

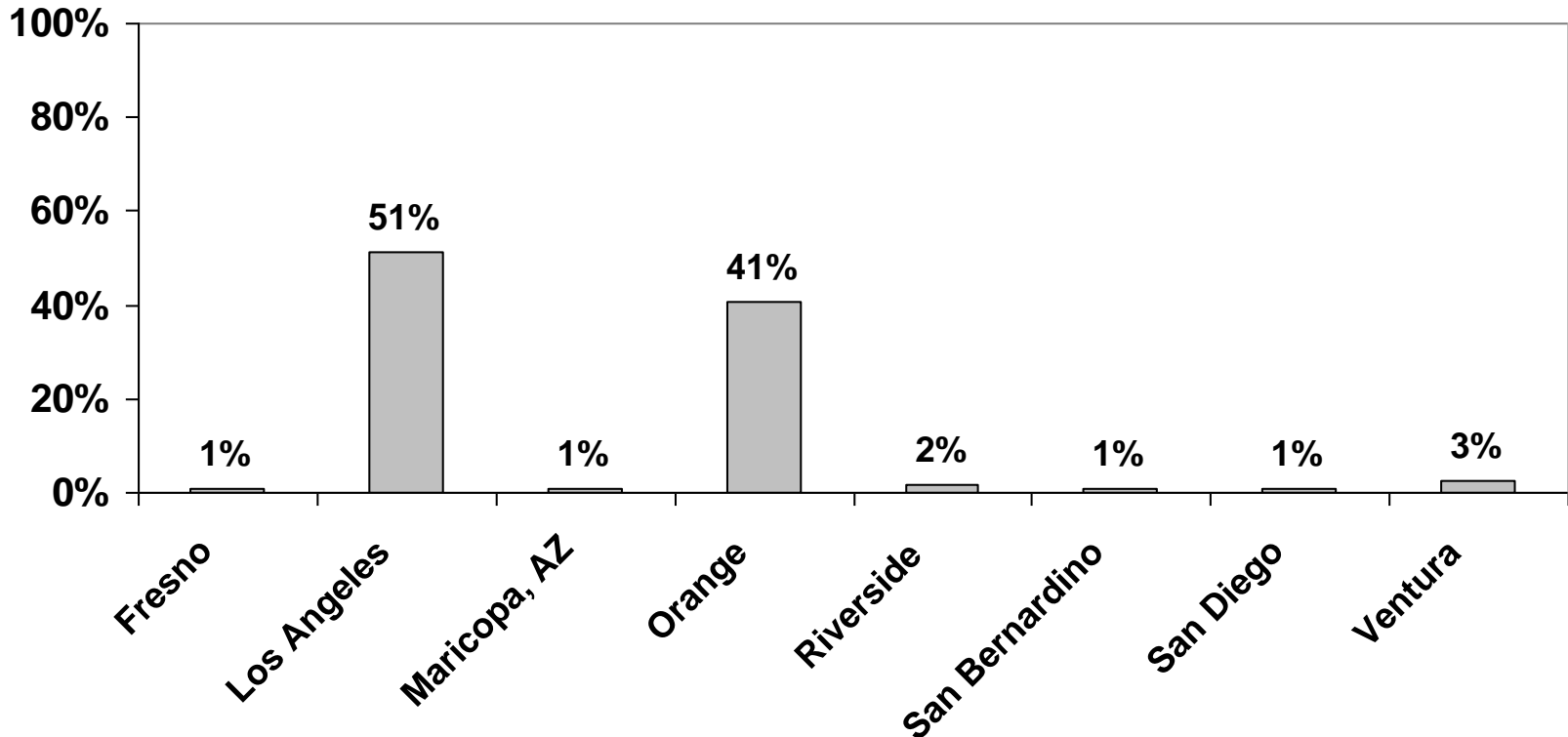


SoCal Vet Attitudes on Pet Licensing

Results of an online survey of SCVMA members in April 2009

Location of Veterinary Practice by County

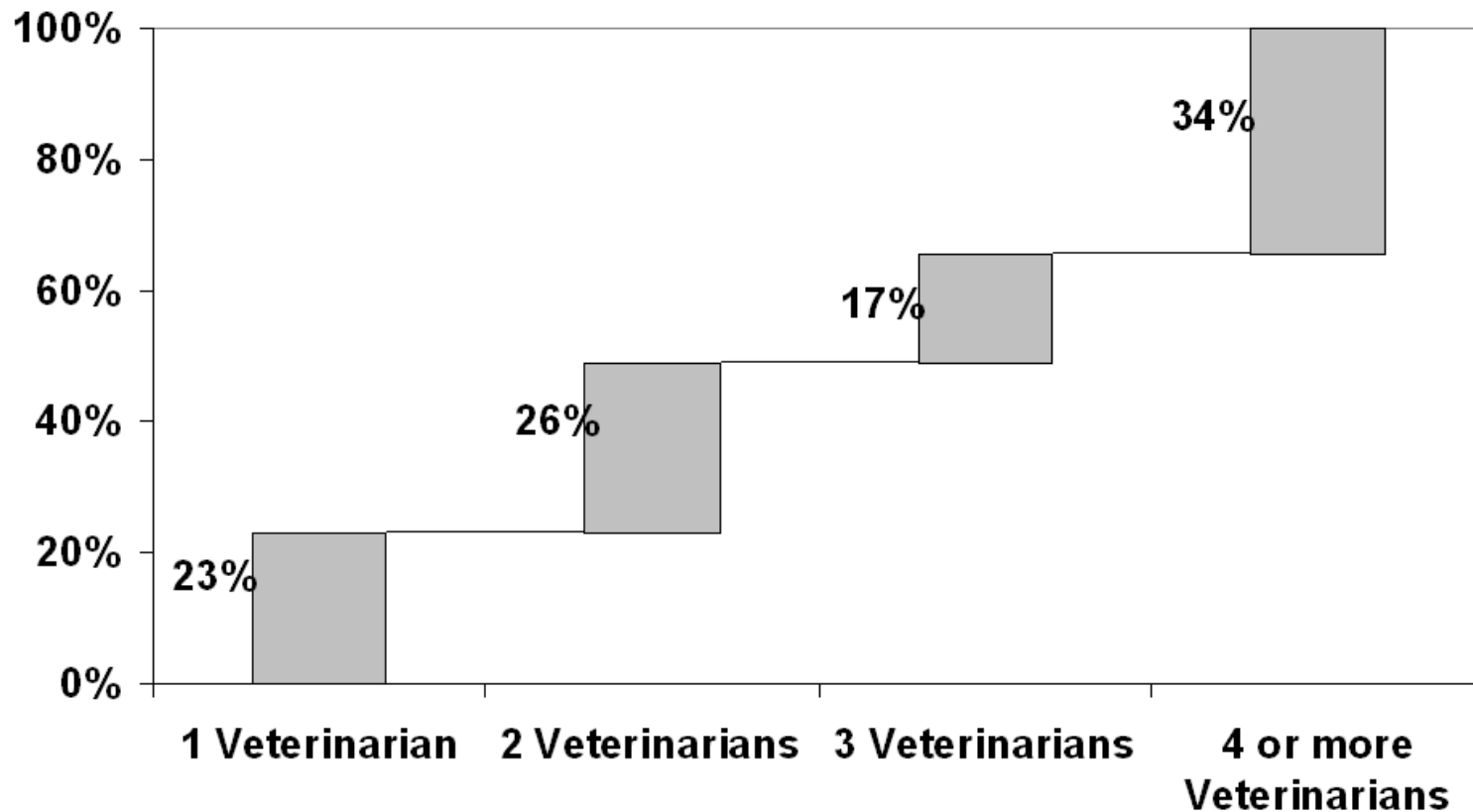
In which zip code is your practice located?



Total number of respondents: 115

Veterinary Practice Size

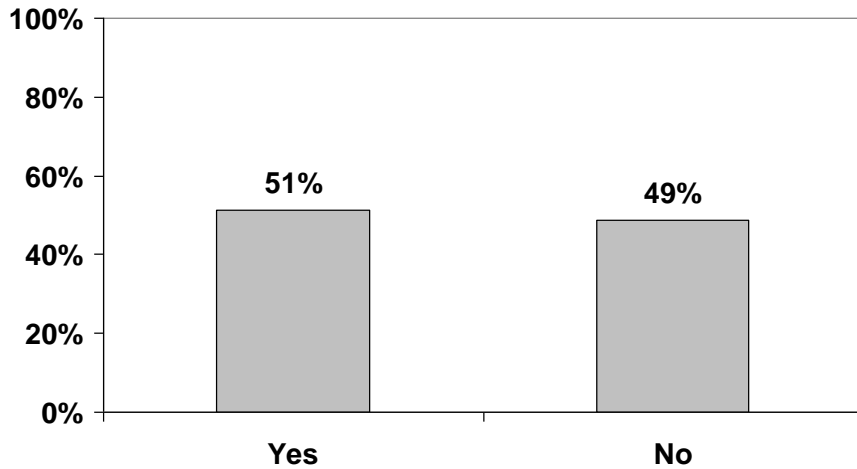
How many vets are in your practice?



Total number of respondents: 151

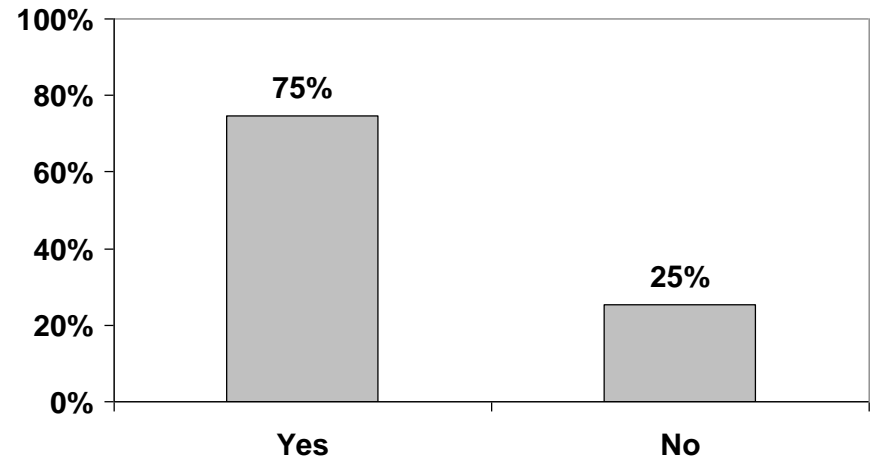
Risk of Pet Loss Questions

The California Veterinary Medical Association estimates 1 out of every 3 pets will get lost in their lifetime and without proper identification 90% will not be returned to their owners.
Were you aware of these statistics regarding lost pets and reunification?



Total number of respondents: 123

Do you routinely discuss the risk of losing a pet and the importance of proper identification with your clients?



Total number of respondents: 123

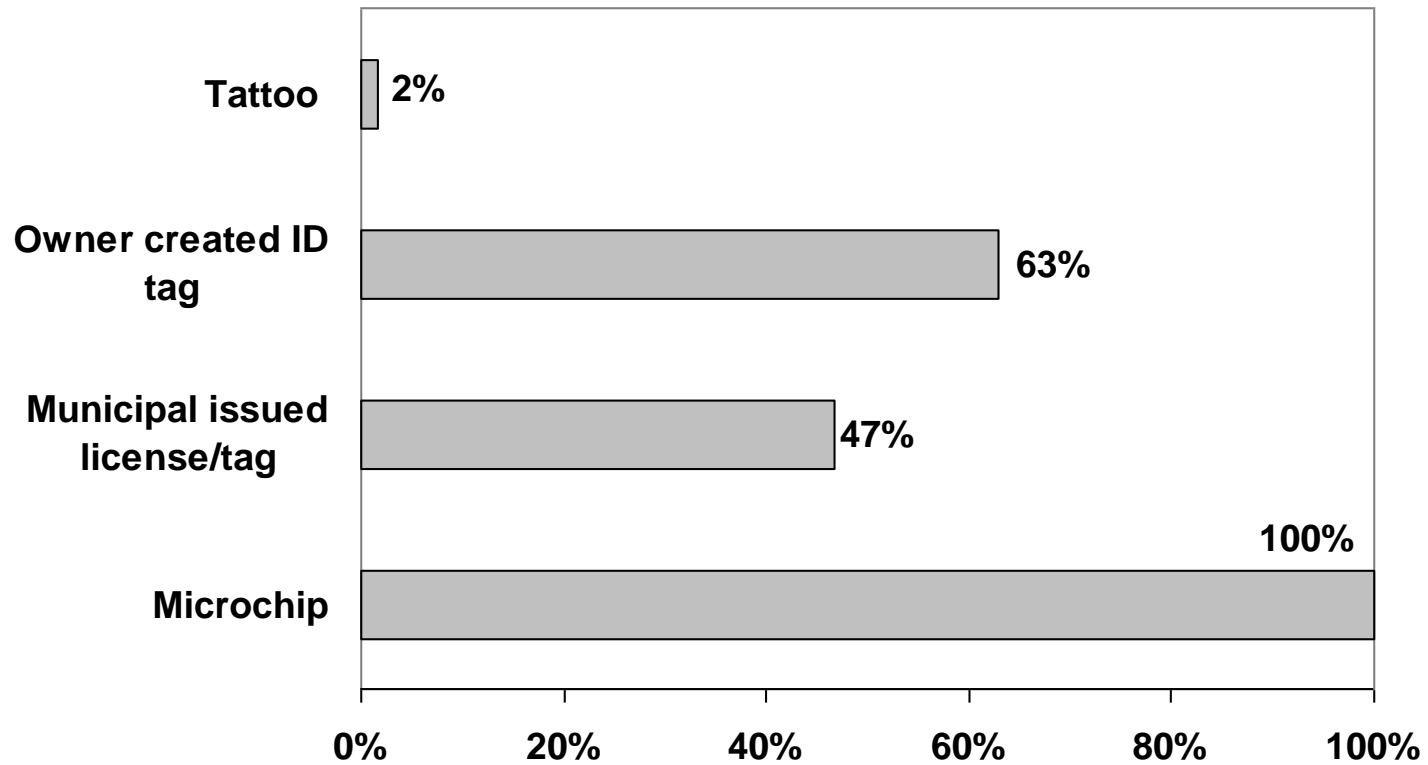
Risk of Pet Loss Questions

Commentary from veterinarians who routinely discuss the risk of losing a pet and the importance of proper ID with their clients

- “It is part of our routine to inform clients about all types of health and safety related issues concerning their pets. This certainly includes (high on the list) losing their pet because of not having an identification chip implant. Natural disasters to simply forgetting to close a gate can permanently close the door on hopes of reunification of a pet with its owner if there is no micro ID chip. Furthermore, we encourage pet owners to license their pets as soon as possible with the local, appropriate shelter.”
- “Anyone who sells microchips ought to have this conversation. Plus we routinely scan all patients.”
- We especially stress the fact that microchipping provides ID for the unexpected loss, dogs slip their collars, or in a car wreck and dog escapes, stolen resold dogs (which we have had several purchased as recues over Craig’s list etc. Pet owners say their dogs aren't at risk but this is for the unexpected events.”
- “I give 100% of my patients an engraved ID tag [and] offer 2 types of Micro-Chips.”

Pet Identification Methods

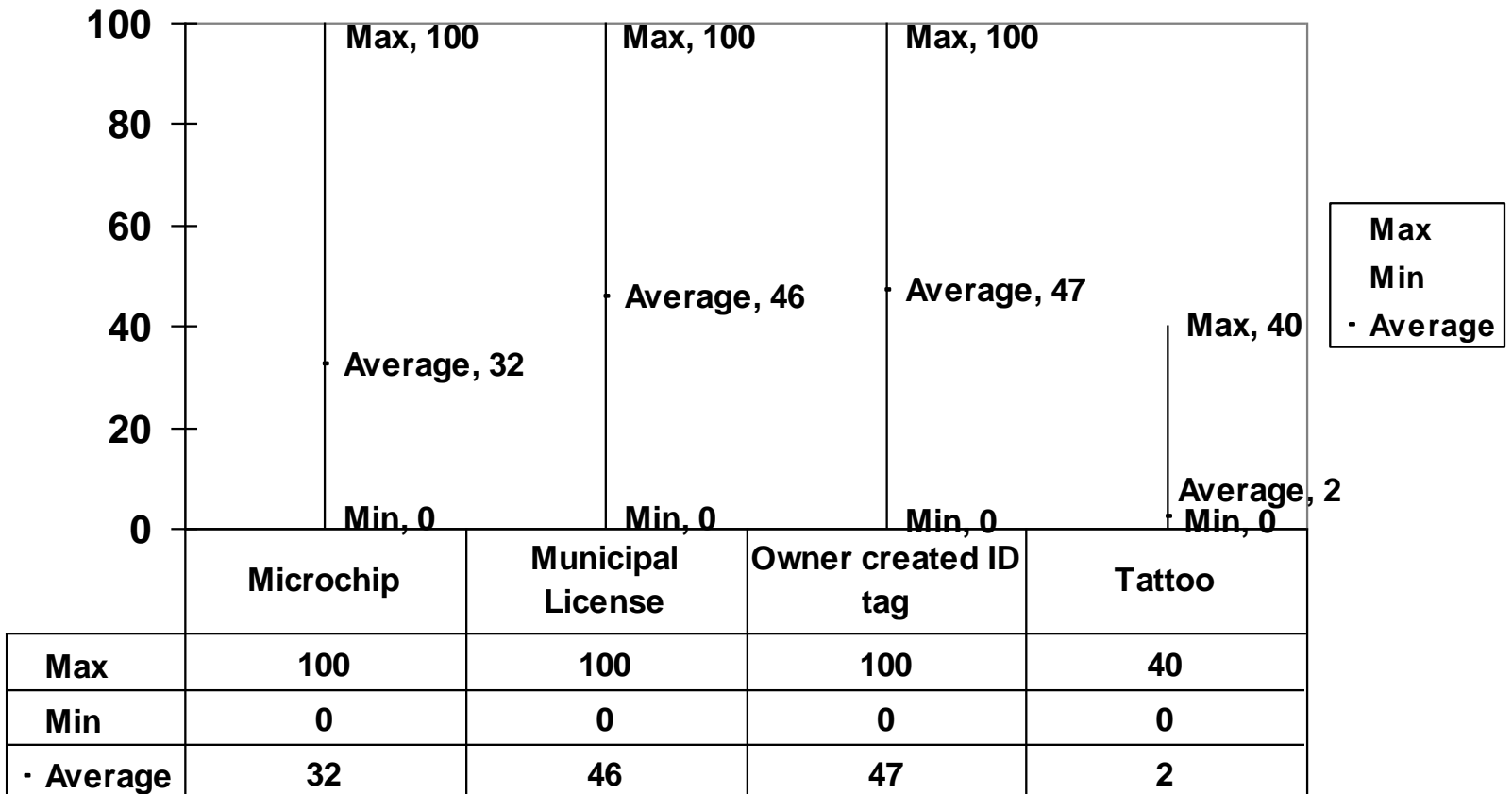
Which of the following do you routinely recommend as a method of pet identification?



Total number of respondents: 124

Pet Identification Questions

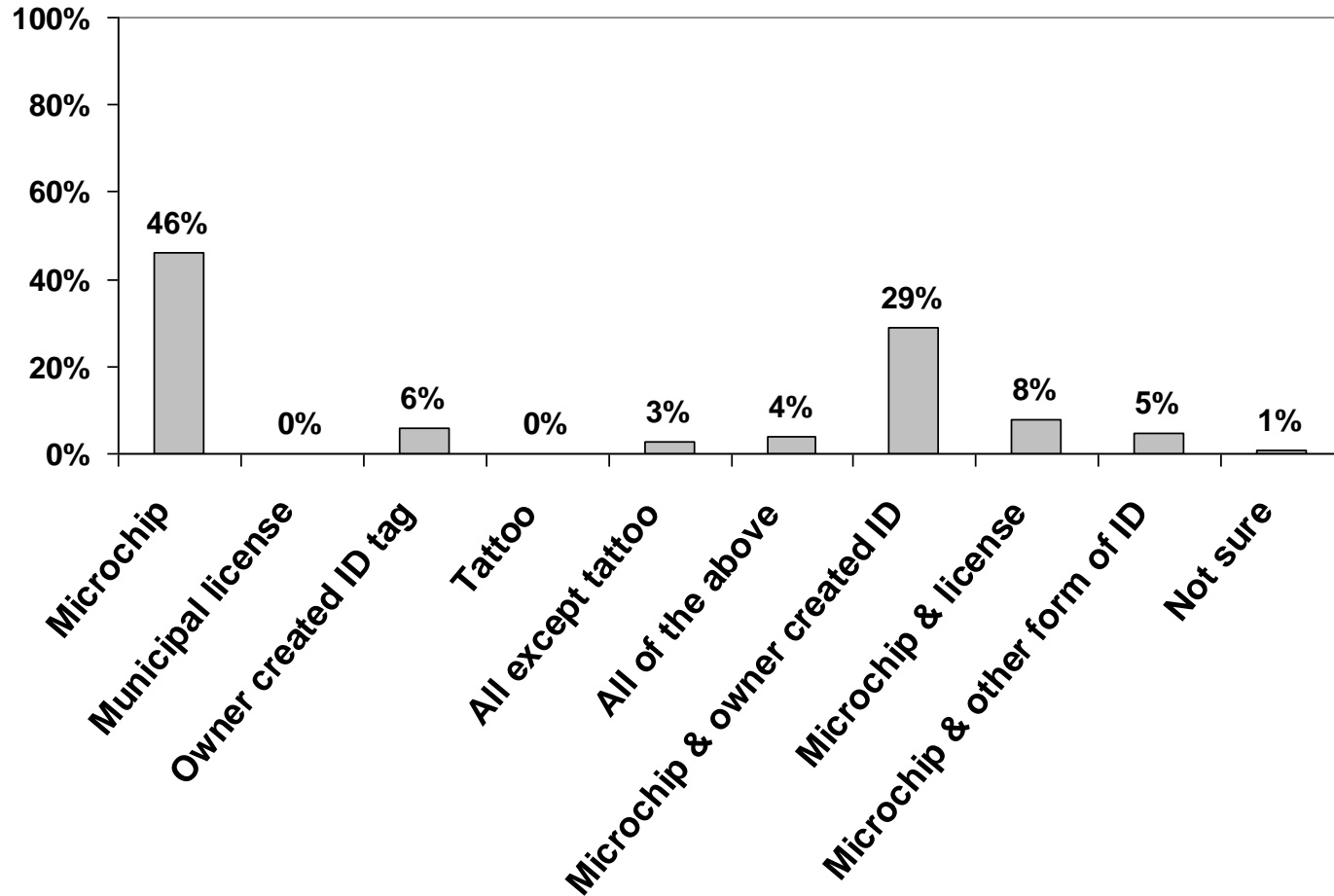
Please estimate what percentage of your dog owning clients use each of the following identification methods



Total number of respondents: 79

Pet Identification Questions

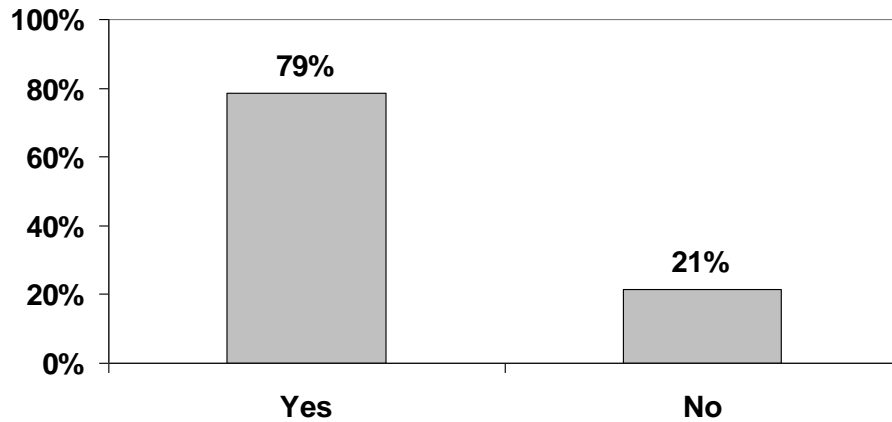
What method(s) do you feel are most effective to ensure the safe return of a lost pet?



Total number of respondents: 107

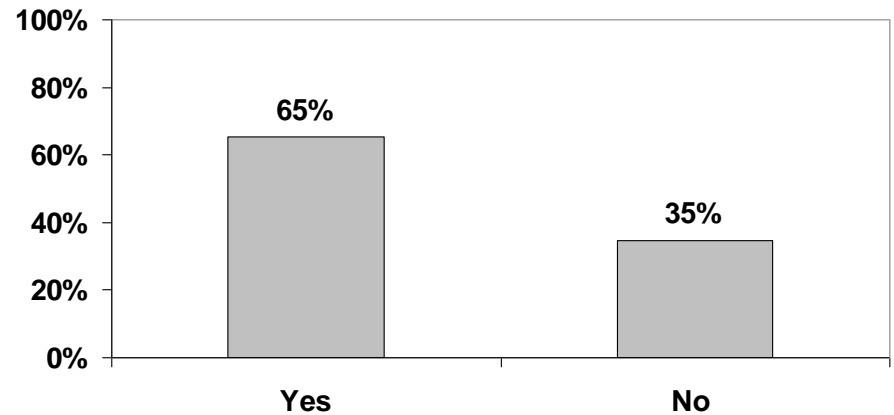
Dog Licensing Questions

Do you routinely advise your clients of dog licensing requirements and process?



Total number of respondents: 116

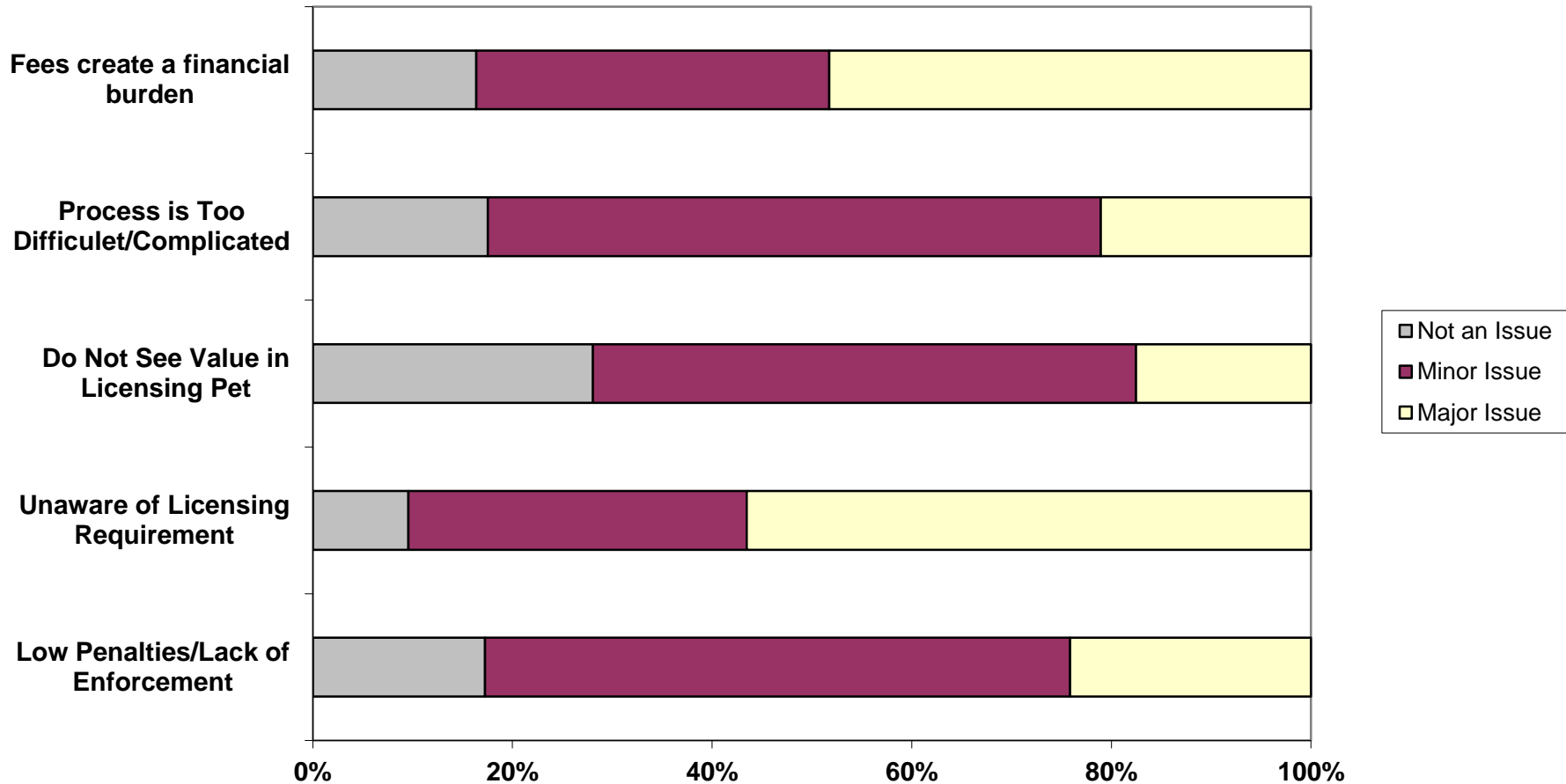
Are you aware of the dog licensing requirements, fees and process in your area?



Total number of respondents: 117

Failure of Dog Owners to License their Pets

In your opinion, which of the following issues prevent pet owners from complying with dog licensing requirements?



Total number of respondents: 116

“Other” Reasons Veterinarians Believe Pet Owners Fail to License their Pets

Confusing

- “Each city is different, so it is difficult for us to advise an owner on licensing.”

Inefficient

- “Not matching up well with rabies vacc. status/time of vacc.”
- “When you give the owner a number to call, they are on hold for long periods of time and can't get their questions answered.”
- “Shelters are inefficient and slow to respond.”

Concern of Privacy

- Don't want authorities to know how many pets they have

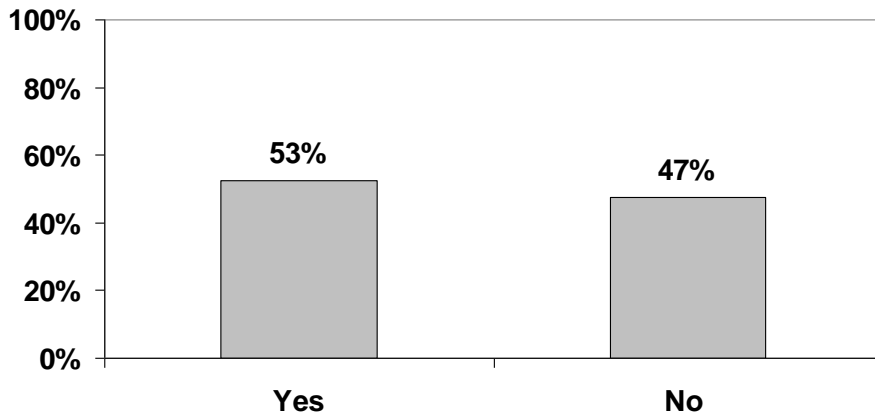
Do Not See Value of License

- Just another form of tax with no value.
- The “Nobody can tell me what to do” mentality.

Cat Licensing

Southern California municipalities do NOT mandate cat licensing. In shelters, cats have a much lower chance of being reunited with their owners compared to dogs. Some people feel cat licensing would help.

In your opinion, should cat licensing be mandatory?



Total number of respondents: 118

Veterinarian commentary on cat licensing

For

“This should also be linked to requiring cats to be vaccinated for rabies as they are a higher risk and have a higher incidence of rabies nationwide.”

Against

“80% of clients would deny that it's their cat and 20% would do it.”

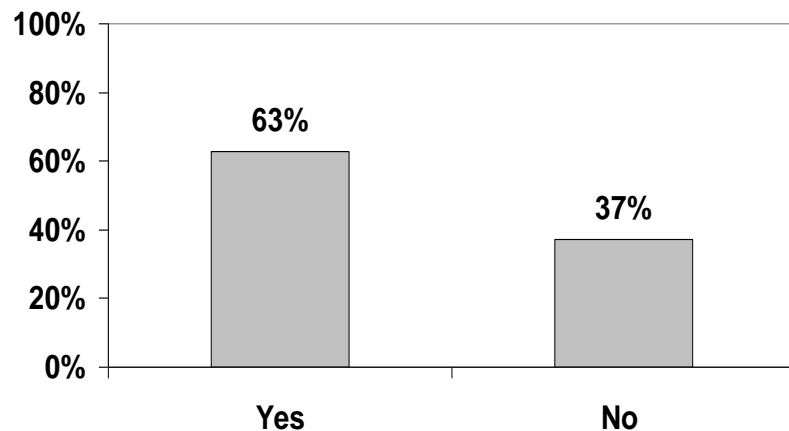
On the Fence

“If mandatory, many will not claim cats as their own. License indoor cats too? It would allow better tracking. I'm on the fence. **WOULD** provide some more income for shelters.”

Submission of Rabies Certificates to Animal Control

Since California is considered a rabies-endemic area, it is required for all dogs to be vaccinated against rabies and for veterinarians to submit clients' rabies certificates to Animal Control.

Does your practice submit rabies vaccination information to Animal Control?



Total number of respondents: 116

Unaware

“I did not know i had to do this.”

Inconvenient

- “Didn't like the format...we quit sending it. And frankly, I had forgotten that it was a requirement,”
- “They have never asked for it or made it easy to submit,” “They used to pick them up and stopped years ago.”

Privacy Concern

- Veterinarians with fixed locations would be subject to more enforcement than vaccine clinics encouraging clients who were trying to dodge fees to skip the vet
- “Patient confidentiality,” “Invasion of privacy.”

Commentary on Submitting Rabies Documentation

Unaware

“I did not know i had to do this,” “Wasn't aware of requirement.”

Inconvenient

- “Too burdensome,” “Too much paperwork.”
- “Didn't like the format...we quit sending it. And frankly, I had forgotten that it was a requirement,”
- “They have never asked for it or made it easy to submit,” “They used to pick them up and stopped years ago,” “They would lose them anyway.”

Privacy Concern

- Veterinarians with fixed locations would be subject to more enforcement than vaccine clinics encouraging clients who were trying to dodge fees to skip the vet
- “Patient confidentiality,” “Invasion of privacy.”

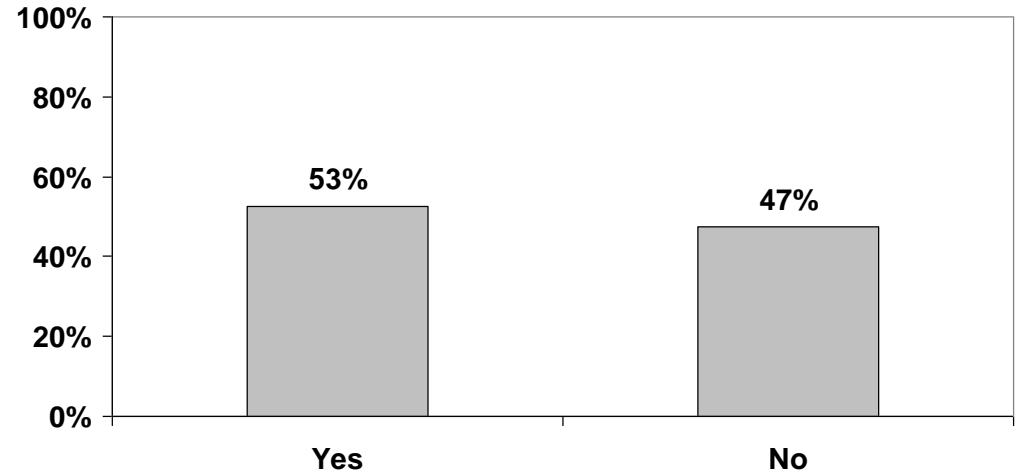
Don't Want to Enforce the Law

- I will not become the Gestapo of the government to tax our citizens that comply with the control of contagious diseases. The Rabies vaccination issue has become a disguise for the license Tax. Oh, how convenient! We have to "turn-in" our clients now, with the rabies certificate statue. Now you want us to collect your money!

Municipal License Sale Questions

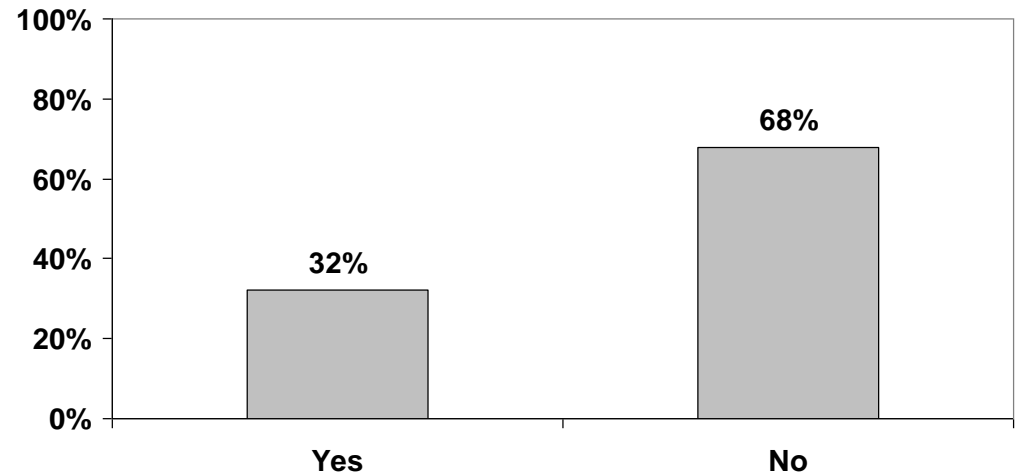
Would you be interested in offering municipal dog licenses for sale at your veterinary practice?

Total number of respondents: 114



If your municipality compensated you a small amount for each license sold, would you reconsider?

Total number of respondents: 28



Veterinarian commentary on what would motivate to submit rabies documentation

Streamlined Process

- “If the process was made simpler by the computer software that we use,” “Less paperwork and bureaucracy”
- Easy link to computer-a case of rabies would motivate me also

Explicit Instructions

- “An explanation of what I need to do,” “Ask me, send me something easy to fill out”
- “In the past 15 years dealing with animal control, they have never asked or reminded us that we need to submit rabies information. If they had even mentioned it on any phone conversation, we would have complied.”

Assistance from the Municipality

- “Postage-paid envelopes,” “If they picked them up again in a timely manner.”

Respect for Patient Confidentiality

- “Disclosure to public that their private info will be given to government agency.”

Other

- “Knowing that it is working and making a difference.”

Nothing

- “NOTHING! Don't even go there unless, you expect me to get all the benefits of a state/county or city employee. With lifetime pension, medical, early retirement, vacation-pay.”

Commentary on why Veterinarians would not want to sell Municipal Licenses

Complex Process

- “I was here when we used to issue dog licenses. Because we live in an area where there are individual cities, contracted county cities, unincorporated county areas, it makes it extremely difficult to be able to accurately issue licenses. Plus the fines and penalties were a nightmare.”
- “One more task for my overworked staff to have to cope with.”

Do Not Want to Enforce Laws

- “I do not want to be a tax collector.”
- “I am not a municipal employee, I am not the Gestapo! I treat and prevent diseases.. Not in the clerical business!”

Veterinarian's Questions/Comments about Selling Municipal Licenses

- “I think people would feel 'forced' to do it for fear we would report them if they did not comply - would this make people NOT want to see their vet?”
- “Already do it as a service to clients but had to discontinue it for the city of Oxnard because of the absurd repayment policies of the latest city controller, prior to that we had collected it for the city for years.”
- “If this would assist the local shelters, cities & counties by increasing the numbers of licenses being sold, we would do it to help, not for compensation, as long as appropriate documents could be provided to our hospital to effectuate the selling of the licenses. I believe it would also be a good service to the pet owner, as it would allow for a convenient way in which to take care of the licensing without further worry.”
- “In Covina for example, the unincorporated areas intermingle with the city areas. You can live in the county on one side of the street and be city on the other. The problem was always the client didn't even know if they were county or city... It was a HUGE problem and there were a ton of errors.”