

**TABLE 3.2**  
**Key Communication Tips to Aid Parasiticide Adherence**

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| Listen first. Use open-ended inquiries to solicit clients' views. This core communication skill helps us understand clients' views and concerns, and shows we care.*                                                                                                                                                                                                                                                                                                                                                |
| Find common ground. Even though veterinary team members may not agree with information clients share, finding a common interest upon which to base conversations, such as keeping their pet healthy and free of parasites and protecting human family members, builds trust and demonstrates willingness to partner with clients to accomplish their goals.                                                                                                                                                         |
| Share evidence-based facts. Kindly and respectfully refute misconceptions using scientifically sound information obtained from evidence-based sources. Individually tailored tools including images, statistical data, reliable websites, analogies, and real-life stories and examples can help clients gain understanding and develop scientific literacy. Relay information in a client's primary language when able and in terms pet caregivers readily understand, and avoid medical terminology. <sup>a</sup> |
| Practice empathy and unconditional positive regard. <sup>b,c</sup> Acknowledge clients' efforts to find information that will benefit their pet and share your interest in partnering with them in their pet's health care.                                                                                                                                                                                                                                                                                         |
| Be patient. It can take time to reconsider firmly held beliefs, especially if clients have obtained conflicting information from friends and family members. Reinforce important information over time with bi-directional, iterative conversations and spaced repetition of evidence-based facts, using a kind and nonjudgmental tone.                                                                                                                                                                             |

\*For examples of open-ended questions to ask clients, see Resources at [aaha.org/one-health-parasitology](https://aaha.org/one-health-parasitology).

- a. Brown CB, Garrett LD, Gilles WK, et al. Spectrum of care: more than treatment options. *J Am Vet Med Assoc*. 2021;259(7):712-717.
- b. Englar RE. Defining two new skills that companion animal clients value: compassionate transparency and unconditional positive regard. In: *A Guide to Oral Communication in Veterinary Medicine*. 5M Publishing; 2020:282-296.
- c. Englar RE. Recasting the gold standard—part II of II: communicating healthcare options along a continuum of care. *J Fel Med Surg*. 2023;25(12):1-14.

**2026 AAHA One Health Guidelines: Emerging Concerns in Canine and Feline Parasitology are available at [aaha.org/one-health-parasitology](https://aaha.org/one-health-parasitology)**

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