



PFATODAY

People for Animals, Inc.

SUMMER EDITION

IN THIS ISSUE

- Welcome Back
- Thoughts from our Director
- Portable X-Ray Machine
- Telemedicine
- Some Good News
- Wait Until 8 Initiative
- Up for Adoption
- Summer Safety Tips

Welcome Back – reopening during a pandemic

How do you re-open three clinics during a pandemic? Prioritize and adapt!

On May 4th we reopened our clinics to Help Animals, Prevent Suffering, and Stay Healthy. It was with these goals in mind that we developed the protocols and procedures to ensure that we could safely serve our patient's needs.

To ensure the animals are getting the help they need, we limited contact between staff and our customers. Pets remain with their caregivers in their cars until it is their turn for admission. Workflow and movement throughout the clinic have been adapted to maintain social distancing requirements.

As you can imagine, PFA has a large backlog of people trying to schedule appointments. For animals who need more immediate care, our UrgentCare@pfaonline.org helpline enables our veterinarians to address these urgent needs in a timely and convenient manner.

To maintain the health and safety of our staff and customers, we screen customers over the phone to establish that they do not have Covid-19 symptoms and have not had recent contact with anyone with symptoms. Our treatment forms and payment are now paperless. Our staff self-assess their health and their temperature is taken when they report to work. Anyone with a fever is asked to stay home until their fever returns to normal. Our staff wear PPE and sanitize surfaces in between appointments. We have limited the number of staff in the clinics at one time to ensure proper social distancing and have designated teams working together at the same time.

We are staying flexible and adapting to meet the evolving needs of our patients, their families, our staff, and our state now and in the future. However, no matter what changes lie ahead, PFA will be here providing affordable veterinary care to all.



Thoughts from our Executive Director: Jane Guillaume

What a difference a few months can mean as we navigate these stressful and bewildering times. For PFA, gone are the days where our waiting rooms would be full of pets and their caregivers. Gone are the days where there would be long lines of clients waiting to drop off their pets for surgery. When I made the necessary but heart-wrenching decision to close our clinics to protect our clients and staff, I could not help but worry about the animals who would no longer have access to affordable veterinary care.

PFA could not stand idly by. Within a week of closing, we established an email hotline to address urgent veterinary care needs. Over 400 pets were helped either through return phone calls or, in certain cases, hands-on visits to our Robbinsville clinic. This newsletter highlights a few of the cases we handled.

On May 4th, PFA reopened its clinics with enhanced protocols to protect the health and safety of our clients and staff. What has become clear to us at PFA firsthand is the profound financial impact the Covid-19 virus has had on our communities. With more than one million New Jerseyans now unemployed, the need for access to affordable veterinary care is even more critical.

PFA is ready for the challenges ahead as we expand our service offerings. Read about our **Telemedicine Initiative** which will allow our veterinarians to conduct video visits and our **Fundraising Initiative** to acquire portable x-ray machines to expand our diagnostic capabilities. Our communities need PFA now more than ever, and with your support PFA will be there to provide affordable veterinary care to all.

"It is under the greatest adversity that there exists the greatest potential for doing good"
– Dalai Lama XIV

Jane Guillaume



PFA's Wish List – Help us raise funds to acquire a portable x-ray machine

As more and more people seek out affordable veterinary care in New Jersey, PFA often cannot help them because we do not have a critical diagnostic tool – an X-ray machine. We hope to remedy that situation by acquiring one to serve the clients at our Hillside clinic.

As you might expect, this type of equipment is expensive – approximately \$45,000. So we're asking our generous supporters to target their donation so PFA can provide enhanced access to affordable veterinary care.



Telemedicine – Evolving to meet the changing needs of our clients

PFA will be introducing a Telemedicine Service for our existing clients starting this summer. When our clinics closed in March and April, we set up an urgent care email hotline so that pet owners could consult on their pet's medical needs to ensure that small medical issues did not turn into big ones. PFA received hundreds of inquiries which were responded to on a timely basis giving peace of mind to clients during these bewildering times. In certain cases requiring surgery or immediate hands-on care, our Medical Director saw the patient at our Robbinsville clinic. PFA realized that access to affordable veterinary care can be delivered in different ways.



Telemedicine provides a convenient option to continue to have access to our qualified veterinarians while maintaining social distancing. For others, not having to bring your anxious pet into a noisy clinic for non-hands-on required service may be a better option for their dog or cat. PFA feels that telemedicine can be a more effective and time efficient way for rechecks on post-operation incisions, wound management and determining whether an on-site visit is necessary. Watch for our formal announcement in the near future.

Some good news

While in lockdown, our work never stopped. We knew that the health issues affecting cats and dogs across New Jersey wouldn't cease even if it seemed like the entire world had come to a halt. That's where our dedicated Urgent Care email helpline came to the rescue. Here are some good news stories from our helpline.

Jose contacted the helpline about Hunter, his 10-month-old cat, who had a swollen tail that was sensitive to the touch. Jose brought Hunter to our Robbinsville clinic for treatment and it only took a week before the abscess was cleared and Hunter was back to full health.



Hunter

Lynn contacted us about her cat, Latte, who had a very bad rash behind her ears and around her eyes. Lynn learned that her regular vet was closed due to the pandemic and that PFA was the only place she could find that was open.



Latte

After consulting with our veterinarian and buying an over the counter medication Latte's rash completely cleared up.

Ear problems continued for Lynn only this time with her Shih Tzu named Lucky. Lucky was treated in our Robbinsville clinic and the ear problem quickly resolved.



Lucky

Shadow, a 1-year-old pitbull/lab mix, developed a rash on his stomach and redness on his paws which he continually chewed and scratched. Alejandra consulted with Dr. Croman who recommended using hydrocortisone cream on the affected areas as it was most likely a staph skin infection caused by seasonal allergies. Thankfully, Shadow is back on the mend following treatment.



Shadow

We are so pleased that we were able to provide care for more than 400 pets during the peak of the pandemic. We cannot thank our vets and staff enough for their compassion and dedication. We are so lucky to have them and we know our patients and families feel exactly the same.

PFA TODAY

Your Newsletter from
People for Animals

NOW WITH 3 LOCATIONS
COVERING ALL OF
NEW JERSEY

401 Hillside Avenue, Hillside
973-282-0890

1 Sharon Rd, Robbinsville
609-208-3252

1200 North Delsea Dr, Clayton
856-243-5211

Visit us at
www.pfaonline.org



Summer Pet Safety Tips!

- 🐾 When hiking or taking walks, bring water for your dog and enjoy some time in the shade to prevent them from overheating.
- 🐾 Breeds with short muzzles and small dogs may not be physically up to a long walk or hike in the heat.
- 🐾 Plan your walk or hike to your dog's physical endurance level to avoid heatstroke or exhaustion.
- 🐾 Stay off the hot pavement, it will burn their paws.
- 🐾 Keep your dog on leash at all times and have an ID tag on their collar.
- 🐾 Never leave your pet in the car. It only takes minutes for a pet to become overheated and develop heat stroke in the car.

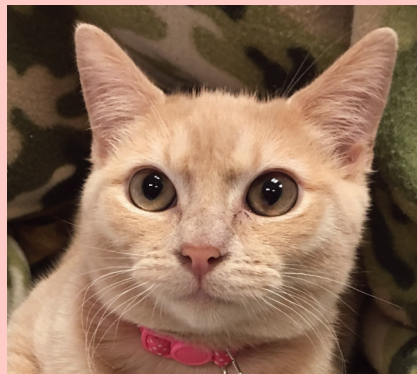
Wait Until 8 Initiative

March and April are normally busy times for our clinics as we spay community cats as part of our Trap, Neuter, Vaccinate And Return Program (TNVR). This initiative has been proven to humanely reduce the number of unwanted cats in our communities. During the time our clinics were closed we would normally spay over 500 cats. Upon reopening, PFA is not only dealing with the backlog of female cats but with the kittens from their litters which they most certainly have had. PFA estimates that there is at least an incremental 500 kittens that will need our assistance to ensure that our prior efforts and success in implementing TNVR programs are not undone.

In response, PFA has initiated the **Wait Until 8 Initiative** to address this emergency. Through this program, PFA will partner with community residents and colony caretakers to identify new born litters and provide the support and resources to keep the kittens with their mother in place until the kittens reach eight weeks of age. In situations where there are orphaned kittens, PFA will provide the caregivers the necessary supplies to care for them. When the kittens reach 8 weeks of age, PFA will spay or neuter the kittens and help those caring for the kittens find permanent placement for them. The goal of this important initiative is to keep these kittens from winding up in a shelter where they may face an uncertain future. Michele Brodbeck, PFA's Community Cat Program Manager describes the program "as one more way PFA takes a community problem and creates a community solution".

Two special girls for adoption!

Bello came to PFA as a kitten with her two siblings. They were quickly adopted but Bello was returned due to food allergies. We did some testing and found a diet that solved her tummy troubles. She is a 1-year 9-month-old spayed beauty! She is very friendly, loves to follow her person around and is quite talkative! She is good with dogs and loves other cats!



Poof came into PFA for TNR. Her underside and other areas of her body were completely bare raw skin. We soon discovered that she has a severe flea allergy. As long as she stays indoors and gets regular flea treatments she will live a completely normal life. Poof is a 9-year-old gorgeous, incredibly friendly and talkative little girl. Poof will do anything to be the object of your affection. She is known to get along with cats and small dogs.



If you are interested in adopting Bello or Poof,
please email michelle@pfaonline.org

Help Provide Access to Affordable Veterinary Care For All