

HUMAN-ANIMAL BOND TOOLKIT

COMMUNICATING THE HUMAN-ANIMAL BOND WITH YOUR CUSTOMERS



TALKING POINTS

The Human-Animal Bond Supports Pet and Human Wellness

- Did you know that the bond you form with your pet benefits your health? Research tells us that the human-animal bond can boost mental and physical health.
- Scientific research shows that pets can alleviate anxiety, reduce depression and buffer against stress.
- The research supporting the health benefits of pets is so strong that medical professionals are increasingly recommending pet interaction and incorporating pets into the long-term management of mental health conditions.
- Research shows us that pet owners are more likely to achieve recommended levels of daily exercise, and children with pets are more likely to be physically active and social.
- By helping others understand the significance of pets to human wellness, we can create a more pet-friendly society.
- We also know, thanks to research, that with knowledge of the health benefits of pets, pet owners are likely to invest more in the care and nutrition of their pets.

The Human-Animal Bond Benefits Society

- The human-animal bond is recognized globally, across countries and cultures. Universally, pets are considered an important part of the family.
- As pet lovers ourselves, we know that pets have the power to bring people together. Studies show that more than half of pet owners agree that having a pet makes it easier to connect with people.
- Studies show us that pet owners are willing to make significant lifestyle changes for their pets, such as changing jobs or housing, underscoring the strength and importance of the human-animal bond.

Learn More About the Human-Animal Bond

- There are plenty of resources to help us learn more about the significance of the human-animal bond and the demonstrated benefits that pets provide to people. HABRI.org is a great place to start!
- We believe in the power of the human-animal bond. By keeping your pet healthy and happy, you can strengthen your bond with your pet.
- We are here to help you take the best care of your pet and look forward to supporting you and your pet on your journey together.

LEARN MORE ABOUT THE HUMAN-ANIMAL BOND AT WWW.HABRI.ORG