

CARE

CANINE ARTHRITIS RESOURCES AND EDUCATION



ABOUT CARE

CARE began as a way to help veterinarians and dog owners work together to combat an epidemic that affects at least 1 in 5 dogs – canine arthritis or osteoarthritis (OA). The dogs we love and care for can't tell us when they're in pain, and often the signs of chronic pain related to OA are subtle and mistaken for our dogs simply getting older and slowing down. While at present there is no cure for OA, early detection and proactive treatment can tremendously help the dogs in our lives stay active and enjoy a better quality of life for more years.

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CARE offers a variety of Discovery Packages that are design to...

- (1) Amplify and extend the buzz you've created for your brand
- (2) Start an ongoing dialogue with an engaged community of dog lovers and veterinarians.
- (3) Earn you fans who are interested in purchasing your products and who will recommend them to their friends and colleagues
- (4) Reach influencers who will help you stand out in the social media clutter.

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- Targeted ads: From \$500/mo
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3+ months - 10% Discount:

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The Truth About Canine Arthritis

Canine arthritis is the biggest cause of chronic pain for dogs. It affects at least 1 in 5 dogs (likely even more).

The best thing we can do for our dogs is to recognize the early symptoms of arthritis and take a comprehensive approach to manage pain.

CARE (Canine Arthritis Resources and Education) is here to help you! Whether you're a veterinary professional or a dog owner, CARE offers free, evidence-based resources to identify symptoms and manage arthritis in the dogs we love.

The Good News for Dogs with Arthritis

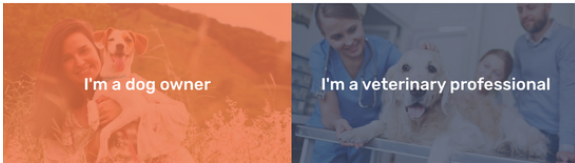
There are many things you can do to help the dogs in your life stay active and enjoy a high quality of life, whether they have canine arthritis or are at risk for developing it!

But it can be hard to know what really helps. CARE cuts through the noise and clutter, providing free tips and resources that have been shown to make a difference and help you manage arthritis successfully.



Regular exercise, done correctly, is one of the best things you can do to help your dog stay healthy and active. Exercise can also lessen the impact of canine arthritis. Start a home exercise routine and have fun keeping your dog in shape!

DOWNLOAD YOUR FREE COPY OF THE "7 PRINCIPLES OF EXERCISE"



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From the Blog

OARS guidelines for the non-surgical management of osteoarthritis

Each month we will review a published article that relates to canine osteoarthritis. Most articles will be specifically about canine OA, diagnosis and treatment, but we will also dig into the translational research, meaning we will occasionally review an article [...]

Sniff out the best canine arthritis tips

Sign up for our newsletter and get CARE tips delivered straight to your inbox.

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OARS guidelines for the non-surgical management of osteoarthritis

Each month we will review a published article that relates to canine osteoarthritis. Most articles will be specifically about canine OA diagnosis and treatment, but we will also dig into the translational research, meaning we will occasionally review an article from a human or equine medical journal if the topic is relevant to canine OA. Articles we review may be hot off the press, or might be "oldies but goodies." As always, you can find a long list of references, including the monthly articles of interest, here (dog owners), or veterinary professionals (here).

Article of Interest - October 2020

Title: OARS guidelines for the non-surgical management of knee, hip, and polyarticular osteoarthritis.

Authors: Bannuru RR, Osani MC, Vaysbrot EE, et al.

Journal: Osteoarthritis and Cartilage

Year: 2019

Background: The Osteoarthritis Research Society International (OARS) is an international group of researchers and clinicians dedicated to advancing OA research. This organization is primarily dedicated to the study and treatment of human OA, though animal models are often used as translational models of OA. The purpose of this study was to update and expand upon prior OARS guidelines for the non-surgical management of OA in humans. While there are certainly differences between humans and dogs (and cats) in OA pathophysiology, symptoms, and functional implications, veterinarians can gain valuable insight from these evidence-based guidelines when developing treatment plans for their patients.

Study Design: Meta-analysis. Review of 407 randomized, controlled clinical trials meeting pre-determined search criteria.

Results: Individual OARS guidelines were developed for knee, hip, and poly-articular OA, and additional sub-groupings were made based on comorbidities (gastrointestinal, cardiovascular, frailty, widespread pain/ depression). For each joint (or combination of joints), recommendations were divided into 4 levels. CORE recommendations were those deemed appropriate for the majority of patients. For all types of OA and comorbidities, CORE recommendations for OA management included patient education about OA, structured land-based exercise programs, and dietary weight management. Topical NSAIDs, intra-articular corticosteroids and HA, and aquatic exercises were recommended for knee OA. Oral and transdermal opioids were strongly not recommended.

Limitations: As this study relates to how we manage canine OA, the primary limitation is the translational nature of the guidelines which may not be directly applicable to veterinary patients. The development of canine and feline specific OA guidelines will likely be developed by a multi-disciplinary team of veterinarians in the future.

Conclusion/ Summary: These OARS guidelines highlight the importance of patient/ client education about the OA disease process as this empowers the individual to take a pro-active role in their (their pet's) condition. Authors of these guidelines specifically note that education about OA should "promote hope, optimism, and a positive expectation of benefits from treatment." There is likely some degree of positive placebo effect or mind/body connection that would occur with an individual (human) patient being provided such affirmations from their physician. Nonetheless, it is my (Kristin Kirkby Shaw) belief that pet owners should also be provided an optimistic and hopeful outlook on their pet's OA diagnosis, so long as they take a pro-active role in their pet's condition. Owner education, weight management, and land-based exercise programs should form the basis of our management of canine (and feline) OA until proven otherwise.

Categories

- Articles of interest
- Exercise and rehabilitation
- Healthy Treats & Recipes
- Research review
- Uncategorized
- Veterinary Professional FAQs

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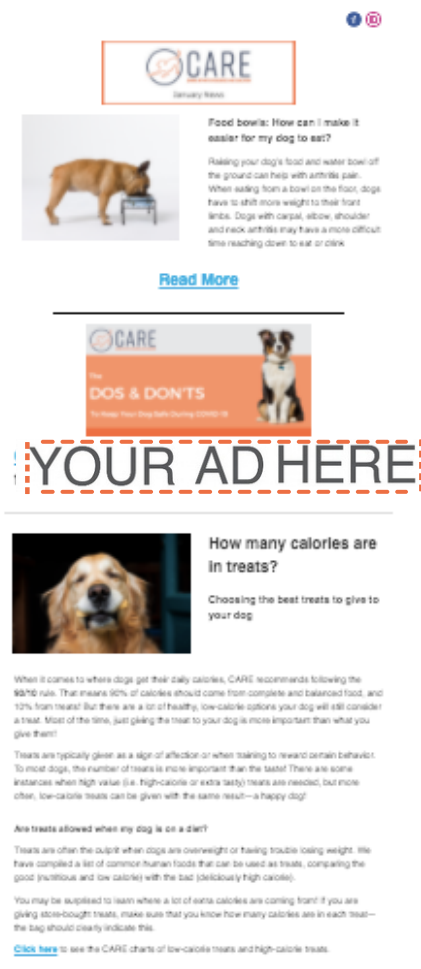
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Placements Available in Pet Owner and Professional Newsletters:



CARE
January News

Food bowls: How can I make it easier for my dog to eat?

Raising your dog's food and water bowl off the ground can help with arthritis pain. When eating from a bowl on the floor, dogs have to shift more weight to their front limbs. Dogs with carpal, elbow, shoulder and neck arthritis may have a more difficult time reaching down to eat or drink.

[Read More](#)

CARE
The **DOS & DON'TS**
to raise your dog into a happy adult.

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How many calories are in treats?

Choosing the best treats to give to your dog

When it comes to where dogs get their daily calories, CARE recommends following the 90/10 rule. That means 90% of calories should come from complete and balanced food, and 10% from treats! But there are a lot of healthy, low-calorie options your dog will still consider a treat. Most of the time, just giving the treat to your dog is more important than what you give them!

Treats are typically given as a sign of affection or when training to reward certain behavior. To most dogs, the number of treats is more important than the taste! There are some instances when high value (i.e. high-calorie or extra tasty) treats are needed, but more often, low-calorie treats can be given with the same result—a happy dog!

Are treats allowed when my dog is on a diet?

Treats are often the culprit when dogs are overweight or having trouble losing weight. We have compiled a list of common human foods that can be used as treats, comparing the good (nutritious and low-calorie) with the bad (obviously high-calorie).

You may be surprised to learn where a lot of extra calories are coming from! If you are giving store-bought treats, make sure that you know how many calories are in each treat—the bag should clearly indicate this.

[Click here](#) to see the CARE charts of low-calorie treats and high-calorie treats.



CARE
January News

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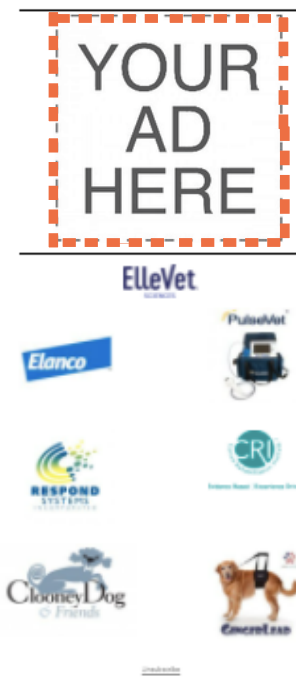


Zuke's Natural Training Dog Treats

- With less than 3 calories per treat, Zuke's Mini Naturals are ideal for use as training treats or as a small breed dog treat.
- Soft and chewy dog treats with real chicken as the #1 ingredient.
- These natural dog treats feature chews and tumbling to help maintain a healthy lifestyle.

NOTE: CARE has no relationship with Zuke's and was not paid to promote this item. They are, however, a treat that CARE founder Dr. Kikky Staw recommends due to their low-calorie content and their use of natural ingredients. We are an Amazon affiliate and can earn a small percentage from sales, all of which helps us continue the CARE mission to help as many dogs as possible live happy, healthy, active lives.

[Order Here on Amazon](#)



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EMAIL STATS

Subscribed Pet Parents: 3,650

Subscribed Veterinary Professionals: 1,740

Open Rates: 30-35%

C.A.R.E.



TESTIMONIALS

"As a veterinary surgeon, I treat a lot of patients with osteoarthritis. We have long been in need of an evidence-based resource for veterinarians and pet owners and I am very excited by the launch of CARE. CARE provides invaluable information for both veterinarians and clients alike. I am excited to see the impact that such a trusted resource will have for my clients. I see CARE translating to better collaboration between the veterinarian, surgeon, and client to improve the overall comfort and mobility of the dogs in our lives."

— Kelci McKeirnan, DVM, DACVS-SA, MS



"The CARE website provides a much-needed resource for evidence-based and comprehensive information on osteoarthritis. Unfortunately, because arthritis is so prevalent and challenging to treat, there is much misinformation available online. [The] knowledge, experience, and expertise will allow her to wade through the hype and provide accurate and helpful information for veterinarians and clients."

—Patrice M. Mich, DVM, MS, DABVP, DACVAA, DACVSMR, CCRT

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