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:

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 on page 2
I gave her about three weeks to consider the material and then called to ask what she thought of the program. She 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 attractive 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 sanitation and safety 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:

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HSUS Director of Animal Sheltering and Control Phyllis Wright, Editor, SHELTER SENSE Susan Bury Stauffer

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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."

Bringing older people together with pets benefits both in a program co-sponsored by the American Humane Education Society (AHES) and the Junior League of Boston.

For three years, the two groups have been placing pets in rest homes, adding a dimension to the residents' lives and providing good homes for the animals.

The Junior League makes the initial telephone contact with the nursing homes and meets with the administrator. If the first meeting is favorable, AHES representatives then visit the nursing home to show slides on pet ownership. They take a pet along to observe the reactions of the elderly people to an animal.

AHES Director Judith Star says it is important "that the residents and the administrators...be made aware of potential problems and natural inconvenience of owning a pet. Many people who have had little experience with animals think they are made of plastic. If the people involved in the program are not enthusiastic and well-prepared, the animal will be returned and the program will be discredited."

If the meeting is successful, AHES then selects from the Massachusetts SPCA animal shelters a medium-size short hair dog, at least two years old, housebroken and generally quiet. It is observed for a few days, then health-checked and bathed. Then it is "adopted" by the nursing home administrator, who takes responsibility for the animal, and taken to its new home. Star observes that "most dogs can sense the frailties of older people and they instinctively become gentle with them. On the whole, this has been a most worthwhile program for everyone concerned."

For further details on starting a pet placement program, write American Humane Education Society, 350 S. Huntington Ave., Boston, MA 02130. For a list of publications on pet therapy and organizations with programs, write SHELTER SENSE, 2100 L St., NW, Washington, DC 20037.
State releasing numbers of animals destroyed

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 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.

A workshop for animal control professionals 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 or a stretcher.

An injured animal, like an injured person, will naturally react to pain by trying to escape. You must immobilize and calm an injured animal, and a collar put on to secure it. A blanket can help immobilize and calm an injured animal, and a collar put on to secure it. A blanket can help immobilize and calm an injured animal, and a collar put on to secure it.

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.
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 eyewitness 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 learn to recognize when a case can be prosecuted. There must be adequate evidence; when an animal is killed, an autopsy may be needed to determine the exact cause of death.

He points to a recent case in Orlando where a driver looked in her rear view mirror and saw the driver behind her swerve to hit ducks near the road. A third driver saw the incident and even got the license number of the car. However, the case could not be prosecuted because no one had stopped to check the condition of the ducks.

Myers says law officers may consider other types of cases more important than animal cruelty, but they will cooperate if they know someone in the community is interested. "Law officials will treat humane people like anybody else if you know what you're doing," he says. He assists law officers in such ways as providing information (state law authorizes him to conduct investigations) and transporting witnesses.

He recommends that each society select one person to handle cruelty cases, so that one individual can get to know local officials, but cautions against "making a nuisance of yourself." He also mentions the importance of good state law; in Florida, for example, animals can be taken into protective custody.

Myers, who with OHS humane investigator Mike Pasnak handles about 100 investigations a month, says the humane investigator should develop "calloused compassion. You can lose yourself to emotion...you must learn to look objectively at the case."

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."
Model manual available

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."

Hot Springs Animal Control

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.

The courtesy warning states in part: "It is unlawful to let your dog run at large within the City of Hot Springs. Dog must be kept confined on a leash, or within an enclosure on the premises of the owner...This warning has been recorded at the Animal Control Office. Any other violation will result in a summons to appear in Court...We ask for your cooperation in this matter with the hope that Hot Springs can be made a more pleasant place to live for both the people and their pets."

On the second violation, the owner receives a summons to appear in court. The department has a solid case at this point because of the courtesy warning, and stiff fines are generally imposed.
- 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.

City efforts prove successful

Radio PSA's (public service announcements)

Tompkins County SPCA, Ithaca, NY, reports that giving free items to the public brings returns in goodwill and money donations, too.

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 situation too."

"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., 212 York St., Newport, KY 41072.

The SPCA officers also 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.

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 air 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.

The 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.

Continued on page 10
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:

10-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).”

Get the best of everything. Adopt a mutt.

20,000th surgery -- The Scully Spay and Neuter Clinic of the Kent Animal Shelter, Calverton, NY, reached a new goal recently with its 20,000th surgery. Mandarin the cat shared honors with the 20,001st patient, Duchess, shown above with her owner (center) and clinic staffers Virginia Smith and Donna Clark. 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.

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.

Two free pamphlets are available from The Suncoast Seabird Sanctuary, Inc., 18328 Gulf Boulevard, Indian Shores, FL 33785. They are "Help for Hooked Birds" with techniques on caring for birds caught by fish hooks and lines, and "The Care and Feeding of Orphan Song and Garden Birds." Please send a stamped, pre-addressed business-size envelope for either or both of these publications; larger quantities for organizations are available. (The February 1979 SHELTER SENSE features an article on handling of wildlife by Sue Pressman, HSUS Director of Wildlife Protection.)

AVMA (American Veterinary Medical Association) offers five short brochures in easy-to-understand language on canine heartworm, canine distemper, rabies, external parasites (fleas, ticks, lice, manges, ear mites) and travel with the family pet. For complete information, write AVMA, 950 N. Meacham Rd., Schaumburg, IL 60196.

"Ten Golden Rules for You and Your Pet" is a full color poster available free from Kal Kan, Inc. The 34½" x 22½" poster illustrates rules such as "know your local leash and licensing laws" and "plan on a birth control program for your pet."

For your free copy, write Harry Webb, Manager of Professional Services, Kal Kan, Inc., 3386 East 44th St., Vernon, CA 90058.
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 these 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 speakers' 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.

* 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 clinic. 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. What does the fee cover? (vaccinations, etc.)
6. 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?

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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!

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 message above can 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’s 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 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.