

TABLE 3.3
Quick Practical Steps to Boost Adherence

1. Ask before advising —Use open-ended questions like “What concerns you about parasite prevention?” to uncover doubts.
2. Show, don’t just tell —Use or describe posters, photos, or maps to illustrate or explain parasite risks and zoonotic concerns.
3. Use geographic evidence and/or personal experience — “Here in our area, X% of pets had fleas/heartworm last season.”
4. Send reminders —Use automated texts, emails, or app alerts for refills and dosing schedules.
5. Make it a team effort —Have customer service representatives, technicians, assistants, and veterinarians all reinforce messages consistently.
6. Simplify choices —Offer a few well-selected options (e.g., three-in-one products if indicated, 6 or 12 mo packs) to reduce confusion.
7. Use less technical language —Treat explanations conversationally (“mosquitoes can still bite indoors in winter...”).
8. Follow-up —Track compliance, gently revisit declined decisions later, and continually educate via newsletters or social media posts.

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

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