



## ***Frequently Asked Questions***

### **1. What are local shelters in our area doing to help?**

Hill's Food, Shelter & Love® program is comprised of animal shelters across the country that receive nutritional support from Hill's. Local shelters participating in the year's National Preparedness Month campaign are working to educate families in its community about the importance of ensuring all members of the family are taken care of in case of a natural disaster.

### **2. Why do you think so many pet families find themselves unprepared when a natural disaster or storm strikes?**

Disasters often strike without warning. That's why we're spreading the message for pet families to be prepared. Planning ahead is the best way for families to ensure that all members of their family, including pets, are ready to face an emergency.

### **3. Do you have any specific guidance or special considerations relative to different disaster scenarios – tornado, hurricane, fire, etc.?**

All of our tips are relevant to any type of disaster; however, there may be additional considerations depending on your climate and the type of event your area is prone to. It's important to think about the different risk scenarios that could impact your area. You can also inquire with resources within your community, such as the local animal shelter or fire department, to see what else they recommend for those in your area.

### **4. What is National Preparedness Month?**

National Preparedness Month, which occurs every September, was established by The Federal Emergency Management Agency (FEMA) and is recognized by local governments and major pet care organizations, such as the American Veterinary Medical Association, as an opportunity to inform and educate people about disaster preparedness. Hill's Pet Nutrition and its shelter partners are amplifying this important national conversation by sharing additional information to show pet parents how to include furry family members in their disaster planning.

### **5. What should you do if your pet becomes injured during a disaster?**

Pet parents should immediately contact a local veterinarian or pet shelter if a pet is injured. While a veterinarian should be the first point of contact, local shelters often become hubs for animal care during a disaster and will likely have veterinarians on site to help treat injured pets.

### **6. How can someone help support shelters and animals after a disaster?**

There is always a need to support the efforts of shelters during disasters as they are not just caring for pets on location prior to the emergency, but may also be sheltering those that have become separated from their family. To help, people can donate directly to shelter organizations in impacted areas. In addition, shelters rely on donations from companies like Hill's, which steps in to help in times of disaster.

### **7. Why is Hill's – a pet food company - involved in disaster response for pets?**

When communities are hit with disasters, Hill's Disaster Relief Network quickly responds by supplying free pet food to support the pets and people impacted in that community. Hill's has a long-standing history of helping pets in need by assisting communities during natural disasters – partnering with

shelters, veterinary hospitals, as well as governmental and community organizations to ensure that pets and shelter animals are fed and cared for. The first-of-its-kind network was established in 2013 as an extension of the Hill's Food, Shelter & Love® program, which has provided more than \$290 million worth of Hill's® pet foods to more than 1,000 shelters in North America over the last 17 years, helping more than 10 million pets find new homes.