

## **SUREFLAP SUPPORTS NATIONAL MICROCHIPPING MONTH JUNE 2011**

### **Give your cat its own ID pass and keep it safe**

Vets say that one of the most difficult parts of their job is having an injured pet brought into their practice that they can't identify and reunite with its owners. Stourbridge vet Anne Duncan is participating in National Microchipping Month (June) to help encourage more owners to consider microchipping – the insertion of an identification tag in the skin of the neck – ahead of the summer holidays.

“The summer is a particularly dangerous time for cats as they tend to wander more in the long days and when their owners are away,” said Anne. “Microchipping helps ensure that stray cats are reunited with their owners.”

PDSA, the UK's leading veterinary charity, recommends that pet owners get their cats chipped and is supporting the initiative. 96 percent of vets and vet nurses surveyed for the PDSA Animal Wellbeing (PAW) Report\* said they would make microchipping compulsory, ensuring that they are able to contact the owners of injured pets in an emergency. However, the PAW Report also revealed that less than half of the UK's 11.9 million cats are microchipped.

Microchipping is a very quick procedure. A chip with a unique ID number is inserted into the loose skin at the back of the pet's neck and the number is stored on a large database with its owner's contact details. If the pet is taken to a vet, he or she will scan for a chip and quickly get in touch with the owner.

Another concern for owners is leaving their cats when they go on holiday. The PAW Report says that the majority of owners make good provision for their pets when they go on holiday and says it is best if a trusted neighbour can look after the cat in its own home while the owner is away.

To facilitate this and a new incentive to get your cat 'chipped is that it can now also act as a door key allowing your cat freedom while keeping others out.

A British scientist, Dr Nick Hill has invented SureFlap, a high tech cat flap that can recognise the pet's unique microchip and will only let permitted cats come into the house. So it is possible to ask a friend to feed your cat without feeding half the neighbourhood as well!

The SureFlap also helps reduce stress for cats by making 'tailgating' – when an intruder cat follows a pet into the home – more difficult.

Stressed cats was highlighted in the report as one of vet and vet nurses' top three areas of concern with regard to animal wellbeing. The PDSA PAW Report recommends that as cats are naturally solitary animals, they should be given their own food and water bowls, resting places and litter facilities.

Nicola Martin, Senior Veterinary Surgeon at PDSA, commented: "The PAW Report highlights many areas where the health and wellbeing needs of the UK's pets are not being met. Microchipping is an important part of responsible pet ownership yet only 44% of cats and 70% of dogs are chipped. All owners should be encouraged to get their pets chipped.

"Helping cats feel secure in their homes may also reduce stress and any associated problem behaviours such as spraying."

Anne Duncan of A.K. Duncan; The Veterinary Surgery said:

"It is a difficult part of our job to tell an owner their pet has been in an accident but it is even worse when we have an injured pet that we can't identify. To encourage more pet owners to consider microchipping before they go on holiday, we are offering microchipping for just £12."

Details of other events in National Microchipping Awareness month are available on the SureFlap website: <http://www.sureflap.co.uk/about-us/national-microchipping-month-events>.

## Tips for preventing and dealing with emergencies

- Microchip your cat or check that your details are up to date on the database
- If a neighbour is looking after your pet, give them details of your vet in case of emergency and pin the number near the telephone
- If a pet is involved in a car accident, stay calm and take them to the vet in a box or on a firm surface, they may be shocked or have internal injuries so keep them warm and as still as possible.
- Report accidents involving dogs to the police.
- Consider a microchip operated cat flap, especially if your pet is nervous or there are many cats in the neighbourhood.

## Notes for Editors

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## About SureFlap

The SureFlap microchip cat flap can recognise a cat's individual microchip, and will only open for cats whose identity is stored. It uses patented low-power RFID technology developed in Cambridge (UK) by Dr Nick Hill, and runs on 4xAA batteries.

Recommended by vets, SureFlap works with 9, 10 and 15 digit microchips and can be programmed to recognise up to 32 cats.

For more information visit [www.sureflap.co.uk/trade](http://www.sureflap.co.uk/trade)

PDSA's survey of 11,124 dog, cat and rabbit owners (124 from Northern Ireland) was conducted online between 21st September – 16th November 2010 through the YouGov

panel. Data is weighted to be representative of dog, cat and rabbit owners in the UK. For more information, please visit [www.pdsa.org.uk/pawreport](http://www.pdsa.org.uk/pawreport)