

Helping Your Pet Feel Safe

Family Matters

Every pet needs food, water and shelter.

But there's something just as important that is often overlooked:

The need to feel safe.

A pet that feels safe is more likely to be relaxed, confident and able to enjoy life. A pet that feels frightened or uncertain may struggle with behaviour, learning and even physical health.

At Amity, we believe emotional wellbeing is every bit as important as physical wellbeing. Our purpose is to **Empower You Through Education**, helping you create an environment where your pet can truly thrive.

Safety Means Different Things to Different Pets

Some dogs confidently greet every stranger they meet.

Others prefer to watch from a distance.

Some cats love being the centre of attention.

Others feel happiest observing quietly from a high shelf.

There's no "right" personality.

Your pet doesn't need to become someone they're not. They simply need to feel secure enough to be themselves.

Routine Builds Confidence

Pets thrive on predictability.

Knowing when meals arrive, when walks happen and when it's time to rest helps reduce uncertainty.

Routine doesn't have to be rigid, but consistency helps pets understand what to expect from their day.

For many anxious pets, predictability is reassuring.

Give Them a Safe Space

Every pet should have somewhere they can retreat when they need a break.

For dogs, this may be a bed or crate where they won't be disturbed.

For cats, it may be a quiet room, a covered bed or a high perch.

This isn't somewhere they should be sent as punishment.

It's their personal sanctuary—a place where they know they can relax.

Learn Their Language

Pets communicate constantly.

A wagging tail doesn't always mean happiness.

A purring cat isn't always content.

By learning your pet's body language, you'll often recognise when they're feeling worried long before they become overwhelmed.

When you understand what your pet is saying, you can respond before fear becomes a bigger problem.

Confidence Grows Through Positive Experiences

Confidence can't be forced.

It develops gradually through positive, gentle experiences.

Allow your pet to explore new situations at their own pace.

Reward calm behaviour.

Celebrate small successes.

Avoid overwhelming them with more than they can comfortably manage.

A confident pet isn't one that has never been frightened.

It's one that has learned the world is a safe place.

Health Affects Confidence Too

Behaviour and health are closely linked.

A pet in pain or feeling unwell may become withdrawn, fearful or unusually reactive.

That's why sudden changes in confidence or behaviour should never be dismissed as "just getting older" or "being difficult."

Sometimes the first step in helping a worried pet is making sure they're healthy.

Security Creates Stronger Relationships

At Amity, we believe the strongest relationships are built on trust.

When your pet knows they are safe with you, everything else becomes easier—training, handling, veterinary visits and everyday life.

That's also why **Amity Essential Membership includes unlimited health checks**. If you're worried about changes in your pet's behaviour or confidence, we're here to help you understand why.

Your pet doesn't expect you to be perfect.

They simply need to know that when life feels uncertain, you'll be there.

Because that's what family does.

Because they're not just your pet.

They're family.

Family Matters.

If you need more information, book an appointment with an Amity vet. We're here to Empower You Through Education and help you become your pet's greatest advocate.