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**WELCOME TO THE MARCH NEWSLETTER**



**#YOURDOGMOREYEARS has launched!**

**We need your help with our CAM-paign!**

Our **#YDMY** social media campaign launched on 1 March and we would love for you all get involved, in fact, it won't work without you!

80% of dogs over 8 years old suffer painful arthritis, mostly in silence. Help us raise awareness - most owners don't realise changes in behaviour and movement are due to pain, and put such signs down to JUST GETTING OLD.

We want to get as many pet owners, vets practices, therapy centres and pet businesses involved as we can. Please post images of you and your pets/patients with **#yourdogmoreyears** on a sign included in the post and tag us [@CAMarthritis](https://www.instagram.com/CAMarthritis). Let's see if we can get this to go viral!



Get involved and find inspiration for your pictures on our facebook, twitter and instagram feeds. Go to @CAMarthritis and search for **#YOURDOGMOREYEARS**



**Hello from your new CAM newsletter editor!**

We have a packed edition for you this month, kicking off with our **#yourdogmoreyears** social media campaign.

We have recently grown to a team of 20, 17 of which are volunteers, who all do this because we are passionate about, and dedicated to improving the lives of dogs suffering with arthritis. Read on to meet our lovely new team members.

One of the 'CAM newbies' is me, Luisa. Hannah and I were introduced several years ago via our shared profession of Galen Myotherapy, and I was aware of CAM's work before she asked me to join the team. Suffice to say I'm delighted to join such a hardworking, dedicated and dynamic team.

I hope you enjoy this edition, and I would love to hear your [feedback](#).

Stay warm and happy reading!

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## Study shows 57% of owners and 40% of vets are tricked by placebo effect

'The placebo effect' describes the perceived benefit, for example of a medication or treatment, due to the recipient (or dog owner's) expectations, rather than the true effect of the drug or treatment itself.

Clinical trials are designed to account for this, namely by including a 'placebo group', who are not given the medication, but are not aware of this. The use of subjective measures in studies to assess efficacy can be a source of bias, however. To counteract this, it is important that both objective and subjective measures are used, to provide accurate results.

[READ THE FULL ARTICLE](#)

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## **CAM is growing! Come and meet your dedicated team here.**

CAM continues to go from strength to strength, with professionals passionate about improving awareness and management of arthritis in our canine friends joining the team. This month we have had a massive growth spurt with Kerrie Oakley RVN, Veterinary Physiotherapist; Carly Nairn RVN; Kim Rufus RVN; Sarah Campbell BVSc BSc MRCVS; Melanie Bruder Occupational Therapist, Small Animal Physiotherapist, DipCOT, PostGrad Cert (Dist), HPC, IRVAP; Lisa Webb Certified Companion Animal Behaviourist MA (Oxon) DipCABT (COAPE) RQF Level 6; and Luisa Greig Galen Canine Myotherapist, McTimoney Animal Therapist, MSc BSc joining the team.

**Between this motley crew of vets, vet nurses, physiotherapists, massage therapists, occupational therapists and behaviourists we hope we can give you great advice and answer those difficult questions.**

[MEET THE CAM TEAM](#)

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## Meet the therapist: Kerrie Oakley

Originally training as a veterinary nurse, Kerrie then went on to qualify as a veterinary physiotherapist in 2014. She now treats dogs, horses, and even livestock.

In her [latest blog](#), our resident Veterinary Physiotherapy Advisor discusses osteoarthritis, its symptoms, the importance of therapeutic intervention, and the role of physiotherapy in management of the disease.

[VISIT KERRIE'S WEBSITE](#)

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## Leading orthopaedic specialist and arthritis education advocate joins the CAM cause!

CAM is very proud to welcome our newest team member, veterinary orthopaedic specialist Dr. David Dycus DVM, MS, CCRP, DACVS.

Dr. Dycus has a strong passion for orthopaedics and sports medicine, and is particularly interested in helping patients with arthritis. He is a massive advocate of public awareness and education. Like CAM, he feels that education, diagnosis, appropriate interventions, diet, lifestyle changes, and modified exercise are essentials for managing arthritis effectively and gaining **#yourdogmoreyears**. He will be helping CAM as an adviser, and publicising our existence whilst he lectures at veterinary conferences around the globe!

[READ HIS BIO & CAM Q&A](#)

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## Is this the new way to learn? VSMRI launches pioneering 'real time' online vet platform

CAM is delighted to be given the opportunity to shout about a new platform for vets, vet nurses, therapists, and rehabilitators who are keen on learning more about veterinary rehabilitation. Dr. David Dycus DVM, MS, CCRP, DACVS and David Levine PT, PhD, DPT, Diplomate ABPTS, CCPR, Cert. DN have put their heads together, gathered some of their very smart rehab friends, and created a dynamic online learning facility that will enable you to watch how the professionals work, listen and join in with their case discussions, and watch the real life results as the case is followed into the long term management.

It's a real first in veterinary education to be able to have real life, real time access to the professionals at work.

[READ MORE](#)



## Regenerative medicine, laser therapy, and hydro: three therapies, one resource

Anyone that follows CAM knows that we continually promote a multimodal approach to managing this disease. This does not mean that we suggest everyone must pursue stem cell therapy, or that every case must be regularly taken to hydrotherapy, physiotherapy or myotherapy. It means that we wish to offer advice to ALL owners of arthritic dogs. For some, this may be environmental enrichment advice, as well as tips for lifestyle changes and home modifications that will minimise potential harm.

We are continually putting feelers out for good information sources for our owners and professional followers. [Litecure's platform](#) is very easy to navigate as an owner or a therapist to learn more about their products without any obligation to purchase. If you wish to hop online and learn a little more about regenerative medicine, laser therapy, and hydrotherapy, then this is a good stop off point.

[FIND OUT MORE](#)



Tom Harcourt-Brown MA VetMB  
CertVDI DipECVN MRCVS

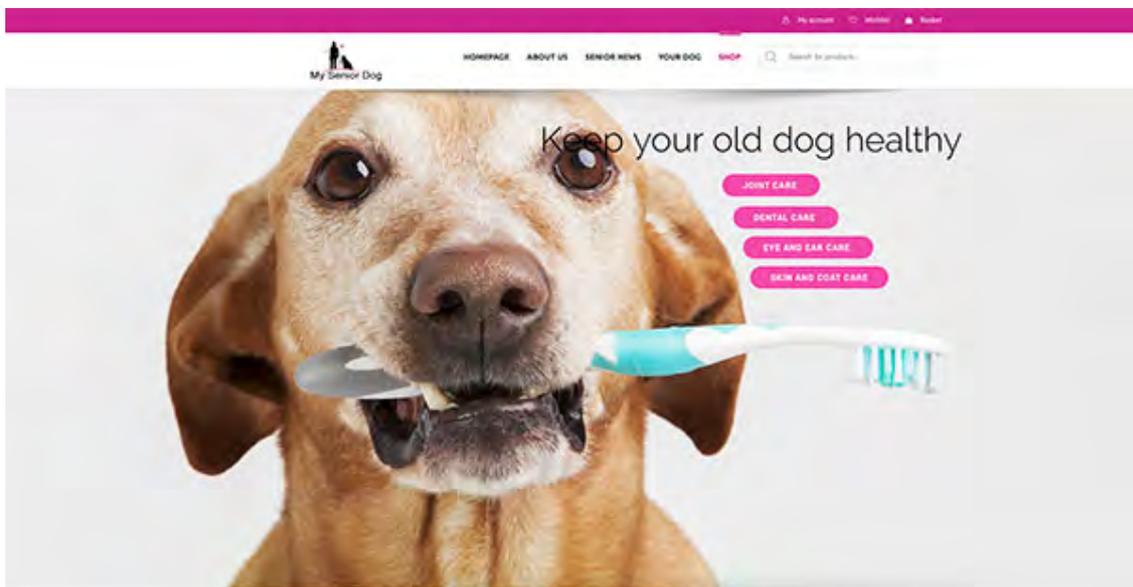
## Beware – the vicious cycle of mis-diagnosis and over-medicalisation

It is well established that the radiographic signs of osteoarthritis are poorly correlated with the behavioural signs of pain in dogs and cats, thus presenting a challenge for vets, who treat 'non verbal' species and are heavily reliant on owner-reporting of behaviour at home in non stressful, and therefore more accurate environment.

The side effects of some analgesic drugs can be confused with those associated with neuro-muscular disease, so controlled withdrawal of medication is needed to allow accurate veterinary assessment of some cases.

**Vet Tom Harcourt-Brown discusses the difficulties in assessing such cases in his CAM guest blog.**

[READ THE BLOG](#)



## **£50 worth of prizes from My Senior Dog to be won!**

The lovely people at [My Senior Dog](#) have kindly donated £50 worth of prizes to be won.

A company after our own hearts, [My Senior Dog](#) was set up by the owner of an older dog, who was struggling to find suitable products on the market to make his life easier. Victoria at [My Senior Dog](#) says "It can be hard knowing what's right for your dog when they get old. We wanted to make life easier for fellow dog owners; I decided it was about time you could get everything you need in one place".

Check out their website. Did you know that CAM members get a discount? Another reason to stay tuned in! Aren't we good to you!

**Keep an eye on our [Facebook page](#) for details of how to enter - the competition goes live on Friday 9 March.**

VISIT MY SENIOR DOG WEBSITE



canine arthritis  
foundation

VISIT THE CAM FORUM



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