Dorothy Frary is a veteran animal welfare advocate in Ft. Wayne, IN. Using information from HSUS animal control workshops and other sources, she organized a 10-month campaign to establish a public low-cost spay/neuter clinic there. Her report includes useful ideas for other groups trying to generate public support for reduced fee pet sterilization:

I first selected a spay/neuter program I thought would apply to my community, which has a municipally-operated shelter. I chose the spay/neuter program carried out by the City of Los Angeles*, sent for complete information on their clinics and program and studied it thoroughly.

Then I selected the member of the Ft. Wayne City Council I thought would be the most interested and sympathetic. I met with her to explain the program and gave her a copy of the information from Los Angeles to take home and study at her leisure.
Continued from page 1

I gave her about three weeks to consider the material and then called to ask what she thought of the program. It emphasized that it would be self-supporting and would make a meaningful contribution toward correcting the surplus animal problem in Ft. Wayne. The cost savings would be significant to those who like animals and those who do not. Any elected official will recognize this as a vote-getting issue.

The council member was impressed enough to make a short radio presentation to explain the program. Later, she was instrumental in influencing other council members.

Next, I decided to go where the animal problems really exist: in the neighborhoods. Ft. Wayne has an organization of many neighborhood associations. The central-south section of the city has the Central-South Alliance of Neighborhood Associations, which would eventually become a major supporter.

I visited one of the neighborhood association presidents to explain the Los Angeles program and give him material to study. Again, after allowing ample time, I called to ask what he thought of it. He was impressed and invited me to lunch along with another neighborhood association president to discuss the program.

Both presidents pledged their support and help and gave me a list of the 60 neighborhood associations in the city. I sent each association the following endorsement to sign and return to me:

The members of _______________ Association are concerned with the stray animal population of the neighborhood. Animals which do not receive proper care and supervision present threats to our community. For reasons of safety and sanitation we see a need to eliminate uncontrolled animal breeding; therefore we support and endorse a low cost spay and neutering program for Ft. Wayne.

As I received the endorsements signed by the association officers, I made copies and sent one to each member of the city council along with information on the Los Angeles program. Accompanying the endorsements was a letter from a group of citizens asking the council to heed the endorsements and initiate an improved animal control program for Ft. Wayne. A letter to the city council president read in part:

SHELTER SENSE is published by The National Humane Education Center, a division of The Humane Society of the United States, 2100 L St., N.W., Washington, D.C. 20037, (202) 452-1100.

Subscription rate:
six issues—$5.00.
5 or more subscriptions to the same address—$4.00 per subscription.

© 1979, The Humane Society of the United States, All Rights Reserved.

Los Angeles Superior Court Appellate Department judges have ruled that dog licenses can be required in a community, even though cat licenses are not. The Los Angeles Times reported that the ruling was made when a citizen convicted of a misdemeanor for failing to license his dogs appealed the conviction.

The resident claimed the license ordinance violated the equal protection clause of the US Constitution because cat owners are not also required to license their pets. He contended that the city raises about $1.5 million from dog licensing, but spends more than a third of that controlling cats.

The judges ruled that this does not make the ordinance unconstitutional, and that classifying animals for licensing is not prohibited by the equal protection clause. The Times quotes their opinion as saying, "The remedy of the dog owner who feels that cats should also be licensed is in another arena - the legislative and executive departments of the City of Los Angeles."
The Maryland State Department of Agriculture has begun to collect and publish quarterly reports on the number of animals destroyed by public and private animal shelters. This is a new requirement from the state legislature, and it is believed to be the first of its kind.

The first press release under the new requirement announced that more than 80% of the 272,000 dogs and cats collected by animal control and humane organizations in Maryland in 1978 were destroyed because no homes could be found for them. Agencies responding to the questionnaire sent out by the state indicated that 80% of their total operating costs were for handling animals that were eventually killed.

State Agriculture Department spokesman Tony Evans has told the press that data collection has been "a difficult project" and points to the dispute among animal welfare advocates over releasing euthanasia figures. Some groups resist publicizing the high numbers of animals euthanized, believing it will result in more pet owners abandoning unwanted animals to the streets instead of taking them to shelters.

However, Phyllis Wright, HSUS Director of Animal Sheltering and Control, considers the new law "an excellent idea. The community cannot deal with a problem it doesn't know exists. Animal facilities that tell the truth about pet overpopulation rather than sugar-coating the problem have a better relationship with the community."

Evans says he will try to improve data collection by visiting the shelters individually. The press releases are sent to 150 news outlets in the state. The Maryland Department of Agriculture is at Parole Plaza Office Bldg., Annapolis, MD 21401.

An HSUS Animal Control Workshop will be held June 15-16 in Albany, NY. HSUS workshops feature informative presentations by staff experts in animal sheltering and control. For complete information on the workshop, contact HSUS New England Regional Office, 630 Oakwood Ave., Suite 213, West Hartford, CT 06110, telephone (203)522-4908.

Almost daily in our humane/animal control work, we are required to respond to calls regarding injured or sick animals. How we render aid and transport an injured animal can often have much bearing on the ultimate fate of the animal.

We believe that the most important item to use in handling an injured wild or domestic animal is a blanket that is durable and washable -- for example, a military surplus blanket. A blanket can be used in place of a net, a pair of gloves and a small container such as a cardboard "Porta-Pet" carrier. To be equipped when an animal control officer is called regarding an injured deer, our first objective is to secure a blanket around its head, which will calm the animal and allow us to analyze the extent of injury.

When you are ready to transport the animal, be very cognizant of the type of injury it has sustained. If the animal is unable to stand, it may have a pelvic or spinal injury. Lift the animal carefully, placing one arm between each set of legs while supporting the head and hindquarters to reduce movement of the spine. If two people are present, it is best to move an injured animal on a stretcher or a taut blanket.

Rough handling of an injured animal can worsen its condition. An injured animal, like an injured person, will naturally assume the least painful position. If possible, allow the animal to stay in its chosen position.

The same transporting procedures apply to injured wild animals. Again, a blanket is especially valuable in quieting and transporting these animals. A case in point is a recent incident where two of our officers rescued a coyote in a leghold trap. The only equipment used to retrieve and transport the coyote was a large blanket.

A primary cause of death in injured wild animals, especially birds, is shock. It is imperative to keep these animals warm and calm, and again, a blanket is ideal for this. If we're called regarding an injured deer, our first objective is to secure a blanket around its head, which will calm the animal and allow us to analyze the extent of injury.

You should be prepared to handle emergency situations at any time. Officers' vehicles should be equipped with a blanket, a pair of gloves and a small container such as a cardboard "Porta-Pet" carrier. To be equipped when an emergency arises could mean saving an animal's life.
Winning cruelty cases

Two recent cruelty convictions in Orlando, FL, illustrate the key role humane society investigators can play in cruelty cases:

- A resident was sentenced to a 30-day jail term, a fine of $100 plus court costs, and one year of probation with a $10 a month fee for severely injuring a puppy and dumping him into roadside bushes.

  Dick Myers, president of the Orlando Humane Society, produced an eye witness who testified that the defendant smashed the puppy in the face with a piece of concrete (the blow dislodged its eye, but it has since recovered).

  Myers learned before the trial that the witness had not been subpoenaed because he lived in a large apartment complex and officials had made only a cursory attempt to locate him. Myers made sure the witness knew where and when the trial would take place, and his testimony was critical to the conviction.

- Another area man pleaded guilty to shooting a neighbor's cat out of a tree in his yard; he was sentenced to a fine of $150, 30 days in jail and one year of probation with a $10 a month fee.

  Myers recommended to the judge that the convicted man serve his jail term by working at the humane society. He now works three days a week, and Myers reports that he has become an enthusiastic volunteer and plans to help on a regular basis.

Myers urges humane investigators to "be respectful of law officials and assure them you're not trying to do their job. Try to gain their respect and establish your own credibility. You're doing a job that needs doing the same as theirs."
Metropolitan Dade County (FL) Animal Control Division has a well-organized operations manual available for other groups or agencies to use as a model. The manual may be requested from the division at 7401 NW 74th St., Miami, FL 33166 -- please enclose $1.50 to cover costs.

Division Director Ronald F. Petty considers an operations manual "essential in any sizable undertaking that employs people at various levels of responsibility or that operates on a shift basis."

In a letter to SHELTER SENSE, Petty commented, "The positive benefits of having such a manual include standardization of procedure and enhancement of employee morale and confidence since all employees know exactly what the rules are, and what the purpose of the organization is. "The manual should be as lean and hard as possible, somewhat like the Constitution, laying down basic principles and policies, leaving details and 'how-to' procedures to memorandums or other forms that can be posted on bulletin boards. A good place to find a model manual is at local law enforcement agencies."

Petty said that for both shelter managers and employees, the manual is "the basic document...that lays down the rules and regulations in clear terms at the actual working level."

City efforts prove successful

Hot Springs (AR) Animal Control Director John Seales (400 Kimery Lane, Hot Springs, AR 71901) reports good results from three efforts to improve animal control:

- Public image -- The Animal Control Department is a separate unit within the city government, and the officers have uniforms. Seales says the well-groomed, uniformed officers are "respected as Animal Control Officers, not dog catchers. "

- Law enforcement -- When animal control officers spot a free-roaming dog, they follow it to locate the owner, since they are generally run home. The owner is given a courtesy warning for the first violation of the leash law. If the owner cannot be located, the dog is impounded and the owner must pay a fine to reclaim it.

- Education -- Animal control officers present educational programs in area schools and at civic clubs and other groups on proper care for pets and the importance of obeying the leash law. The department also has a section in the Sunday edition of the local newspaper, reporting violations of the leash law and providing animal care tips and other information.

Free gifts make good public relations

Radio public service announcements can help you get your message to the community. Radio (and television) stations must give a certain amount of time to PSAs. Remember, however, that radio stations are commercial enterprises. While they may be sympathetic to your cause, they are not obligated to air your announcements. Also, there are many good causes in your area, competing for the public service air time.

To increase your chances of having your messages read on the air, make sure they are of importance to the entire community and are presented in the best possible form. Adapt your message to your audience -- if many people in your area speak Spanish, have your messages translated.

Also, different stations prefer different lengths for PSAs, so you should check this in advance. An announcement with 25 average-length words takes about 10 seconds, 50 words take about 20 seconds and 150 words take about 60 seconds.

Copy should be typed, double or triple spaced, on one side of 8½" x 11" paper. Your organization's letterhead stationery is acceptable. If you use plain paper, type at the top your organization's name and the name and telephone number of the person to contact for more information.

Start the copy one-third of the way down the first page, and leave ample margins. Remember to use a clean typewriter ribbon.

The SPCA makes free ID tags for pets, with tags that cost a few cents each and an engraving pencil that cost about $10 at the local hardware store. Executive Director William Brothers says the tags are made for adopted and owner-claimed animals at the shelter, and are also given out at county rabies clinics, shopping centers, fairs and in neighborhoods.

Brothers notes that few people walk away without leaving a donation of 50¢ to $3 for their "Free" tag. Also, giving out a tag "can start a one-to-one dialog with the pet owner which we can turn into an educational session." He says "thousands of pets are now identified in our county helping us to maintain our 60% rate of returning stray dogs to their owners."

Brothers purchases quantities of the aluminum tags from National Band and Tag Co., 721 York St., Newport, KY 41072.

The SPCA officers also carry a supply of inexpensive nylon leashes to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

Radio PSA's (public service announcements)

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.

The SPCA officers also carry a supply of inexpensive nylon leads and carry a supply of inexpensive nylon leads to hand out at no charge. Brothers obtains these leads from KISS Mfg., Route 1, Box 302A3, Franklin, NC 28734. He says they are lighter, less bulky and easier to slip over a dog's head than chain collars. Leash law violators can be given leads which bring the dogs under control and also make for good public relations.
Messages that are to be read should be less formal than those you write for print. Use simple descriptive words that will form pictures in the listener's mind. Give the phonetic spelling for any words that are difficult to pronounce. Read the messages aloud to make sure they sound natural.

Public service spots cannot be scheduled as commercial advertising is, so you cannot control the time your message is broadcast. However, you should indicate beginning and ending dates for airing. Also, public service time cannot be used to announce bingo parties, lotteries or other activities involving gambling. Fund raisers can be announced.

When you deliver your announcements to the radio stations, be sure to cover all stations in your area. You may have an opportunity to talk personally with the public service or public affairs director to explain the importance of your messages. In any event, enclose with your announcements a cover note with some brief background information on why your messages deserve public service air time.

Here are some suggested texts for radio PSAs; try to substitute local statistics and information -- but remember to read the revised announcements aloud to check length:

20-seconds: "There are millions of homeless pets in this country. Don't add to the surplus. Have your cat or dog sterilized. A message from (your organization's name and telephone number)."

20-seconds: "Leash laws are a dog's best friend. They protect our pets from being hit by cars. They keep free-roaming dogs from damaging other people's property. Be a responsible pet owner. Keep your dog under control at all times, at home or on a leash. A message from (your organization's name and telephone number)."

The shelter neuters all adopted animals without charge; the clinic was opened in 1973 to spay and neuter animals not adopted from the shelter. It has become a model for similar services; for more information, write Gretchen Scanlan, Kent Animal Shelter, River Road, Calverton, NY 11933.

Materials

A HES (American Humane Education Society) offers a free kit of materials promoting adoptions of "The All-American Mutt" and "The All-American Alley Kitten." The materials tell potential pet owners they get the "best of everything" with the mixed breed animals available at their local animal shelter.

The kit includes ready-to-print advertisements in standard sizes for placement in your local newspaper and magazine and in your organization's newsletter. There is an order form for purchasing posters and "All-American Adoption Certificates," along with a list of suggestions for using the material in the kit.

Write HES, 350 South Huntington Ave., Boston, MA 02130.
We are concerned about the financial burden for the community which is forced to pay for the care and almost inevitable destruction of unwanted animals. Much of this expense is required for the feeding and care of those animals during the time they are held for adoption and the killing and disposing of 95% that are not adopted or redeemed. The result is an unconscionable waste of life and a needless drain on public money.

I sent copies of the endorsements to area news media also. I developed a 20-minute talk on animal control and surplus animals and made myself available as a one-person speaker's bureau to the neighborhoods; then I organized a calling committee. When I scheduled a talk before an association, a caller would telephone the membership and urge them to attend.

The time had now come for the council and the community to be exposed to real professionalism in animal control. A special hearing on animal control was called for members of the council, officials of the neighborhood associations, the press and other interested persons. I arranged for a panel of experts to come to Ft. Wayne to make presentations on the importance of reduced fee pet sterilization.

The panel included C. Jack Homes, of the Vancouver Branch, British Columbia SPCA**; Dr. Betty Brockman, veterinarian at the Humane Society of Huron Valley clinic in Ann Arbor, MI; and Kathie Flood, animal control expert from The HSUS. Robert Rush, director of animal control for Los Angeles, spoke to the hearing participants by long distance telephone connected to a public address system. All the presentations were excellent and offered this community a completely new concept in animal control.

My goal to improve animal control in Ft. Wayne has been reached in part. Area veterinarians have opened a reduced fee clinic, with the following fees for pet sterilization: female dogs $25-30 (depending on size), female cats $25, male dogs $18, male cats $12. Vaccinations are required before sterilization, which increases the price.

A new animal control bill is being drafted for presentation to the city council. Also, an animal control committee within the neighborhood associations is being organized. This group is discussing reductions of the fees at the clinic, possibly with municipal funding. They also plan to seek further guidance from other communities that have successful spay/neuter programs.

SHELTER SENSE SURVEY

Please take a moment to fill out this 2-page questionnaire and return it to SHELTER SENSE in the envelope provided in this issue. The information will help us develop more articles and features to assist you as you improve animal control programs for your community.

If animal control is the responsibility of another organization or agency, please ask them to complete the survey.

Please return the survey as soon as possible -- the results will appear in a future issue. Thank you!

Your name ___________________________ Your position __________________

Organization __________________________

Address ____________________________________________

Number of people in area your shelter serves ____________

Number of licensed dogs ____________

Your estimate of total number of dogs and cats ____________

SHELTER STATISTICS

Give numbers for the most recent year available; give year (m - male; f - female)

<table>
<thead>
<tr>
<th></th>
<th>turned in</th>
<th>picked up</th>
<th>returned to owners</th>
<th>adopted</th>
<th>bit e cases</th>
<th>euthanized</th>
</tr>
</thead>
<tbody>
<tr>
<td>dogs</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
</tr>
<tr>
<td>pups under 4 mos.</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
</tr>
<tr>
<td>cats</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
<td>m</td>
<td>f</td>
</tr>
<tr>
<td>kittens</td>
<td>m</td>
<td></td>
<td>m</td>
<td></td>
<td></td>
<td>f</td>
</tr>
</tbody>
</table>

SPAY/NEUTER

1. Do you have a spay/neuter clinic or program? clinic _______ program _______
2. If not, is either available through another agency in your area? yes _____ no _____
3. If not, is a clinic or program being planned? yes _____ no _____

* Los Angeles Animal Control reduced the number of animals destroyed at city shelters from 111,000 in 1970-71 to 69,419 in 1977-78 with a comprehensive program of city-sponsored spay/neuter clinics, public education and strict law enforcement. For information, write City of Los Angeles, Department of Animal Regulation, 111 East First St., Los Angeles, CA 90012.

** See June 1978 SHELTER SENSE for information on the Vancouver spay/neuter program. The address is Vancouver Regional Branch, British Columbia Society for the Prevention of Cruelty to Animals, 1205 E. 7th Ave., Vancouver, B.C., Canada V5T 1R1.
ADOPTION POLICIES

1. Do you require sterilization of adopted animals?  yes ____ no ____
2. Is there a sterilization requirement in the animal control ordinance?  yes ____ no ____
3. Explain the provisions of the requirement: ______________________________________________________
4. What are the adoption fees? (dog, cat, neutered, fertile) ____________________________________________
5. Do you follow up adoptions? letter ____ phone ____ visit ____ none ____

LICENSING - OWNERSHIP

1. Are dog owners fined for letting pets run loose?  yes ____ no ____
2. What amount? $ ______ What are the fines for repeated offenses? ______
3. Does your community license by mail?  yes ____ no ____
4. Are licenses checked door-to-door?  yes ____ no ____
5. Are cats licensed?  yes ____ no ____
6. What are the license fees?  male dog $ ______ female dog $ ______ male cat $ ______ female cat $ ______

CRUELTY INVESTIGATIONS

Give numbers for the most recent year available; give year ______
Complaints processed ______ Court cases ______ Convictions ______
Cases resolved out of court ______ Unresolved cases ______

EUTHANASIA

What method of euthanasia do you use?
Injection: type of drug ______ who administers? ______
Carbon Monoxide: gasoline engine ______ truck ______ bottled ______
High altitude decompression: age of chamber ______
Other: specify ______

THANK YOU FOR YOUR COOPERATION!

SHelter SEnSE reproducible

A continuing feature to provide animal control agencies and humane societies with material that will help educate the public on community animal control and responsible pet ownership.

EASTER PETS?
WATCH OUT!

Those cute little bunnies, chicks and ducks you’re thinking of buying can mean trouble:
• they can carry disease—salmonella is a real danger to your child!
• they are frail and can easily be injured or killed by children too young to know better—a tragedy for your family!
• they require a special diet and carefully controlled temperatures—a real responsibility!
• they grow up!—when they’re no longer adorable babies, you will face the painful decision of what to do with them!

And their sale as individual pets is illegal in 25 states and many cities. PREVENT CRUELTY TO BABY ANIMALS—buy a cuddly stuffed animal toy for your special child this Easter!

Prepared by The Humane Society of the United States for animal welfare groups and animal control agencies.
The first full week in May (this year, May 6-12) is generally observed as "Be Kind to Animals" Week, and it gives humane societies and animal control agencies an opportunity to reach the public with important messages.

Using press releases, posters, public service announcements and other methods, you can remind your community of these important points:

- Being kind to your pets includes having them properly licensed and under control at all times to prevent their being lost or injured by vehicles. It means protecting your pet from disease with current and proper inoculations.
- Be kind to your neighbors by keeping your pet from being a neighborhood nuisance.
- Spring animal births remind us of the need to control the pet population -- have your pet sterilized!
- Animal lovers in the community can be of help to the local humane society at this busy time of year by sending a check or donating cat and dog food, bedding supplies and other items.
- The local animal shelter has a variety of attractive and healthy animals for qualified persons interested in adopting pets.

We've emphasized the importance of public education many times in these pages. When a public event comes along that has a direct relation to animal sheltering and control, it is in your best interests to take the opportunity to educate people.

Let your community know that being kind to animals doesn't end with giving the neighbor's dog a pat on the head -- it means everyone in the community doing his or her part in controlling the dog and cat population and providing all animals with responsible homes.

Humaneness isn't just sentimentality -- sometimes it's plain common sense.