Items...

This issue's Items show the many ways in which animal organizations are making progress by practicing good public relations... serving and informing the public in creative ways.

Bumper stickers, doorknob cards and other small items with your organization name can be real attention-getters for you to hand out to the public. Barbara LaBuda of the New York State Humane Association, Inc., recommends Dutchess House (315 New Hackensack Rd., Poughkeepsie, NY 12603; telephone 914-462-0560) as a good source for these items.

Sonoma County Animal Regulation (2555 Mendocino Ave., Santa Rosa, CA 95401) is cooperating with the 4-H Dog Care and Training Section to purchase a filmstrip program on careers in animal welfare for use in the county school system. This is the first step in a continuing program of career information.

The department also has programs on responsible pet ownership, animal regulation, animal bites, rabies control and pet overpopulation, available free of charge to any interested group of citizens.

Continued on next page
Animal-Kind, Inc. (1627 Main St., Kansas City, MO 64108) gives certificates of appreciation for humane acts...fire fighters rescuing animals, cities passing improved ordinances and media publicizing animal welfare issues. President Suzy Brown reports that in addition to encouraging humane efforts in the community, the certificates also demonstrate that "we're as ready to praise as we are to criticize."

People who are not impressed by much else may be impressed by "gee whiz" statistics. Animal Care and Education Center (Box 64, Rancho Santa Fe, CA 92067) explained in its newsletter that a city block with 30 people, four dogs and four cats today could in five years time have 30 people, 888 dogs and 2664 cats with uncontrolled breeding by the animals.

The Pennsylvania SPCA (350 East Erie Ave., Philadelphia, PA 19134) holds a Mother's Day Neutering Program. They offer free spaying to any female cat or dog whose litter is delivered to the shelter the week following Mother's Day. Many female cats get to stay in their homes this way where they might have been given away otherwise.

The Williams Co. Humane Society (Box 14, Montpelier, OH 43543) has a weekly column titled "Humane Happenings" in the local newspaper. The column carries information on local cruelty cases, education programs, pet care, sources for help with animal problems, and details on laws concerning animals. In one issue, the society printed a copy of the county citation ticket to familiarize residents with it.

Photos: page 15.

HSUS Director of Animal Sheltering and Control ............ Phyllis Wright
Sacramento SPCA (2117 Front St., Sacramento, CA 95818) has a telephone "hotline" for lost and found pets, available 24 hours a day. Indianapolis Humane Society (7929 N. Michigan Rd., Indianapolis, IN 46268) has had a "hotline" available to put pet owners in touch with veterinarians who offer reduced fee sterilization surgeries - their hotline telephone number was advertised on billboards.

The vaccine Parvocide was developed by Dellem Laboratories, Inc., of Omaha (see April 1980 SHELTER SENSE), and the US Department of Agriculture has given approval to Froma Laboratories of Grafton, Wisconsin, to manufacture the same kind of vaccine. Dellem says its product gives immunity for one year, although this has been questioned by some authorities. A researcher at Cornell University's College of Veterinary Medicine has developed a vaccine that gives longer immunity. Plans are to have this vaccine on the market in less than a year, pending government approval.

Because canine parvovirus is similar to feline panleukopenia virus, the feline vaccines have been widely used when the canine vaccine has not been available. The University of Pennsylvania School of Veterinary Medicine has used modified-live feline panleukopenia vaccines, but Cornell reports says that the feline vaccines do not immunize all dogs. Further, the feline vaccines have not been approved by the federal government for use in dogs. There have been shortages of the feline vaccine because of the new demand for its use in dogs.

Update on parvovirus

Parvoviral enteritis has received increasing public attention in the last several months, with cases reported throughout the country and media coverage in communities of all sizes. Backlogs in orders for the vaccine plus a great deal of misunderstanding about the disease has created additional concern among pet owners. One frightened dog owner said she had been told that her dog could catch the disease simply by breathing the air outside her home.

Authorities at the University of Pennsylvania School of Veterinary Medicine tell HSUS that they believe the press has exaggerated the problem and caused unnecessary fears. The disease is new, and it can be fatal - but a vaccine is available (although backordered in some places), dogs that get the disease can overcome it with supportive care, and the disease can be avoided with reasonable caution.

There is reason for shelters to be cautious because the virus is powerful. Also, as one Cornell report put it, "Canine parvovirus is here to stay." Effective sanitation procedures and isolation of possibly affected dogs are essential.
A cough by any other name...

Diagnosis of parvovirus has proved difficult because the symptoms can vary widely from dog to dog and are similar to the symptoms caused by other agents - one of these is coronavirus, which has been around longer than parvovirus but became widely recognized in the late seventies. Both these viruses cause enteritis by attacking the intestinal lining. (Enteritis is inflammation of the intestine and stomach.) Symptoms of parvoviral enteritis are vomiting, diarrhea (sometimes bloody), depression and lack of appetite, fever, leukopenia (decrease in the number of white blood cells) and dehydration. However, not all affected dogs have all these signs. Coronavirus causes diarrhea with an orange tint and a particularly offensive odor.

Parvovirus is extremely dangerous for puppies under three months old, causing inflammation of the heart (myocarditis) and rapid death without any warning signs.

Viral enteritis spreads rapidly through a kennel or other particular dog population, differentiating it from some of the other causes of enteritis symptoms. The disease travels through the feces, and the peak of shedding comes while the dog is suffering from the actual symptoms. Dogs may remain infective for two weeks, according to Cornell. The virus survives for several days in the stool.

There is no cure, but recovery is aided by supportive care -- antibiotics to prevent secondary infection, medications to combat diarrhea and vomiting, and fluids to fight dehydration (Cornell suggests "Gatorade"). Minimizing stress also speeds recovery (see "Stress and sickness," SHELTER SENSE, August 1980). Dogs that recover from parvoviral enteritis are immune from further infection.

It's usually called "kennel cough," but it shouldn't be because it can strike shelters, veterinarians' offices, dog shows and even individual pets that come into contact with other dogs.

It is infectious canine tracheobronchitis or canine cough. The most common case is mild and causes a dry, hacking cough, especially after exercise.

Although with proper care the cough normally does not put the dog in any danger, it can lead to such complications as pneumonia. More severe cases of canine cough cause moist, productive cough and may involve loss of appetite, lack of energy, nose and eye discharges and fever.

Canine cough is highly contagious where dogs are in close contact with each other and where they are moving in and out of the facility. There is no cure, but affected dogs should be given supportive care to prevent complications. If possible, the air they breathe should be humidified so it is not dry, and they should get plenty of rest.

According to Dr. Robert L. Stear of Norden Laboratories, affected dogs can also be made more comfortable with a dose of over-the-counter human cough syrup. The syrup will soothe the cough, and some dogs consider it a treat.

Stear advises shelters to isolate immediately any dogs that come in with canine cough and to vaccinate every dog. According to studies published in Purina Kennel News and other sources, pet shops and kennels that have begun vaccination programs have dramatically reduced the incidence of canine cough.

Shelter dogs should be vaccinated against distemper, parainfluenza, canine adenovirus type 2 (the CAV vaccine protects against hepatitis also) and bordetella. Stear says that at least eight different microorganisms have been associated with canine cough but that these vaccines fight the most important causes.

Bordetella is very closely associated with kennel cough; it is a bacteria which lives in the cells of the dog's lung that are responsible for clearing out dust and other debris. This bacteria causes a chronic irritation and cough. Bordetella and CAV 2 vaccines are fairly recent developments.

Bordetella can live in humans, in cats and in other animals. It strikes cats less frequently than dogs, and there is no vaccine for cats. An affected cat should be isolated and given supportive care. Bordetella will clear up on its own and leave the affected animal with an immunity, but this requires a long period of time.

Because canine cough is caused by airborne agents, shelters should ensure that there are frequent exchanges of air in the facility and that air is not moving from one animal area into another. Regular and thorough sanitation procedures are also required.

If every shelter animal is to get a good chance at being adopted, their health needs must be a top priority for you. Also, your shelter must not become the source of diseased animals going out into the community.

Here are the vaccination procedures for puppies and kittens followed by Tompkins County SPCA (1640 Hanshaw Rd., Ithaca, NY 14850), an HSUS-accredited organization.

- All canines six months or younger which may be reclaimed or which may be reclaimed receive feline panleukopenia modified live virus vaccine in the receiving room within two hours of entry and then are held for up to 48 hours to permit the vaccine to take maximum effect. Vaccinated kittens are then moved into the regular cat quarters. Other kittens are placed in the Isolation/Euthanasia Room for euthanasia.

- All canines six months or younger which may be adopted or reclaimed (strays must be held five days) receive DH (distemper, hepatitis, leptospirosis) vaccine within two hours of entry in the receiving room. Young non-strays which appear sick or appear to have little chance for adoption are placed in the Isolation/Euthanasia Room for euthanasia. Older puppies may be held in a dog run until euthanasia time. Any puppies held for two weeks are revaccinated.

New syringes and needles are used for each shot, although the same equipment can be used 3 to 4 times on litter mates. Any animals displaying disease symptoms are isolated and euthanized, unless a legal holding period is required.
Identity crisis solved

More on dog bites

In response to last issue's article on dog bites, Prince William County (VA) Animal Control has sent in their program for handling dog bite cases (14007 Dumfries Rd., Manassas, VA 22110).

Director R. R. Reuschling says his officers find out not only the "who, when and where" of each bite case but also the "why." With this information, the general public as well as new department employees can be educated on how to avoid bites.

"If you don't educate," Reuschling says, "all you are is a dogcatcher." Education efforts help prevent problems in the community.

The county bite analyses for 1979 shows that of 504 animal bites reported, 414 were by dogs, 59 by cats, 18 by wild animals, 5 by rodents and 8 by other animals. There were 381 bites by owned pets compared to only 92 by feral pets. Forty-one victims were bitten by their own pets.

There were 92 victims in the 0-5 age group, 132 victims 5-10 years old, 99 victims 10-17 years old and 181 over 17 years. The bite victims included 308 males and 196 females. Many bites by a provoked dog were the result of teasing by male juveniles.

Reuschling says the higher rate for men is also the result of men holding more of the jobs as meter readers and mail carriers where they must enter property and risk bites by the resident dog.

Reuschling estimates that there may be as many as 10 unreported bites for each one reported. He says pet owners may neglect to report a bite because they do not want their pet quarantined for rabies observation or because the pet is not licensed and vaccinated as required by law. People bitten by a neighbor's pet may not report in order to avoid hard feelings.

However, Reuschling says citizens must be encouraged to report bites to keep rabies from getting any foothold at all in the community and to contribute to the development of information that will prevent bites in the future.

The Fort Wayne Humane Shelter (2225 Dwenger Ave., Fort Wayne, IN 46805) is using a new system that has dramatically reduced animal identification problems.

Each incoming animal gets colored tags attached to its cage to signify its status:

- blue - stray
- green - turned in by owner
- red - quarantined for biting
- black - impounded (includes animals impounded in cases of arrest or eviction and pets abandoned when owners leave their homes)
- white - owner requested euthanasia for pet
- gold - animal should be checked by veterinarian
- red with special lettering - animal has specific fears or other traits that affect adoption

Each animal also has a kennel card attached to its cage giving further details on its care and handling. Tags and card must go with the animal each time it is moved.

Director Chris Robinson reports that the new system "takes half the worry and half the time out of identification of animals."

A technician checks daily to make sure the tags, kennel cards and office records are in agreement.

The shelter also records all information about the animals; for example, a pet coming in because the owner has been arrested for housing or health code violations should not be returned to the owner until that person can provide a proper home. In such a case, "owner arrested" would not be an adequate record without further details.

The supply of 900 tags in the various colors to implement the new identification program cost the shelter about $200.

The Cleveland Daily Banner of Cleveland, TN, published a lengthy story on Animal Shelter Director Brenda Elder as a result of several developments. Elder was promoted from an assistant to director, the shelter was transferred from the sanitation department to the police department, and the city launched a new program of enforcement of the dog tag requirement.

In May, Elder completed the 100-hour Animal Control Certification Program at the Animal Control Academy, a project of The HSUS and the University of Alabama at Tuscaloosa. Elder's board and tuition were paid for by the local humane group, the Cleveland/Bradley Humane Society. Her attendance at the Academy was mentioned prominently in the article.

The coverage of Elder and her new programs for animal welfare demonstrate that when people in the animal care and control field seek out training opportunities and begin to think of themselves as professionals, the community will respond with greater respect for their programs.

The Foundation for Public Relations Research and Education offers six booklets on public relations for non-profit organizations. The guidelines and suggestions are concise and very readable and will be helpful to both small and large organizations and agencies.

The booklets help clarify the difference between public relations (everything an organization does that effects the public's attitude) and publicity (specific techniques for informing the public). They also point out that an organization seeking favorable coverage from the media must also be prepared for public scrutiny of all its operations.

The booklets are $3 each or $14.40 for the complete set; quantity prices are available. The titles are:

- Planning and Setting Objectives
- Working with Volunteers
- Making the Most of Special Events
- Using Publicity to Best Advantage
- Measuring Potential and Evaluating Results
- Using Standards to Strengthen Public Relations

You can send your payment to the Foundation at Suite 1006, 575 Madison Ave., New York, NY 10022 (a free descriptive brochure is also available).

Pocket Pal is a handy little book that will tell you everything you need to know about printing, typesetting and copy preparation. For one copy, send $3 to International Paper Company, Pocket Pal Book, PO Box 100, Church St. Sta., New York, NY 10006.
effort to speak before community groups to explain how pet owners themselves make euthanasia of surplus pets necessary, encouraging shelter workers to have hobbies that will help relax them, and sending euthanasia technicians to meetings and training sessions to put them in regular contact with a supportive group for continuing communication.

Shelter directors and supervisors need to include these kinds of programs in the regular work schedule. Staff members who euthanize need this consideration in order to do a good job in the euthanasia room and to cope with it in a healthy way.


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Solardyne says the system was carefully designed to look like part of the building and not like an "add-on."

The Portsmouth (VA) Humane Society is building a new shelter that uses passive solar heating -- that is, the building is designed and constructed to use sunlight as efficiently as possible without motors or pumps, the way a vehicle absorbs and holds heat on a sunny day.

Portsmouth architect Mike Service says the solar design adds about 5% to the cost of the building but will reduce energy cost by up to 90% in the future.

The building has the maximum possible window surface facing south and is being built with masonry to hold the heat. Insulated window covers will be lowered at night to prevent heat from escaping. Service says one full day of sunlight in January will provide the shelter with enough heat for three days.

In the summer, vents low in the walls will be opened to let in cool air; landscaping around the building will reduce the temperature of that incoming air by up to 15%. Open vents near the ceiling will allow the rising hot air to escape.

The shelter will have fans and a heat pump available for extreme conditions. Also, a 120 gallon water tank with a south-facing window will provide warm water for bathing the animals.

For more information on solar power, contact: National Solar Heating and Cooling Information Center - call toll-free 800-523-2929 (in Pennsylvania, 800-462-4983) or write National Solar Heating and Cooling Information Center, 600 East Office Drive, College Park, MD 20740.

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Continued on next page
Materials

The US Department of Agriculture makes the two information services below available to people working with animals. Write the Animal Care Staff, Animal and Plant Health Inspection Service, US Department of Agriculture, Room 703, Federal Building, Hyattsville, MD 20782, to request them:

- The Department will send you a list of dog tattoo registries compiled and supplied to them by the Montgomery County (MD) Animal Rescue League. Specify that you want the "dog tattoo registry." The Department will add your name to a mailing list to receive free of charge all press releases, notices on new animal regulations (such as care requirements in shipment of animals) and other materials they issue. Specify whether you wish to receive "animal welfare" or "horse protection" materials or both.

- The HSUS Wildlife Department is preparing a handbook that will guide you in evaluating captive animal facilities and bringing about their improvement -- from the major municipal zoo to the caged bear at the service station. If you have specific problems or questions that you think should be addressed in this handbook, send them to Sue Pressman, HSUS Wildlife Department, 2100 L St., NW, Washington, DC 20037. When the handbook is published, ordering information will be announced in SHELTER SENSE.

Last issue, SHELTER SENSE mentioned the availability of a reflecting pet ID tag that could be purchased in quantity and resold as a fund raiser. Reflex Corporation has provided a photo of the tag. For complete information, write Reflex Corporation, PO Box 1603, Carlsbad, CA 92008.

Posters reprinted

The four 8½" x 11" posters printed in the April 1980 SHELTER SENSE are now available on glossy sheets for $1.50 for the set of four. Make your check payable to HSUS, and send it to HSUS, 2100 L St., NW, Washington, DC 20037.

Pamline (E. E. Rockey and Company) is offering a compact pressure washer designed for animal kennels, which sprays at 600 pounds per square inch pumping 1.6 gallons of fluid per minute. The price is $381, freight collect. If you decide you're not satisfied within ten days, ship the unit back and Pamline will return your money.

For further details on the product and service, write Pamline, E. E. Rockey and Company, 378 Chelsea St., Paramus, NJ 07652 or call (201) 262-1077.

The Toronto Humane Society has produced a full color slide show on spay and neuter surgeries. The slides show the actual operations step by step. The script, which can be modified with local information for use in your community, explains the operations thoroughly but simply.

For a set of the slides and a copy of the script, send $50 to Information and Education, Toronto Humane Society, 11 Wellesley St. West, Toronto, Ontario, Canada M4Y 1E9.

Shelter plans, records, citizen contact letters, procedure guidelines, ordinances, educational exhibits and budgets -- these are some of the topics covered in "Animal Control in Oak Ridge, Tennessee" by James D. Harless. The book offers suggestions for other communities to adapt to their problems.

Copies of Harless's book are $5 each from Municipal Technical Advisory Service, University of Tennessee, Knoxville, TN 37916 - make checks payable to University of Tennessee.

Solar Heating, PO Box 1607, Rockville, MD 20850 - this office is part of the Department of Energy; they will send you a directory of free materials including information on grants available for solar projects.


Solaradyne, Inc., 8736 Production Ave., San Diego, CA 92121; telephone (714) 566-9570.

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New preexposure rabies vaccine

The Food and Drug Administration has licensed a new rabies vaccine which protects the person who may have been exposed to rabies after only five injections. Persons at high risk of being bitten by rabid animals can take a preexposure dose in three separate injections over several weeks. If they are bitten, only two additional shots are required.

City and county animal shelters, government health departments, public hospitals and other public institutions can purchase the vaccine directly from the American distributor, Merieux Institute in Miami (the vaccine is made in France). Private shelters and other private organizations must purchase the vaccine through a public facility, because of a patent question which is still being resolved. Every state health department has a supply on hand.

For complete information, write Merieux Institute, 15960 NW 15th Ave., Miami, FL 33169.

The Animal Control Academy will hold its 100-hour Animal Control Certification Program October 25 - November 1, 1980. The tuition is $224 plus food and lodging ($20 -30 per day).

The 100-hour program has also been scheduled for February, May, September and November in 1981. Complete schedules and further details are available from the Academy at 4831 Springhill Dr., Tuscaloosa, AL 35405, telephone (205) 553-8665.

The Academy is a joint program of The HSUS and the University of Alabama.

Two good efforts

The Cleveland/Bradley (TN) Humane Society, Inc., reports earnings of more than $600 by selling portrait photographs in a program with Majestic Color Studios, Inc.

Majestic has several plans available, including one for Christmas cards. The Cleveland/Bradley group sold certificates for $7.95 which could be redeemed for an 11 x 14 inch color family portrait. The photographer is sent by Majestic when a sufficient number of certificates has been sold. The society kept $1 of each certificate. In other Majestic plans, the group keeps up to $5 per certificate, depending on the price of the photo offer. If the group sells more than 100 certificates, Majestic gives them a bonus.

Society President Janey Sorrells says that "a hundred families sounds like a lot, but you sell the certificates to the entire community. We put up posters and set up booths at shopping malls. Majestic sends you everything you need to have a successful program." The society had 20 active members working on the project.

For complete details on the programs available, call Majestic toll-free at 800-251-6448 (in Tennessee, 800-572-7245) or write Cleveland/Bradley Humane Society, Inc., at Rt. 3, Box 610, Cleveland, TN 37311.

A local Chevrolet dealership provides two new animal rescue vehicles each year to the Humane Society of Kent County (Box 1763, Grand Rapids, MI 49501).

Berger Chevrolet in Grand Rapids permits the society to "lease" a Blazer and an El Camino without any leasing charge, buys the license plates and performs all maintenance and repairs. At the end of a year, the dealership provides new vehicles and takes back the used ones for resale.

The society is responsible for the cost of preparing the vehicles for resale, and the dealership can deduct any financial loss from its tax liability.

This arrangement began five years ago when the society launched a fund drive to buy a new vehicle. "Our rescue vehicle, an old van, was literally falling apart," says Director Betsy Pullen. "It was being rescued more often than it was rescuing."

Local television and radio stations and newspapers publicized the society's vehicle fund drive, and an area bank agreed to help collect donations. The dealership came forward with its offer when the campaign publicized the society's needs, and the money collected in the campaign was used for a vehicle equipment and maintenance fund.

WANTED - Veterinarian for spay neuter clinic. Well-equipped and staffed "one-vet" clinic in Oregon's beautiful Willamette Valley. For more information, contact Judy Boles, c/o City of Eugene, PO Box 1967, Eugene, OR 97440 or call (503) 687-5024.

WANTED - Executive director for Bennington County Humane Society, VT. We require a person experienced in all phases of humane work from public relations through shelter management. Salary negotiable. Send resume to David Mcm. Wohlsen, President, Bennington County Humane Society, 259 Union St., Bennington, VT 05201.

WANTED - Executive director for Humane Society of Huron Valley, MI. HSUS-accredited society, in active educational and cultural community. Director has total responsibility for management of society, education, kennel, investigations, spay neuter clinic, and operations. Serves as spokesperson, fund raiser and negotiator with local governmental units. Salary depends on qualifications and experience.

ALSO SEEKING CRUELTY INVESTIGATOR - Requires experience in animal welfare and law enforcement procedures. Will organize and direct investigations.

Send application letter and resume for either position above to Dr. Paul Kwik, President, Humane Society of Huron Valley, 3100 Cherryhill Road, Ann Arbor, MI 48105.

POSITION WANTED - To manage and direct activities and policies of a shelter. Must have direct contact with animals. Do not want desk job. Would like daily contact with all personnel, animals, adopters, etc. Interested in spay neuter programs, education, community work, cruelty investigation. Have excellent references, and believe in what I'm doing. Contact Sandra L. Isaacs, 1027 Berger Road, Cherry Hill, NJ 08002.

continued on next page
In a case like something out of a movie show drama, a Virginia man who had terrorized his community for years with acts of cruelty to animals and threats of harm to citizens has finally been convicted of maliciously killing a dog and has been ordered to spend a year at a federal mental rehabilitation center.

The charges were filed by the Southside SPCA in Nottaway County, and legal assistance was provided by the Virginia Federation of Humane Societies, Inc.

Mabel Dodson, a local humanitarian who was instrumental in the case, told SHELTER SENSE that the young man’s family is prominent and economically powerful in the community and that his frequent reprisal - by the family or by the young man himself.

Dodson said that as soon as the conviction was announced, citizens began calling her with eyewitness accounts of many acts of cruelty that the young man had carried out.

His conviction was finally brought about when he killed the dog outside his own county and on the property of the federal installation, Fort Pickett, where he was employed. He cut off the dog’s ear and tail and killed it, forcing some other young men to turn it over to Nottoway County authorities but no action was taken.

However, the county in which the crime was committed, Brunswick Co., did take up the case. Authorities at Fort Pickett also expressed a willingness to file charges if no other action was taken. There were eyewitnesses, but they did not have the opportunity to testify because the young man pleaded guilty.

Dodson comments that he and his lawyer apparently realized there was too much evidence against them.

The young man was ordered to pay $100 to the dog owner, who, according to Dodson, was also afraid to prosecute for fear the young man would harm her. At the end of his 12-month confinement, he will be evaluated by the facility to determine if further treatment is necessary.

Animal torturer finally convicted

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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.

Which One Doesn’t Belong?

Which element in this picture shouldn’t be there?...the answer is THE PUPPY.

As much fun as a new pet at Christmas might seem, don’t bring a new pet into your home at the holidays.

New pets need time to adjust to your home in peace and quiet. They need extra care, attention and training at first, and you won’t have time around the holidays.

Plus...new pets (and old ones, too) can eat tinsel and ribbon and chew electric cords...which could end in serious illness or death.

For everybody’s sake, wait until after the holidays to bring your new pet home.

Prepared by The Humane Society of the United States for animal welfare groups and animal control agencies.

The message above can’t be clipped out and reproduced in quantity by your local printer for you to distribute at schools, shopping centers, libraries and other community locations. Remember to add your organization’s name, address, and telephone number in the space by typing, typesetting or affixing your group letterhead. You can also purchase advertising space in your local newspapers for the reproducible or use it in your organization’s newsletter or magazine.
The recent spread of canine parvovirus and the accompanying public interest and concern illustrates the need for animal shelters to become the source of information for the community on all animal problems - and not the source for diseased animals!

Newspapers and radio and television stations in small and large communities alike have covered the new disease - sometimes accurately and sometimes not. One of the major television networks has contacted HSUS on a story to air nationally, and more press coverage follows the new developments.

Some headline writers use the term "killer disease" and describe parvovirus as a national epidemic. This coverage does demonstrate the need for every animal agency and organization to be fully informed on all new issues.

From the reporter at the major newspaper to the individual pet owner, everyone looks for a reliable information source when new problems come up - your shelter will be the logical choice and you will need to respond by having facts and suggestions available. Also, you will be helping your own programs along by demonstrating that you are a responsible and knowledgeable agency.

The newsletters we receive from your organizations indicate that many of you have already taken the lead in reporting on parvovirus. We first talked about the disease in the April 1980 issue of SHELTER SENSE, when the first reports of outbreaks at shelters came in. We will always do our best to keep you up to date on developments in the animal care and control field. You can help us and help your fellow professionals by letting us know about topics you think should be explored in our publications.

The overall goal must be to keep fully informed, to have the most accurate information from the best possible sources, to dispel rumor and give useful suggestions -- to be able to answer the questions, whether they come from a tv reporter or a concerned pet owner.

In addition to meeting a current need this way, you will also build up goodwill and trust in the community. That community respect will help you reach your own goals of responsible and humane animal care and control.