



How Daylight Savings Time Affect our Pets and Useful Tips to Market your Business

Daylight Savings Time is this weekend. Spring Forward! Is your clinic prepared? Did you know most pets are affected? Here is what you can do.

- Offer animal behavior tips to your clients (many pets get stressed, see below). This is a great time to remind clients of the variety of products and services you have about animal behavior. Treats, toys, nutraceuticals, training, and more.
- Don't forget to remind your clients that have appointments on Monday, about the time change. They may miss their appointments otherwise and it's great customer service.
- For fun, give away logoed items such as sunglasses or give a discount to "Springer" spaniels.

What are you doing in your clinic?

Share these helpful tips:

Most animals have circadian rhythms (our body's biological system of timekeeping, so to speak), just like humans, that regulate sleep, hunger, and activity levels throughout each 24-hour period. In nature, these rhythms are triggered by natural sunlight. But, in our artificial environments, where morning starts with the blaring of an alarm clock and the flip of a light switch, our circadian rhythms (and our pets') are largely self-driven.

So, in the same ways that we have to adjust our eating and sleeping patterns and just feel awkward until we adjust this time each year, our pets will go through it too. Only, we can't explain the change to them – they just wonder why we're acting so strangely all of a sudden!

This behavior shift could cause psychological and physiological stress. To our pets you have suddenly started feeding them at a different hour than usual, taking them for a walk at an odd time, or even keeping them awake when they're usually curled up in their beds.

To prepare consider the following (great for your family and pets)

- Slowly start changing the time you go for a walk, feed your pet and go to bed. A few minutes each day so by the time the clock changes everyone is acclimated.
- Sunlight impacts the internal clocks so adjusting lighting and the shades may help prepare.
- Bottom line, your pet may need a little paw-holding for the next few days but most pets are resilient and will adjust to the change quickly.