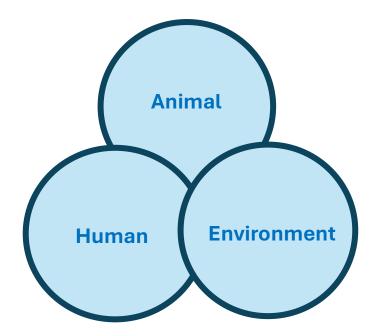
## **National Tick Awareness Month: Communication Worksheet**

# **Engaging clients in conversation about tick protection using a Spectrum of Care approach**

### **Gather a Comprehensive History**

Explore various animal, environment and human considerations that will be relevant to your conversation about tick protection strategies.

- "Walk me through what a typical day looks like for [pet's name} and you."
- "Tell me about the places where Harley and you like to go for walks."
- "What has been [pet's name] and your experience with ticks?"



Below develop one or two back-pocket open-ended questions or statements that you are comfortable with and that are relevant to your conversation with clients about ticks.

Some example stems that you could use to begin building your own open-ended inquiry for practicing.

"Tell me..."

"Describe for me..."

"Walk me through..."

### **Back-pocket open-ended questions or statements**

1.

2.

Practice these questions or statements with clients over the next week.

### **Present Options and Communicate the Value**

Alone or with a partner from your practice, identify **ALL** options available from your practice that could be discussed with a client to protect them and their pet from ticks.

List the options you have identify down the left-hand side in the Value Matrix below.

Next, across the top, make a cumulative list of the pet and potential client benefits associated with the options identified.

Lastly, use  $\checkmark$  s and  $\times$  s to fill in the matrix indicating which options are associated with which benefits, including double  $\checkmark\checkmark$  where appropriate to highlight even greater benefits.

Reserve including the cost until the end of the exercise, as this highlights the potential value each option offers a client and their pet before introducing the cost.

# Value Matrix Cost

Consider how you will present the information from your Value Matrix to a client, being sure to engage your client in a collaborative conversation that leads to a shared decision on how to protect themselves and their pet from ticks and the associated risks.