



# humane education happenings

The Humane Society of the United States

West Coast Regional Office

1713 J Street, #4 · Sacramento, California 95814

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## A WHALE OF A RESPONSE

Thank you for the flood of mail reacting favorably to the first issue of HEH. We have punched the newsletter so that you can keep them in a notebook - an idea from Salt Lake City.

## THE BEST THINGS IN LIFE ARE FREE...

...or almost. To help local societies distribute more information inexpensively, HSUS has designed a new series of 8 cards, which can be used as handouts, self-mailers, or as copy for newspaper ads. Printed on heavy stock 4x9 1/4 you can add your imprint on the reverse side. There is one topic to each card, such as: "Dogs in Hot Cars," "Trapping," "Surplus Animals," "Pet Responsibility." Any humane society that writes on their letterhead will be given the first 100 copies of each type of card free. After that (in 100 quantity orders) they will be 1¢ each. Organizations will receive this special price. Individuals will pay \$5. per 100. Send us your name if you want a sample packet.

## TOURING WITH TOWSER

A directory of hotels & motels that accommodate guests with dogs. 50¢ from Gaines Dog Center, 250 North Street, White Plains, NY 10625

## HUMANE EDUCATION ON THE TUBE

Rosie Rodriguez, Animal Welfare Association, 181 O'Farrell, San Francisco, CA is premiering a new TV series dedicated completely to humane education. Rudy Vallee has even given permission to use his song "Be Kind" as her theme. If you know of celebrities that will come on the program, contact Rosie.

## WANT BETTER PHOTOS?

Whether you shoot instamatic, poleroid or 35mm there is something for every shutterbug in this new photography series of "How To" books. Petersens Photographic Books, 8490 Sunset, Los Angeles, CA will send you a list of the 22 volumes in this series. They are \$2. to \$3.95 each. Of particular value is the one titled "Equipment Buyers Guide."

## WHAT IS HUMANE EDUCATION?

We are reprinting an article that was run in KIND. "What is Humane Education?" We think the comments about what HE is NOT are just as important. We would like to have your reaction to this piece and perhaps some ideas of what you think humane education should be. (See reverse side)

## WHAT IS HUMANE EDUCATION?

What? Another passing fancy to slip into the curriculum? A whole new set of buzz words to remember?

No! Humane education is not another subject. Humane education is not a new set of axioms. Humane education is simply what many of you have been doing all along--adding a touch of common sense to your curriculum.

HUMANE EDUCATION SHOULD NOT BE...

- ...Just a visit to the local animal shelter to view the homeless animals.
- ...A once a month discussion about the "cruel world."
- ...The parroting of a series of glib statements about the "value of life."
- ...A witch hunt for the animal abusers of the world."
- ...Thought of as a panacea whose implementation in the schools of America will solve all animal-related problems.
- ...Just a system of moral training whose objective is to help "other" animals lead happier, healthier lives.

HUMANE EDUCATION SHOULD BE...

- ...For people, as well as animals. It is a plan for a lifestyle that abhors all cruelty, exploitation, and needless suffering on the part of all animals, including humans.
- ...Designed to help people appreciate and understand their roles and the roles of the "other" animals in the web of life.
- ...A moral and ethical influence that creates balance in the never-ending learning process.
- ...Integrated into the entire curriculum wherever appropriate.
- ...Planned, not haphazard.
- ...Approved, not covert.
- ...Positive in its approach.

Humane education should be designed to complement and contribute to the overall goals of all education. If the goal of education can be stated as "a search for effective citizenry," then humane education has a natural role in this search. And if the search is to be successful, the consumers of education must reflect humane attitudes in their dealings with all living organisms.

Humane education must differ from the standard fare in that it should be designed to phase itself out. That's right, as humane educators, it should be our purpose to instill the humane ethic into the mainstream until it becomes an instinct; until people have the natural ability to live out their lives with kindness.

Utopia? Perhaps such a lofty goal for people is impossible, you say. Not so! Look around you. We live in a very generous society. The Red Cross, Goodwill Industries, and other similar groups can testify to the kind instinct in people. And someday young people will look back and wonder why we ever had to teach "kindness."

When that time comes, the citizens of this world will be truly "effective." They will deal with their world in a manner that perpetuates the environment rather than detracts from it.

Written by: Charles Herrmann  
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## SHARING: YOU AND THE ANIMAL WORLD

A series of three multi-media educational programs for elementary level. Each unit contains a 10 minute color sound film-strip, teachers guide, and spirit master book. Units are titled: "Pets," "Wildlife in Your Community," and "Animals of the Forest." All three can be purchased for \$60. or individually @\$22.50 Each. We will loan you our set to preview before purchasing, or purchase direct from: Learning Realities, 10 E. 40th, New York, NY 10016.

### DID YOU KNOW.....

...that the promotion of the Bicentennial Animal Election was super in our West Coast Region? All of you from Teresa Harmon in Boise, Idaho to Virginia Knouse in Seattle, Washington obtained publicity in local papers and gave children the opportunity to vote for their favorite animal. Special bouquets to: Carole Towne, San Diego Zoo, for designing a display at the zoo & printing the materials in their children's magazine "The Koala". Yolo County SPCA for their fair booth and 400 votes. Carolyn Dobervich, Peninsula Humane Society, for winning a prize at San Mateo County Fair for her Bicentennial Animal booth. To Thelma Shipman, Central California SPCA, for seeing that all her Brother Buzz Club members got a chance to vote. To Sacramento SPCA for signing up more than 500 teachers interested in humane education at their California State Fair booth.

### ENDANGERED SPECIES.....

...send Sheri Ball, Butte County Humane Society, Box 3555, Chico, CA any good new information you have on endangered species for a program she is putting on in the schools.

## HOW TO TURN YOUR KID ON

TO PHOTOGRAPHY is the title of an article about teaching young children photography by Don Cyr - a teacher who's done it. Gives details for making sungrams with objects found at home. Our office will send you a free reprint upon request.

### NEW HUMANE ED DIRECTORS

Zizi McCollum, Oregon Humane Society, Portland, Oregon. Mary Scriver, Multnomah County Animal Control, Troutdale, Oregon. Pam Lewis, Humane Society of Pomona Valley, Inc., Pomona, California. Put them on your mailing list as all want to share ideas.

### IF YOU DON'T HAVE THE MONEY.....

...but do have the time, why not produce a brochure about the animal services available to residents of your community? Many areas have a confused animal control/humane society situation. Contact the newcomer welcoming service to see if they will carry copies of the brochure in their welcome basket. Attached is a copy of one we did for Sacramento, California. All money to print it was donated by civic groups. Our newcomer welcoming service is distributing it free to every new family that moves into the county.

### HELP FOR VOLUNTEERS.....

...and employees. If you are thinking of doing a handbook for your society, be sure and get a copy of the fine one just done by Ann Velez, Peninsula Humane Society, 1225 Coyote Point Dr., San Mateo, CA. It covers all necessary things employees and volunteers of a society need to know, in an attractive & succinct way. Cover art work was done by Bev Armstrong, Ventura County Humane Society.

A NEW TEACHING KIT.....

...written by Charlotte Zebert for K-6. Charlotte is Humane Ed Director of Pet Assistance. Write her at 5100 Marlin Way, Oxnard, CA for a copy.

BATS NEED LOVE TOO.....

...according to Endangered Species Productions. They have a free paper on bats; a new whale bibliography, \$1.50; and information on wolves. Write 84 Berkeley St., Boston, MA for a list of their publications & films.

FUNDRAISING IDEA

You can now order the 54 page animal coloring books at a special quantity price of 75¢ each (in orders of 100 or more). These can then be resold for \$1.50 or more. They make excellent gifts for children. Grandparents especially will buy them. Supplies are limited. Order now for Christmas money raising and thrift shop sales. KIND, 2100 L St., N.W. Washington, D.C. 20037.

CAT LOVERS ATTENTION!

Two new cat films. "Cat Tale" 16mm, 12 minutes tells what happens when a cat is not properly cared for. "What is a Cat?" 16mm, 12 minutes gives cat care information. They are \$10. each from the Latham Foundation, Latham Square Bldg., Oakland, CA.

BE IN THE KNOW

The National Audubon Society publishes a timely newsletter titled "Audubon Conservation Topics-West" which covers a variety of articles such as endangered species, responsibilities in the field, legislative action, and environmental issues. "A Guide to the Care of Injured Wildlife" by Janet Spencer, Mark Illeman and Steve Reilly is available from the Western Regional Office for \$1.; send your request to 555 Audubon Place, Sacramento, CA 95825.

DON'T WAIT

Send us the names & addresses of anyone you think should be invited to attend our HSUS Humane Education Seminar in Seattle, Washington next spring. It will be geared to both teachers and humane society education workers. Nationally known humane education people will be part of the program.

PLEASE.....

...when requesting the reprints we mentioned send us a postage paid self-addressed envelope.

...send us word of any new resource materials you hear of whether it's books, films, articles, or new groups formed for animal welfare. Our coordinating service needs you to help us so we can help you and you and you.

**BE KIND TO ALL ANIMALS**



even people!

*Charly*  
Charlene Drennon  
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West Coast Region