



RACHEL

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# *Surrender Prevention*

Developed and Presented by:  
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# NEW PERSPECTIVE

- Reduce intake



- Keep cats in their homes

# PRE SURRENDER PREVENTION

- 🔴 Radar up!
- 🔴 Litter Box Problems!
- 🔴 Unadoptable!





# NEW WAY OF DOING THINGS

- !! New approach
- !! New program

# NON - JUDGMENTAL & EMPATHETIC

- Open-minded
- Be their ally



# SURRENDERERS DO CARE



- 💔 Look at the caller in a different way
- 💔 She does care
- 💔 She is concerned

# WORDS MATTER



■ Inaccurate descriptions

■ Labels are  
incorrect

■ Cats are misunderstood

EMAIL EXAMPLE

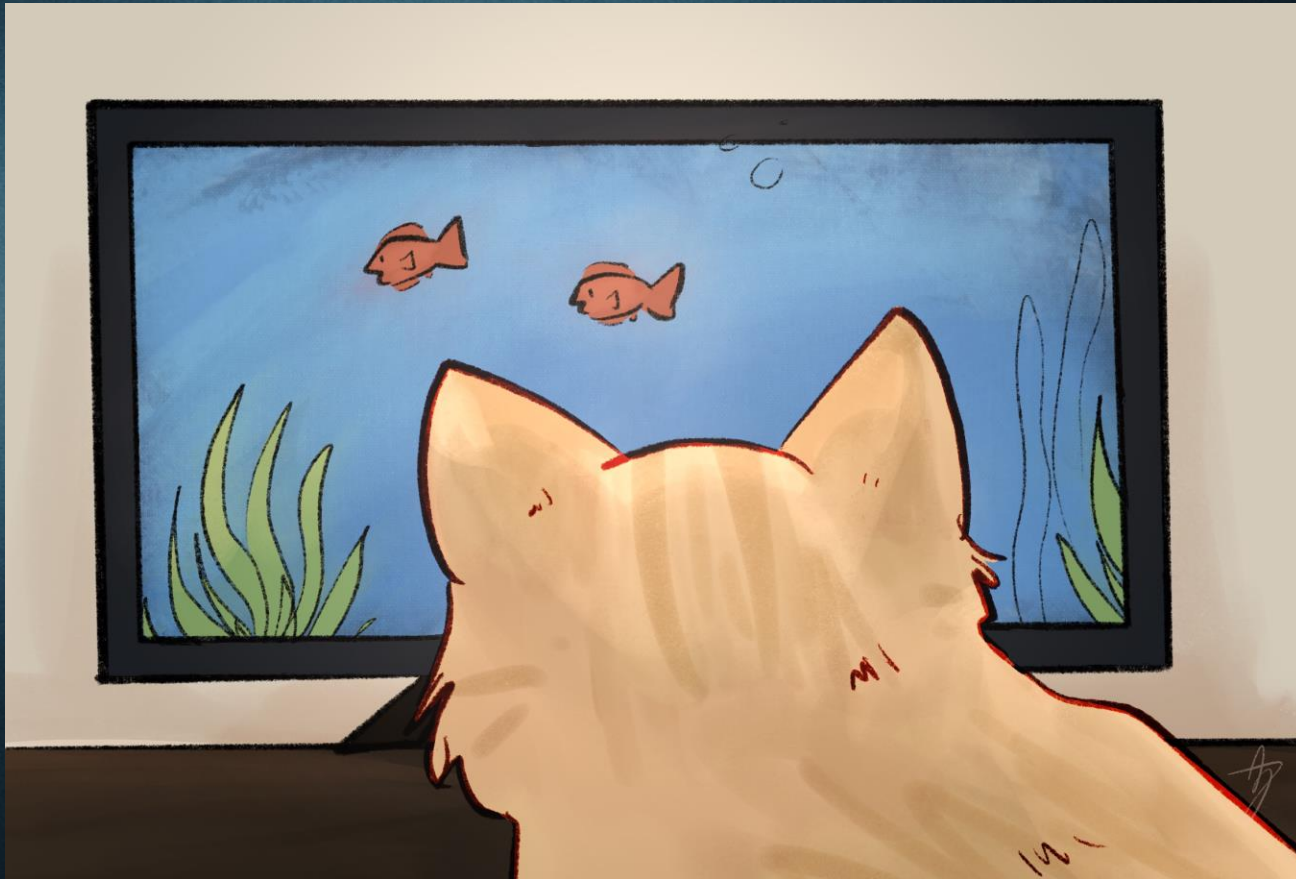


# PROVIDE HOPE

- ☀ Give hope
- ☀ Be optimistic
- ☀ Project positivity



# SURRENDER PREVENTION



# THE IMPORTANCE OF LISTENING

👂 Listen!

👂 Listen!

👂 Listen!

👂 Listen!

👂 Acknowledge

👂 Pay attention

👂 Relate

👂 Repeat back



# MIND SET OF CAT OWNERS

- Given up
- Frustrated
- Hopeless
- Tired

Cat Behavior



# GET ON THE OWNER'S SIDE



- ♥ Love between person-cat
- ♥ We will work together
- ♥ We can solve this problem

# REALISTIC CONSTRAINTS

💰 Money

💰 Time

💰 Gather  
information

💰 Patience





# IMPORTANCE OF FOLLOW UP CALLS



About a week  
after the original  
conversation



Opportunity to  
support

# NEEDY CAT OWNERS



Hand holding



Frequent check-ins



Emotional support



# NEW ADOPTER CONCERNS

- Early intervention and support
- Lack of a bond

# SUGGESTED STEPS

1. Consultation
2. History
3. Questions
4. Videos/face time/Skype
5. Information to analyze behavior patterns
6. Develop plan of action
7. Follow-up



# PROVIDE WRITTEN INSTRUCTIONS

-  Can be read repeatedly
-  Have for future reference
-  Avoids miscommunication





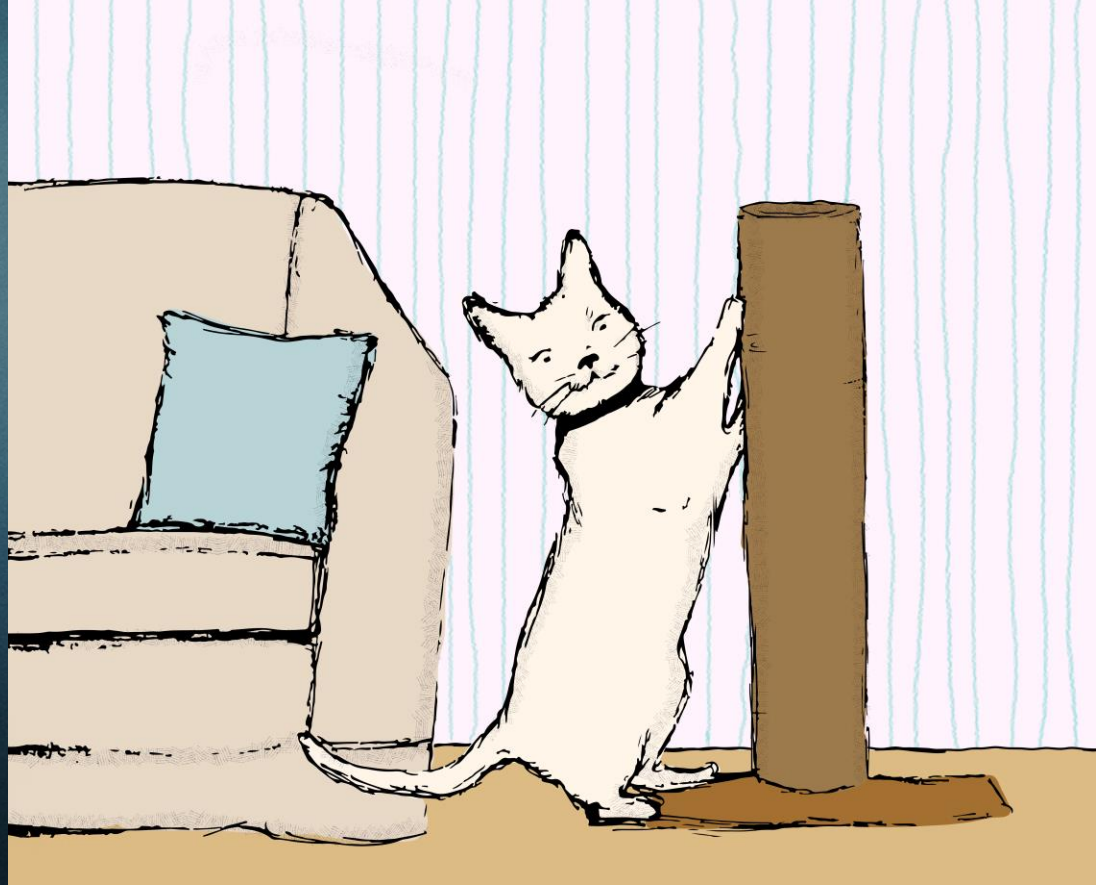
# USE YOUR BEST JUDGMENT FOR VET VISIT

- Rule out medical – it depends
- Look at symptoms
- Evaluate possible behavioral causes



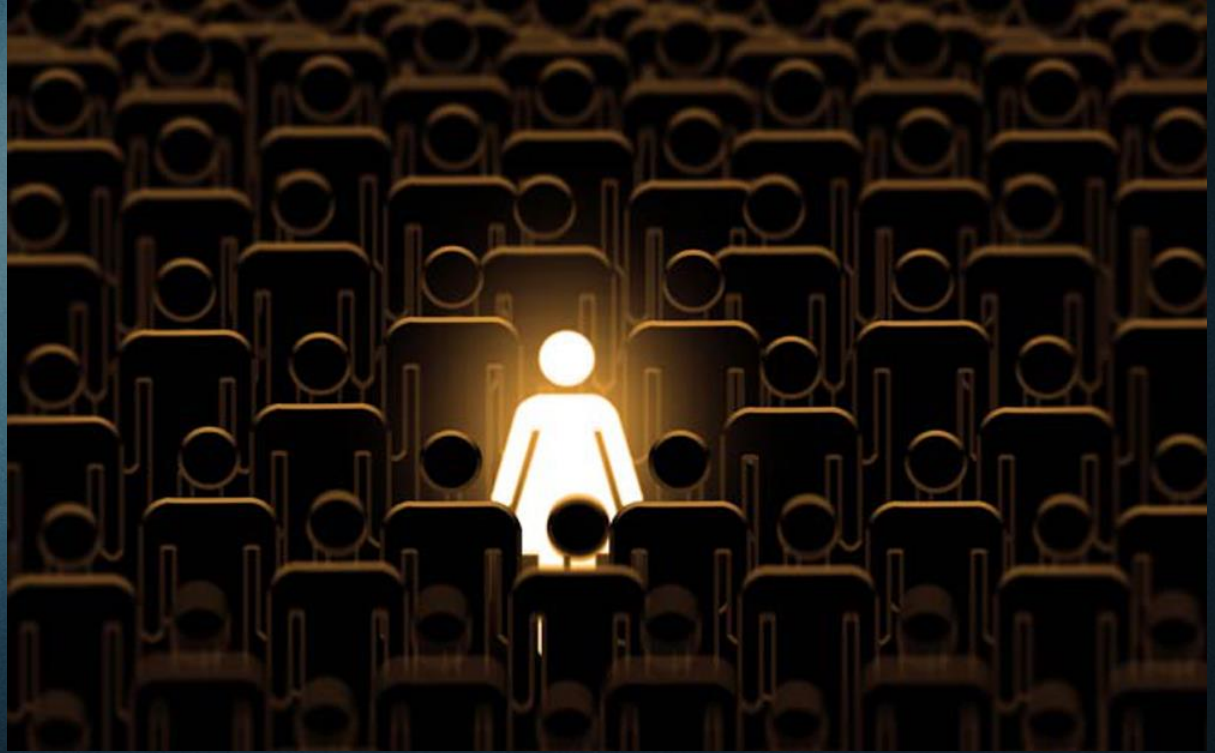
# TIME AND PATIENCE LIMITATIONS

- 🕒 Be respectful
- 🕒 Don't overwhelm
- 🕒 Responsive

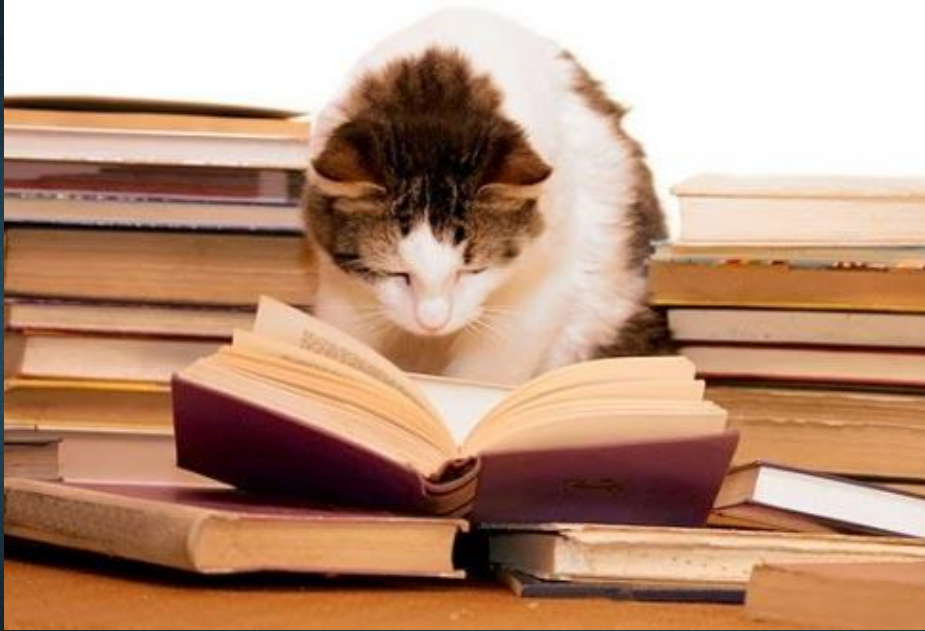


# CUSTOMIZE!

- 💡 Establish personal relationship
- 💡 Bond and connect
- 💡 Place value on the cat



# WHAT I LEARNED



- Most people want to keep their cats, they don't think these behaviors can be fixed
- Empathy is important
- Call when you say you will, email when you say you will

# THINGS TO REMEMBER



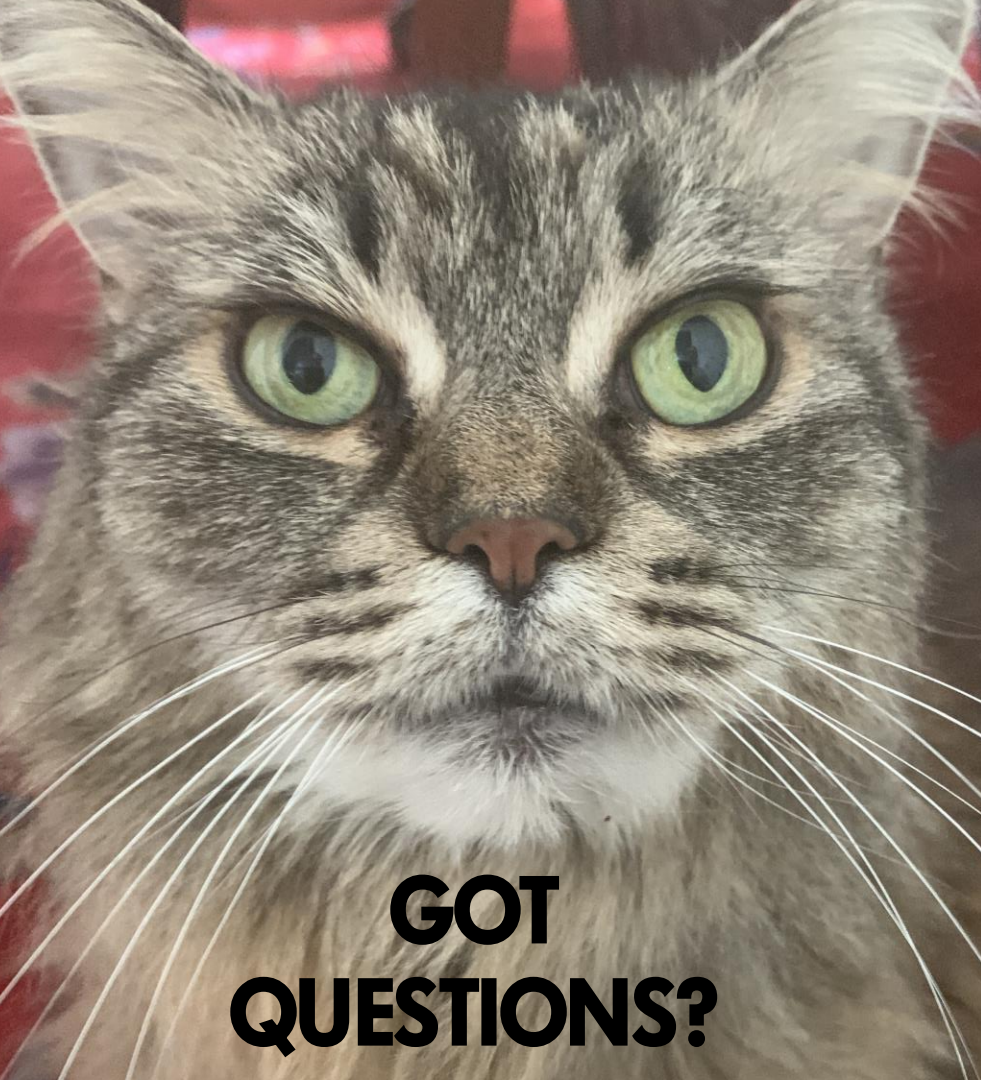
- Almost half of surrenders are due to behavior
- Solve behavior problems to keep cats in their homes

# Wrap-up

- 👍 Empathy & compassion
- 👍 Address potential barriers
- 👍 Understanding







**GOT  
QUESTIONS?**



[drrachelcatbehavior.com](http://drrachelcatbehavior.com)