

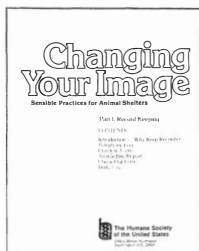
Spay/neuter week successful

Spay-Neuter Week efforts included distributing eye-catching flyers.



Metropolitan Animal
Welfare Committee

Change your image by videotape



Fourteen animal welfare groups and government agencies in the Washington, D.C., area cooperated in Spay-Neuter Week 1978, March 26-April 1.

This approach to encouraging animal sterilization can be adapted to other communities, with possible expansion to a month-long effort.

The coalition developed a publicity campaign urging pet owners to have their animals sterilized, and the effort resulted in a three-fold increase in phone inquiries to the major reduced fee spay/neuter programs in the area. Veterinarians reportedly experienced a similar increase in surgery requests. Inquiries came in long after the week was over.

Project chairman Jerry Southern of United Humanitarians, Inc. (Washington Branch), said that each sponsor group contributed \$25 (with some extra individual contributions), and that amount more than paid for printing and distribution of flyers and news releases. Friends of Montgomery County (Md.) Animals, Inc. purchased quarter-page advertisements in The Washington Post and The Washington Star. Spay-Neuter Week was also featured twice on local television news.

The materials gave the phone numbers of United Humanitarians, Inc., and Spay, Inc. -- callers were then referred to a reduced fee spay/neuter program in their area. Southern said a survey had been conducted to gather up-to-date information on area programs.

Southern predicts that Spay/Neuter Week will become an annual event. He recommends that organizations interested in such a program begin planning six months in advance and that the duties of all participants be clearly defined.

He believes the Washington effort was successful in motivating people who knew of the need for pet sterilization but had simply been procrastinating. ■

Virginia Polytechnic Institute and The Humane Society of the United States have produced a three-part series of videotape programs on animal shelter management.

The series is called Changing Your Image, and each videotape is 15 minutes long.

Part I - Record Keeping - explains the necessity of keeping accurate records of shelter functions. Sample forms are provided.

Part II - Sanitation and Cleaning - demonstrates the most effective methods for shelter cleaning. It was taped at the Fairfax County (Va.) Animal Shelter.

Part III - Field Services - stresses the importance of professionalism and proper technique in animal handling and pickup.

The videotapes feature Phyllis Wright, HSUS director of animal sheltering and control. The series is believed to be the first use of video technology for training animal shelter personnel.

For further information, write SHELTER SENSE, HSUS, 2100 L St., N.W., Washington, D.C. 20037. ■