

PLEASE JOIN US FOR A LIVE WEBINAR EVENT

Virbac

TOPIC:

Tactics to encourage successful nutrition conversations in veterinary practice



PRESENTER: Shawna Morrow, BScH, MSc

Shawna Morrow is a PhD student at the Ontario Veterinary College, University of Guelph, where her doctoral research focuses on veterinary communication, canine weight management, physical activity, and One Health. She holds a Master of Science in Clinical Studies with a focus on communication in veterinary practice and has authored peer-reviewed publications in veterinary communication and nutrition. Shawna has presented her work at national and international conferences and contributes to veterinary education through her roles with the Clinical Communications Team, OVC Pet Nutrition, and the Campbell Centre for the Study of Animal Welfare.

WEBINAR DETAILS:

DATES & TIMES:

Tuesday Oct. 7

7:00 p.m. ET
6:00 p.m. CT
5:00 p.m. MT
4:00 p.m. PT

Thursday Oct. 9

9:00 p.m. ET
8:00 p.m. CT
7:00 p.m. MT
6:00 p.m. PT

DURATION 1.5hrs*:

60 min. presentation
30 min. Q&A

MODERATOR:

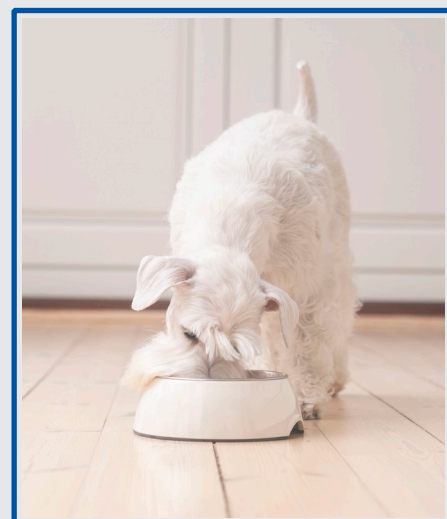
Dr. Natasha Smith

REGISTER NOW:



LEARNING OBJECTIVES:

1. Recognize the importance of assessing client readiness to change and apply strategies to appropriately time and initiate nutrition and weight management conversations.
2. Incorporate in-clinic communication tools (e.g. body condition scoring systems, educational materials and structured discussion aids) to support personalized nutrition recommendations and facilitate educational conversations with pet owners.
3. Apply well-informed and empathetic communication strategies to deliver individualized nutrition recommendations across different life stages.
4. Explore communication challenges in discussing pet nutrition and weight management and identify evidence-based strategies to overcome these barriers in practice.
5. Understand the role of nutrition communication in preventive care and wellness visits, and how early engagement can support long-term pet health outcomes.



*Attendees (who are recorded as participating live for one hour) will receive an email documenting the CE credit, within 15 business days. This presentation is a **live event** but **will be recorded and made available to registrants for a limited time**. This program is awaiting RACE approval.