**CAMPAIGNS**

"Be a P.A.L." Winners Named

Pet-overpopulation programs flourish

B e a P.A.L.—Prevent A Litter—The HSUS's most ambitious and comprehensive pet-overpopulation campaign to date—concluded 1988 with the judging for its "Be a P.A.L." awards pro-
gram (see the Winter 1988 HSUS News). This incentive program was open to all in-
dividuals, humane groups, and municipal and nonprofit animal shelters that developed
unique, effective programs to combat pet-overpopulation at the community level.

We were repeatedly struck by the spirit of cooperation seen in people working
together to provide solutions to the problems of pet overpopulation. Not only humane
organizations but also members of the general public—students, Girl Scouts, mayors,
councilmen and women, media, and senior citizens—became involved in all-out efforts
to promote responsible pet ownership. One community passed a spay/neuter ordinance
in a collective decision to ensure a better life for its animals. Others undertook cooper-
eative efforts with veterinarians: many entries

reported that local veterinarians offered
reduced fees for spay/neuter surgeries, and
many actually helped promote April as
"Prevent A Litter" Month.

This brochure is part of the campaign for
the Alliance for Pet Population Control in the San Francisco area.

The individual award goes to Joy Gold-
schmidt of Los Angeles, California. Ms. Goldschmidt formed the Cassidy Foun-
dation for the Alliance for Pet Population Control in the San Francisco area.

**UP FRONT**

"Sex education isn't just for people.

Get your pet fixed for life.

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**DIVISION REPORTS**

**A THOUSAND ADOPTIONS**

The National Association for the Advance-
ment of Humane Education (NAAHE)'s Adopt-A-Teacher pro-
gram got a tremendous boost from the Michi-
gan Humane Society (MHS) when it became
the first organization to "adopt" one thousand teachers. The
Adopt-A-Teacher program en-
ables individuals and humane
agencies to provide classroom
teachers with humane-education
materials every month during
the school year. Each
adopted teacher receives a Kids
Club packet, complete with
student identification cards and
materials to help turn the class-
room into a KIND Club. In ad-
dition, each adopted teacher
receives a year's subscription to
Children & Animals magazine and
Kind News, the official children's newspaper of the
KIND Club. Kind News is
published in bundles of thirty-
four copies.

Individuals or organizations
that participate in the Adopt-A-
Teacher program may adopt
any number of teachers they
wish. Each adoption costs
$17.95. When organizations
adopt one thousand or more
teachers, they receive a special
benefit: their name and address
are printed on the front page of
each copy of Kind News and
may reach up to thirty-four
thousand homes. In this way, humane organizations receive
publicity while expanding their
human-education programs.

As David Wills, MHS ex-
educative director, explains, "Through Adopt-A-Teacher, we
know that one thousand
classrooms are going to have
continual reinforcement of humane values on a daily basis.
No visiting humane-education
specialist, no matter how effi-
cient, could reach that many
classrooms so consistently. I
would strongly urge other shel-
ters and humane societies to
participate in the Adopt-A-
Teacher program."

For more information on the
Adopt-A-Teacher program,
contact NAAHE, PO Box 362,
East Haddam, CT 06423.