Oral presentations

likelihood of cataracts forming or in the time interval from diagnosis to cataract formation irrespective of diet type provided or whether dogs were given treats or not ($p > 0.05$). Stabilisation was quicker in dogs with a high compared to dogs with a low body condition score ($p = 0.0045$).

Nutritional standards and diet considerations of owners and their pets: a two-country study

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OBJECTIVES

With over half of the UK canine population overweight and the human population in the UK surpassing the obesity rates of Canada, a two-country study was conducted to understand the reasons for these differences. This study aims to identify the perception of obesity, the human animal bond, and the veterinary consult as areas influencing canine obesity and diet.

METHODS

Both UK and Canadian dog owners were surveyed using a cross-sectional questionnaire study online and a

STATEMENT (CONCLUSIONS)

The type of diet fed, wet or dry, with or without additional treats did not affect stabilisation or cataract formation. As high BCS made glycaemic stabilisation easier screening of middle-age obese dogs to detect IDDM early prior to weight loss due to disease is recommended.

veterinary practice. Data was analyzed using descriptive statistics, chi square test, and regression, with $p < 0.05$ (calculated probability) indicating significance.

RESULTS

The consult length was significantly longer in Canada (31% were 20–30 mins) compared to the UK (35% was <10 mins) ($p = 5.98 \times 10^{-6}$). Canadian owners were more likely to have a specific nutritional consult with their veterinarian ($p = 0.0003$) facilitated partly by nurses taking histories to allow more opportunity for nutritional and obesity discussions with the veterinarian. More alternative treatments, such as nutritional management ($p = 0.013$) and supplemental management ($p = 0.0063$), were used to treat conditions in the Canadian canine population when compared to the UK. Canadian owners listed their veterinarian as the primary source of nutritional information, whereas UK owners listed the internet.

STATEMENT (CONCLUSIONS)

The awareness and use of veterinary nutrition in prevention and treatment of small animals is greater in Canada compared to the UK. Modifying veterinary consults in the UK, incorporating nutrition as the 5th vital sign and placing an economical value on the nutritional consult could have a positive influence on canine obesity. Barriers to this need studying.

Batch-to-batch variation in the iodine content of complete, wet foods for cats

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OBJECTIVES

Hyperthyroidism is the most common endocrinopathy diagnosed in domestic cats^[1]. Many risk factors have been proposed and development of the disease is likely

multifactorial^[2]. Clinically and histopathologically, feline hyperthyroidism resembles toxic nodular goitre (TNG), a form of human hyperthyroidism caused by excessive dietary iodine intake after a period of iodine deficiency^[3,4]. Thus, fluctuation in dietary iodine intake may also promote development of feline hyperthyroidism. Here, we determined iodine content of cat foods, across multiple batches to test for consistency.

METHODS

Two to five different batches of nine complete-labelled, wet foods for cats were freeze-dried, powdered, sampled in duplicate and microwave-digested using tetramethylammonium hydroxide (TMAH) for analysis of iodine content by inductively-coupled plasma-mass spectrometry (ICP-MS). A certified reference material (Serionorm L2, LGC Standards: iodine = 295 µg/L) was used as a QC.

RESULTS

Food 3 had the greatest between-batch variation in iodine content, closely followed by Foods 5 and 7 (min-max [range]: 0.720–1.392 [0.673], 0.644–1.217 [0.573] and 0.312–0.731 [0.419] mg/100g DM, respectively). All other foods analysed showed only minimal batch-to-batch variation in iodine content. Further, some batches of Foods 1, 3, 5 and 9 had iodine content outside of the

nutritional range for complete, adult cat foods recommended by FEDIAF^[5].

STATEMENT (CONCLUSIONS)

Diets analysed here with high dietary iodine tended to have highest batch-to-batch variation and could underpin a susceptibility to feline hyperthyroidism.

Fat dog slim: impact of a social marketing video on the behaviour of pet owners regarding obesity in the dog

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OBJECTIVES

Obesity causes a serious threat to the health, quality of life and longevity of pets. Prevention of obesity has been identified as a priority area for canine welfare but current strategies have failed to halt its inexorable rise. Social marketing has been an effective tool for treating human obesity and potentially could be used in veterinary

medicine to more effectively tackle this problem. The project aims were firstly, to create a social marketing video and secondly, to determine its effectiveness.

METHODS

A video was produced about canine obesity containing clear information to reduce and prevent canine obesity. A questionnaire was conducted pre and post viewing of the video to determine its effectiveness in imparting knowledge about, and strategies to treat and prevent, obesity. Statistical analysis was performed using SPSS software programme.

RESULTS

A video of 2 min 20s was produced with 5 clear take home points about obesity (<https://youtu.be/Ta2k9voS2po>). 204 participants completed the questionnaire. Pre and post viewing of video, knowledge about obesity prevention strategies increased significantly ($p < 0.001$).

STATEMENT (CONCLUSIONS)

Social marketing for the prevention of canine obesity is a viable option and should be considered as a means for widespread education of the public.