#1. Май



#2 – 2 месяца спустя (Июль)



Австралийская овчарка, 2

года

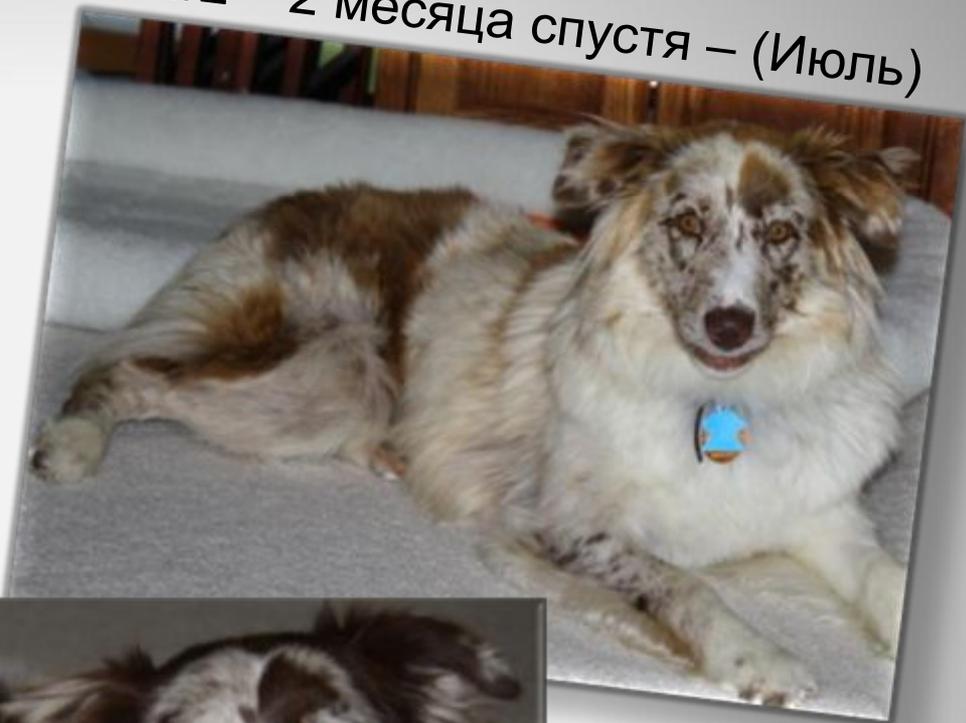
Savannah

Бакалейные корма

#1 Май



#2 – 2 месяца спустя – (Июль)

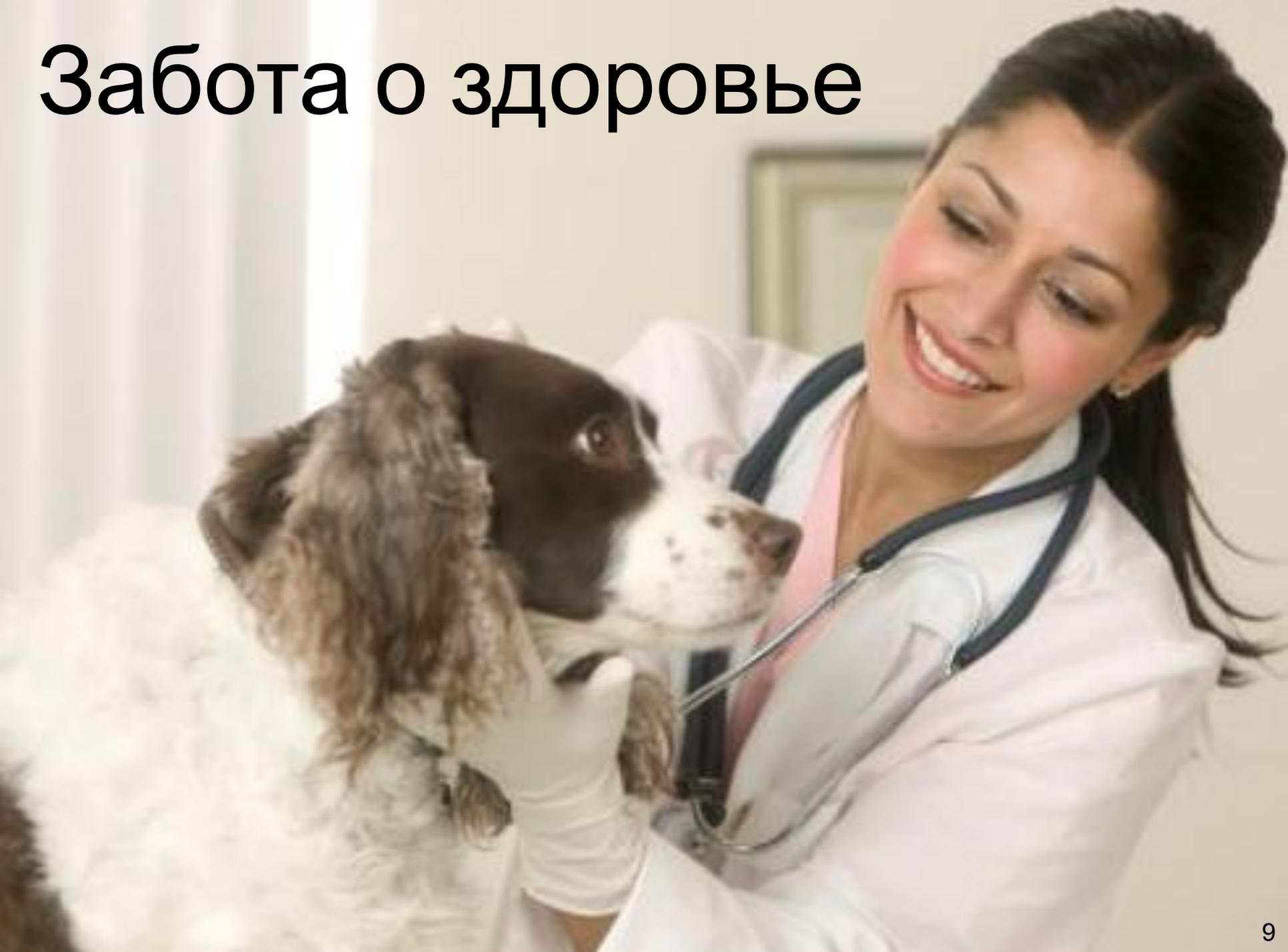


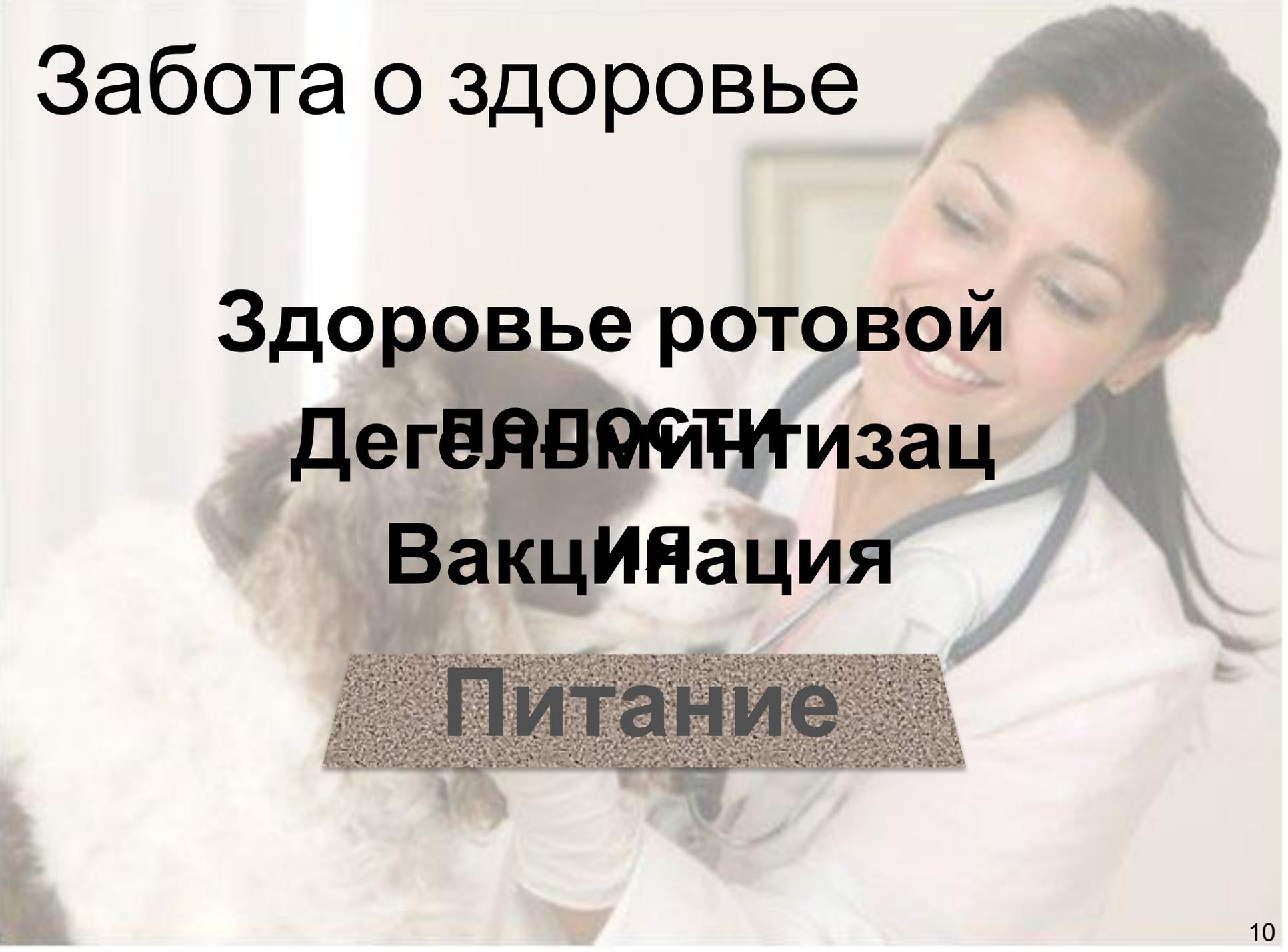
#3

6 месяцев  
спустя  
(Декабрь)

Спустя 2-6 месяцев - рацион Science Plan™ Advanced  
Fitness

# Забота о здравье





**Забота о здоровье**

**Здоровье ротовой**

**Дегельминтизац**

**Вакцинация**

**Питание**

# Жизненно важные показатели?



***ДЛЯ КАЖДОГО  
ПИТОМЦА  
ПРИ КАЖДОМ ВИЗИТЕ***



# Nutritional Assessment

## Основные критерии оценки

- ✓ текущее питание/количество
- ✓ возраст
- ✓ уровень активности

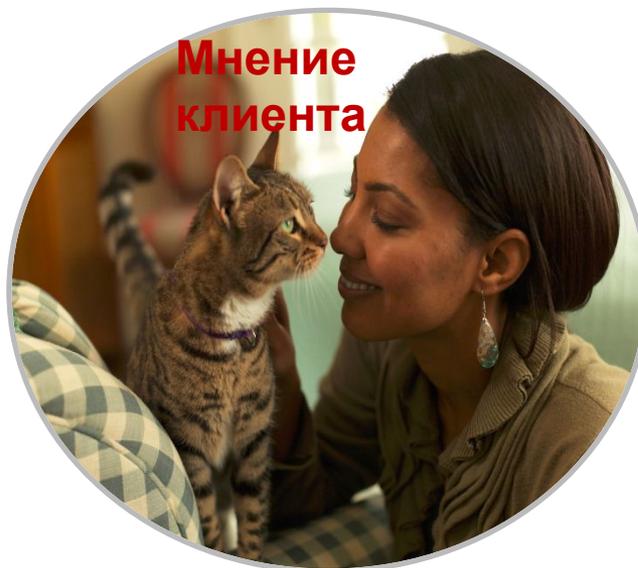
✓ Здоровый  
✓ Отсутствуют  
факторы риска

+ Диетологические  
факторы риска

Расширенная  
оценка

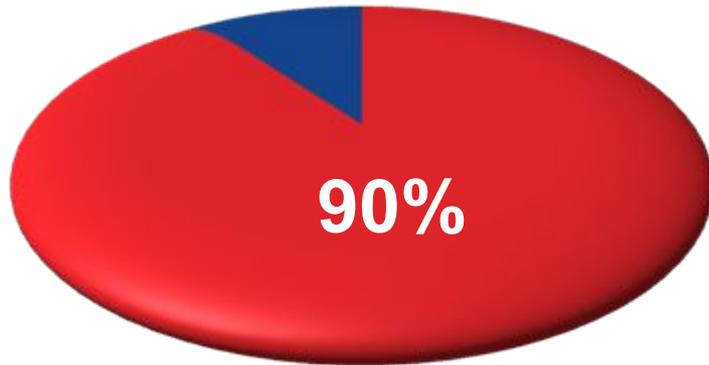
**Что  
они  
не  
говорят  
вам?**





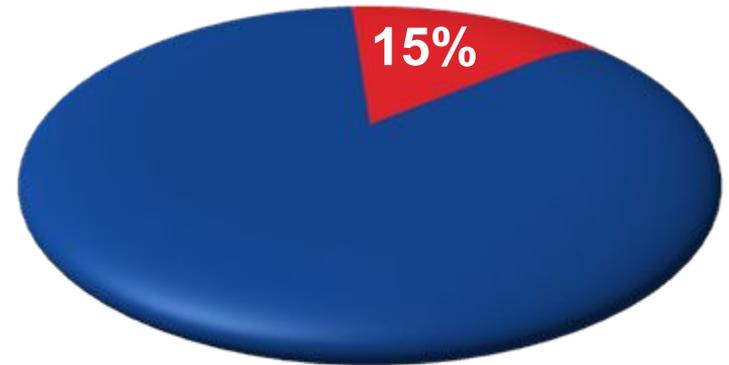
**Мнение  
клиента**

**90%** владельцев животных хотят получить  
рекомендацию по питанию  
**15%** считают, что получили ее



**ВЛАДЕЛЬЦЫ, КОТОРЫЕ  
ХОТЯТ ПОЛУЧИТЬ  
РЕКОМЕНДАЦИЮ ПО  
КОРМЛЕНИЮ**

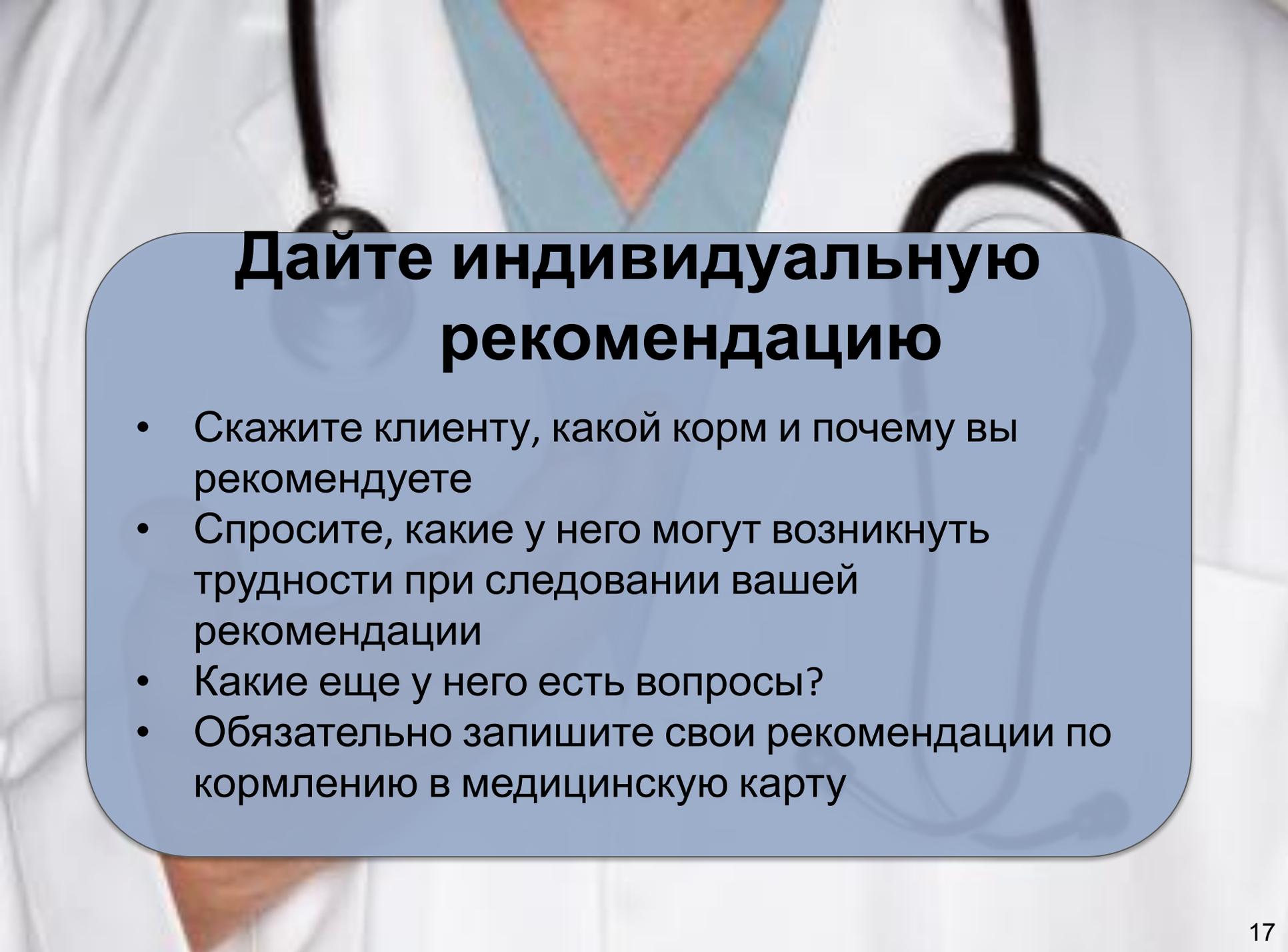
90% владельцев  
хотят получить  
рекомендацию по  
кормлению



**ВЛАДЕЛЬЦЫ, КОТОРЫЕ  
СЧИТАЮТ, ЧТО ПОЛУЧИЛИ  
РЕКОМЕНДАЦИЮ ПО  
КОРМЛЕНИЮ**

...но только 15%  
владельцев считают, что  
получили рекомендацию  
по кормлению.<sup>1</sup>

<sup>1</sup> Data on file.



## **Дайте индивидуальную рекомендацию**

- Скажите клиенту, какой корм и почему вы рекомендуете
- Спросите, какие у него могут возникнуть трудности при следовании вашей рекомендации
- Какие еще у него есть вопросы?
- Обязательно запишите свои рекомендации по кормлению в медицинскую карту

# Дорога в светлое будущее

## AAHA Nutritional Assessment Guidelines for Dogs and Cats



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trends magazine, September 2010

www.trends.aahanet.org

AAHA  
The Standard of Veterinary Excellence

September 2010

# trends magazine

12

## Keep Your Paws Off!

Lessons from our first international survey on theft



18

### Moving into Management

Tech2Tech tips

41

## AAHA Nutritional Assessment Guidelines for Dogs and Cats

Introducing the fifth vital assessment

Practice managers: Help or hinder? / Going paperless

# Справочное руководство по питанию



***www.everypeteverytime.com***



# 7 Элементов Успеха



**Убежденность  
и культура**



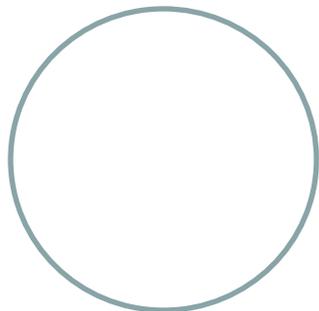
**Регулярное  
Обучение**



**Постоянное  
информирование**



**Убежденное  
лидерство**



**Документация**

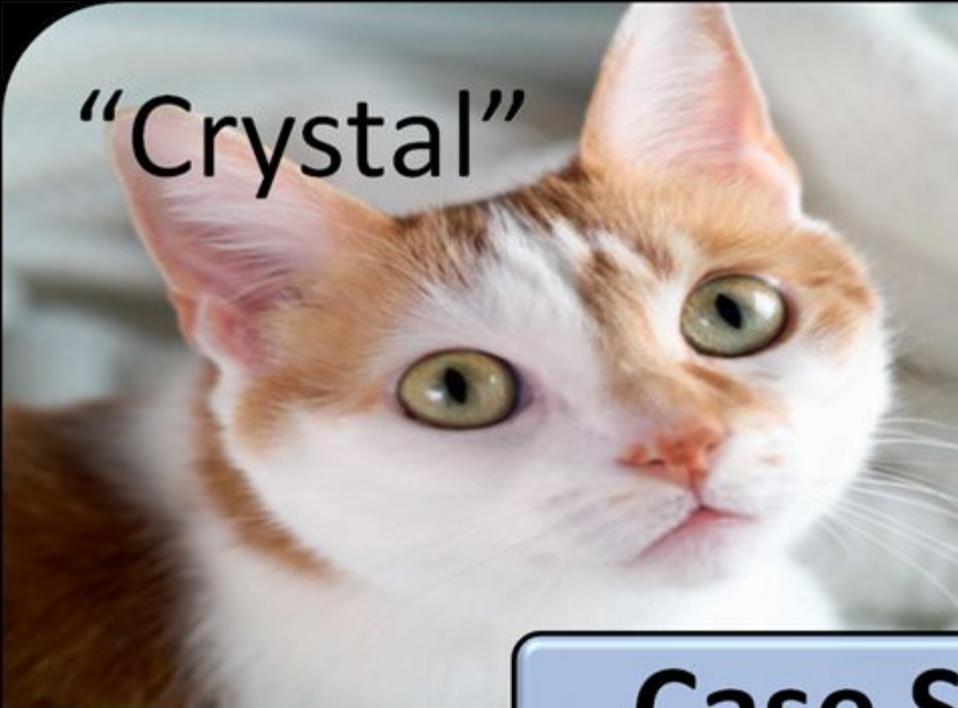


**Процесс  
Оценки**



**Командный  
Подход**

**“Crystal”**



**“Max”**

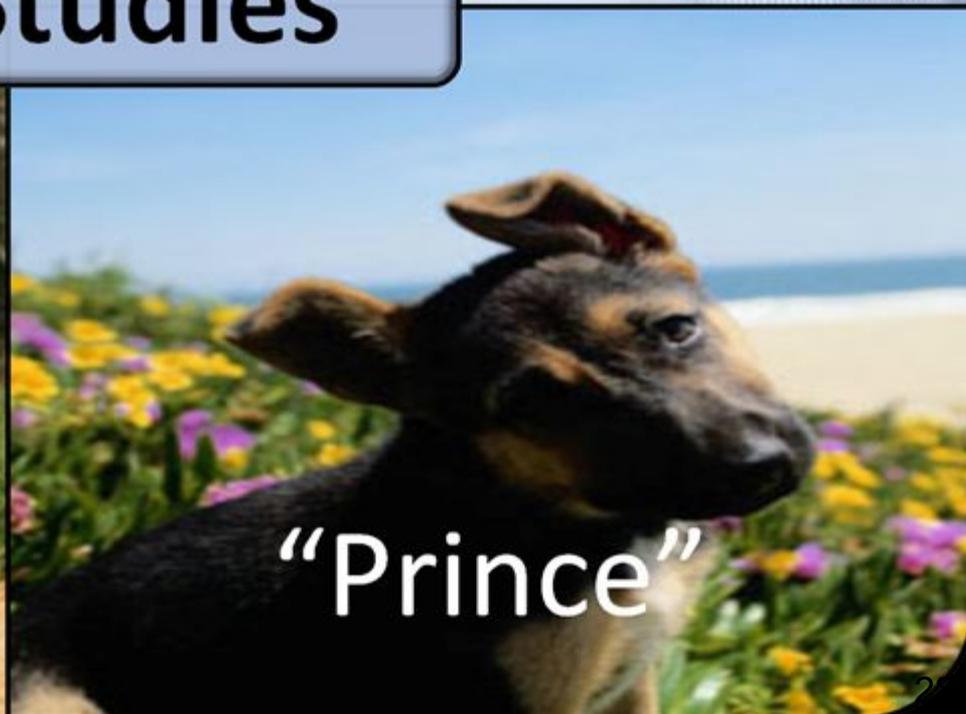


**Case Studies**

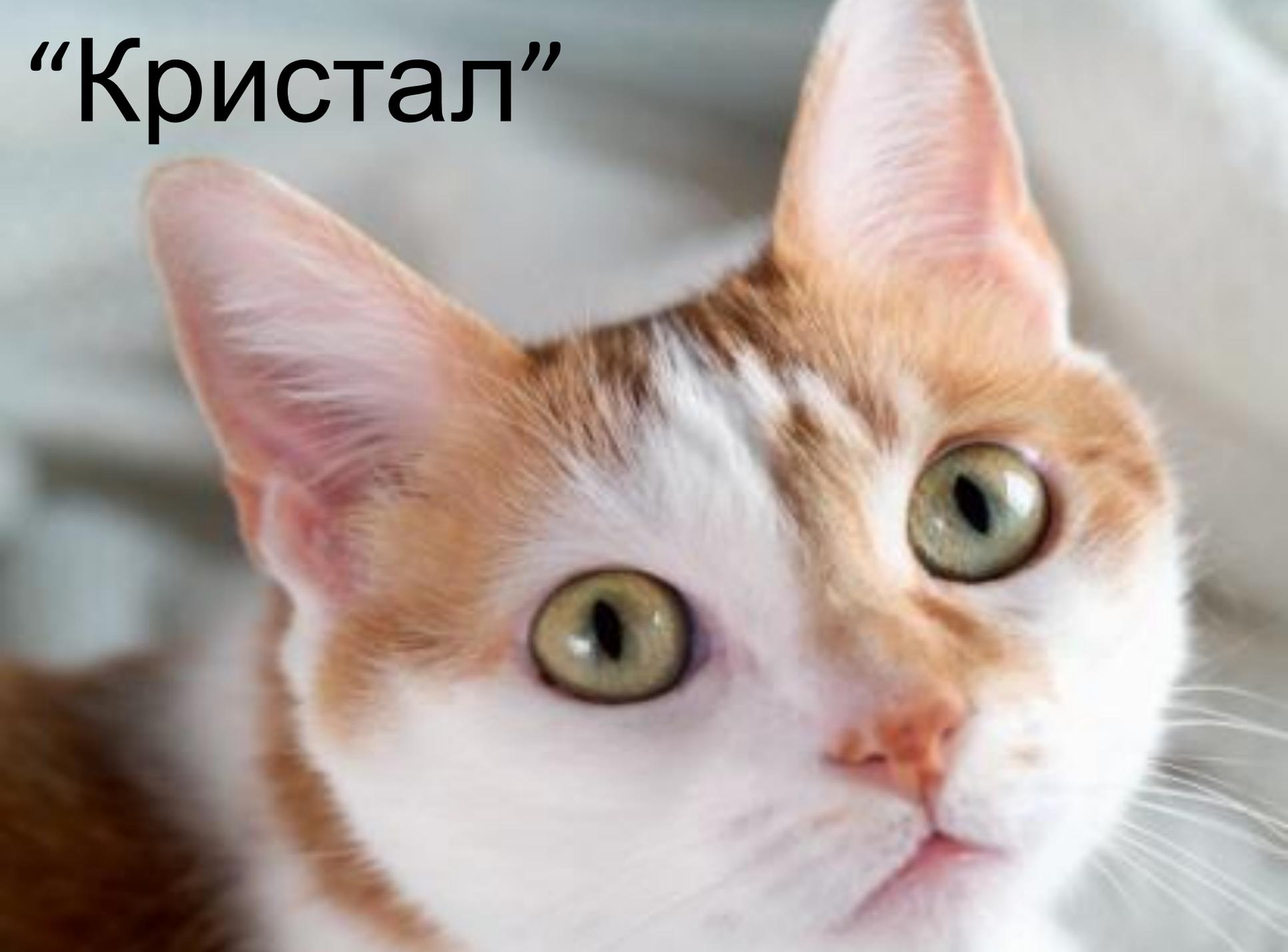
**“Bella”**

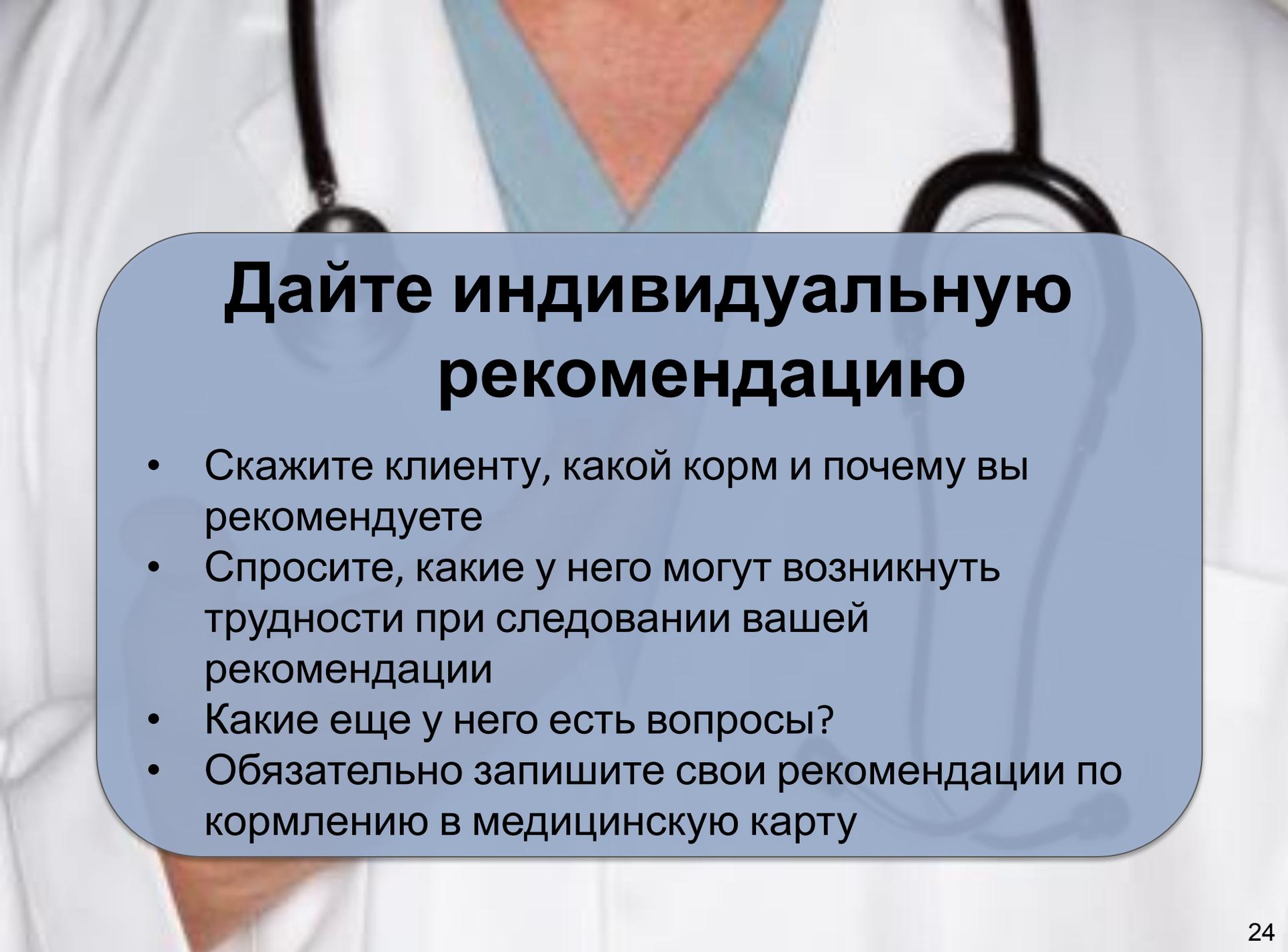


**“Prince”**



“Кристал”





## Дайте индивидуальную рекомендацию

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- Какие еще у него есть вопросы?
- Обязательно запишите свои рекомендации по кормлению в медицинскую карту

“Макс”



“Бэлла”



“Принц”



***ДЛЯ КАЖДОГО  
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