More cats than dogs are getting rabies because cats are in more frequent contact with wildlife.

Rabies update

Animal rabies nationwide appears to be leveling off, according to Dr. Greg Parham of the federal Centers for Disease Control in Atlanta, GA, although some local trouble spots will continue to have record numbers of cases.

There were about 6000 cases of rabies in animals in the US in 1980 and more than 7000 in 1981. Parham believes the 1982 total will drop back to 6000—a high enough number but nevertheless a decrease.

One of the local trouble spots includes northern Virginia, western Maryland and southern Pennsylvania. Fairfax County, VA, has declared a rabies epidemic, and all high risk animals (raccoon, fox, skunk, bat and woodchuck) received by the Department of Animal Control are being destroyed rather than relocated in the wild as usual. These animals are being tested for rabies, and about 10% are infected. The county is also holding rabies clinics for pet animal vaccination. Health officials believe the epidemic may continue through the summer.

Continued on next page
In Loudoun County, VA, health officials spent several days locating a young couple who had been exposed to a puppy that later died of rabies. The couple had played with the puppy on an outing at a riding stable. County officials report that this is the first rabid dog in northern Virginia since 1965.

In 1980, seven rabid raccoons were reported in northern Virginia; in 1981, 102 were reported. Dr. Parham believes the 1982 figure may well exceed 102. Maryland and Pennsylvania, which normally see rabies only in bats, now both report cases in raccoons and other animals. In Maryland, six rabid raccoons were found in 1981; by May of this year, 15 had been reported.

Parham reports that some locations in New York state are reporting record numbers of rabies cases in foxes, and Iowa has reported a substantial increase in the number of rabid cats. (1981 was the first year in which cat cases outnumbered dog cases in the US.)

North-Central Lake County, FL, has been placed under rabies quarantine. Two people were attacked by diseased foxes, according to the Miami Herald. State public health official Dr. Oscar Sussman told SHELTER SENSE that animal rabies in Florida is "not staggering but increasing each year." The state has issued press releases urging people to get pets vaccinated and leave wild animals alone.

Parham says there is evidence that rabies is cyclical, although local epidemics and the differences between animal species make this difficult for researchers to pin down.

For animal agencies, continued attention to rabies control is necessary. Urge pet owners in your community to have their animals vaccinated. In a rabies emergency, health authorities could order that unvaccinated pets be destroyed—a vaccination protects pets not only from the disease itself but also from possible destruction should there be a rabies epidemic in the area. Urge that pet cats be vaccinated since they are often in contact with wildlife.

Warn people against handling or adopting wild animals. Finally, pay particular attention to teaching children about safety with animals.

A n attractive poster-calendar beginning with the opening of school in September is available from Fairfax County Animal Control, 4500 West Ox Rd., Fairfax, VA 22030. The calendar is 17 inches by 22 inches. It is printed on heavy paper and can be colored.

The calendar gives animal angles on the major holidays, plus Citizenship Day in September, Fire Prevention Week in October and other national events. The calendar runs through August 1983, although the emphasis is on events during the school year. Fairfax education director Janet Sasser says the calendar will be ready to mail by the end of August. For your copy, send 50¢ to Janet’s attention at the address above.

All Star Screen Printing will produce arm patches, T-shirts, bumper stickers and other items—they can use your artwork or produce artwork for you for an additional charge. For a price list and other information, contact Jim Lang, All Star Screen Printing, 4418 Stephens, Bloomington, IN 47401, tel. (812) 332-4057. (Jim is Director of Bloomington, IN, Animal Control and produced the shirt patch shown in the margin for his agency’s officers.)

Humane Education is the quarterly magazine published by the National Association for the Advancement of Humane Education. NAAHE memberships (which include the magazine subscription) are $10 per year for individuals and $25 per year for organizations. HE includes articles, suggested materials, artwork for reproduction, meeting announcements and news items. A free sample copy is available.

People & Animals: A Humane Education Curriculum Guide is a set of photocopiable materials—a three-dimensionally packaged item giving specific suggestions for teaching projects for different grade levels: Level A—Preschool and kindergarten, Level B—1st and 2nd grades, Level C—3rd and 4th grades, Level D—5th and 6th grades. Each book costs $7; the entire set and binder is $25. (NAAHE members get a 10% discount.) This guide is the product of three years of research and field testing by NAAHE staff, professional educators and humane agency representatives throughout the US and Canada. "Humane Education—Planning and Evaluation" is a cassette tape of a talk by NAAHE Director Kathy Savesky, delivered at a symposium cosponsored by NAAHE and the Western Humane Educators Association. The cost is $5.

Sharing Sam is a pattern kit for you to use in making a flannel board presentation for children. The kit includes a script about proper pet care and responsible pet ownership. The kit is $4 ($2 for NAAHE members).

"Patches" is a two-part sound filmstrip program on pet owner responsibility for primary students. Part I is "A Dog's Best Friend;" Part II is "Patches Gets Lost." Each strip is six minutes long. The set of two is $25 ($20 for NAAHE members).

Did you receive your copy of the Community Relations Manual For Your Shelter? The Pets Are Wonderful Council still has copies of...
**Job announcements**

Only SHELTER SENSE subscribers may advertise. Limit to 25 words plus your address.

**WANTED** - Progressive, accredited society seeks Humane Education Director. Duties include teaching, guiding tours, preparing slide programs, training, publishing newsletter, supervising department staff. Teaching and animal background required. Send resume to: Andrea Taylor, Monterey County SPCA, PO Box 3058, Monterey, CA 93940.

**WANTED** - Emergency services director for growing and progressive California humane society to conduct cruelty investigations and oversee emergency rescue operations. Law enforcement or investigative experience required. Contact Bill Brothers, Humane Society of San Bernardino Valley, PO Box 2982, San Bernardino, CA 92406, or call (714) 882-2934.

**WANTED** - Humane officer. Must have experience in investigative process, good working knowledge of laws, be well versed in record keeping. Contact Indianapolis Humane Society, 7929 N. Michigan Rd., Indianapolis, IN 46268, (317) 872-5650.

**WANTED** - Working Shelter Manager (not desk executive) for shelter with county contract. Send resume to P.O. Box 415, Santa Cruz, CA 95061. Attn. Robert Horton.

**POSITION WANTED** - Animal science graduate with mass communication minor seeks position with shelter. Experience in emergency care, spay/neuter and PR. Prefer to relocate in eastern US. Contact Michelle Jordan, 421 S. Chauncey, #2, W. Lafayette, IN 47906.

**Announcements**

this free manual available—it gives suggestions for public relations programs and includes case histories of successful efforts. The manual also offers sources of materials to order. If you haven't gotten your manual yet, write PAM at 500 N. Michigan Ave., Chicago, IL 60611 or call (312) 836-7145. They'll send you a copy and add you to their mailing list to receive more materials in the future.

Next October will be the second annual "Adopt-A-Dog" Month, declared by Doglovers Farm and American Humane Association. Your shelter can get a supply of free adoption kits, including dog training booklets, adoption certificates and other items, and a free publicity kit by sending a request to "Adopt-A-Dog" Month, Daniel J. Edelman, Inc., 221 N. LaSalle, Chicago, IL 60601. (Daniel J. Edelman, Inc., is the advertising agency representing Jerky Treats dog snacks—they also conduct "Adopt-A-Cat" Month each June for 9-Lives and AMA.)

The Communicator's Catalog from Kodak lists 260 publications and visual programs that Kodak makes available to help people produce more professional slide shows. If your agency needs guidance in producing slide programs, send for a free copy of the catalog to Dept. 412, 543 State St., Rochester, NY 14650—specify the title and Code Number S-4.

"Adorables" at 999 Laura St., Casselberry, FL 32707, offers children's coloring books made of pellon, a fabric the children can color with washable crayons and then wash clean (the company also sells the crayons). The book subjects include "Purr-fect Pets," both dog and cat. Artist Vivian Laube says the Humane Society of Seminole County (FL) is using the coloring books as a fund raiser. Write "Adorables" for complete details.

**Adoption Telethon**

Teleton

**ANIMAL WELFARE TELETHON**

SUNDAY, SEPTEMBER 16

10 AM - 10 PM

To benefit: Nevada Humane Society

The Nevada Humane Society held an Animal Welfare Telethon on a local television station and netted about $7000 for their efforts. Tom Jacobs, NHS director for public relations and fund raising, says the program also introduced the society to new potential members and helped clarify that the group doesn't receive government funding as many people believed.

The telethon was on the air for 12 hours, hosted by local television celebrities. NHS produced a number of taped segments to help fill the time, some featuring entertainment and others showing the society's programs and activities. Performers Bill Cosby and Tony Orlando had also taped "spots" for NHS while they were in the area making nightclub appearances. About 150 volunteers tabulated pledges, answered phones and performed other support tasks.

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Jacobs, who has professional television background, says a telethon is a major project requiring close cooperation between the agency and the television station—some stations may require that someone with professional experience organize it. Jacobs has offered to prepare a manual on how to organize a telethon for interested SHELTER SENSE readers—if you'd like a copy, send him a stamped, self-addressed envelope at Nevada Humane Society, PO Box KIND, Sparks, NV 89431.

On the following pages, we offer you a special poster, "Think Before You Adopt." It was created by California artist Beverly Armstrong for the Santa Barbara Humane Society and is reprinted with the society's permission. You can use the poster as is or duplicate it for distribution in your community. Many pet animals suffer because they weren't really wanted in the first place. This poster will help make potential adopters think twice!
THINK BEFORE YOU ADOPT

HOW BIG WILL IT GET?

FIND OUT A PUPPY'S BREED(S) BEFORE YOU ADOPT IT. THAT CUTE LITTLE IRISH SETTER PUP WILL BE ABLE TO GO OVER A SEVEN FOOT FENCE WHEN IT GROWS UP. THE CUDDLY SAINT BERNARD WILL WEIGH 130 POUNDS, COST $500 A YEAR TO FEED, AND BE STRONG ENOUGH TO BREAK THE TV SET BY WAGGING HER TAIL AGAINST IT.

WHO WILL TAKE CARE OF IT?

DOES SOMEONE HAVE THE NECESSARY TIME AND ENTHUSIASM FOR HOURS OF FEEDING, BRUSHING, EXERCISING, SIFTING KITTY LITTER OR MOPPING PUPPY PUDDLES, TRAINING, ETC.? WHO WILL TAKE CARE OF THE PET WHEN YOU ARE AWAY? WILL YOUR ENERGY AND ENTHUSIASM LAST AS LONG AS THE ANIMAL WILL?

HOW MUCH WILL IT COST?

HOW MUCH TIME WILL IT TAKE?

CAN YOU SET UP THE PROPER LIVING QUARTERS FOR YOUR PET? ARE YOU WILLING TO COPE WITH MUDDY PAWPRINTS, HAIRS, CURTAINS SHREDDED BY A KITTEN, SHOES OR FURNITURE DEMOLISHED BY A PUPPY, MEOWING AND BARKING, ANIMALS NEEDING TO BE LET IN AND OUT (AND IN AND OUT AND IN AND OUT)?

WHERE WILL IT LIVE & WHAT KIND OF ROOMMATE WILL IT BE?

FOR FOOD, EQUIPMENT SHOTS, LICENSE, ETC.
New River Adventures, a Lansing, WV, company that operates raft rides down the scenic New River, will offer a raft trip August 18, with all proceeds going to the Fayette Humane Society. Last year’s benefit ride netted $1000 for the society’s shelter construction fund. If you’d like to know more about this fund-raising effort— or if you’d like to tackle the New River rapids yourself—contact New River Adventures at Box 44, Lansing, WV, 25542, (304) 574-3008.

Events that exploit or abuse animals for fund raising or for “good, clean fun” are difficult for humane agencies to combat—money is being raised for a good cause or people are having a good time and don’t want to be bothered by the consideration of the animals’ welfare.

The opposition can be clever, too. According to the Allegany County SPCA in Wellsville, NY, promoters of a pony pull advertised that “SPCA members will be on the grounds” to assure spectators the event was humane. It turned out that the promoter and his wife themselves had paid dues for memberships in the SPCA.

When these events are going to take place in your community, look carefully into any animal-related laws that might be applicable. Make sure everyone in your community understands that an animal doesn’t have to undergo an outright beating to suffer—an animal in the midst of a hundred people shouting at it to run for the finish line is suffering. The incidents above show that public pressure can be a powerful weapon against animal cruelty.

Bluefield College in Bluefield, WV, held their Annual Mud Pig Day without the pig this year, thanks to Mercer County Humane Society (PO Box 1392, Bluefield, WV, 24701). Last year, when society director Kitty Wooldridge called the campus to inquire about the use of a live pig, she was told she would not be allowed to come to the campus to watch the event. Society humane agent Bill Aker went anyway and was allowed to stay for mud wrestling.

Aker’s description of the event—college students grappling with a terrified pig in ankle-deep mud—got into the local newspaper. The paper subsequently printed several letters from Bluefield area residents who were outraged by the activity.

The uproar paid off this year, when Mud Pig Day was held without the use of a live pig, she was told she would not be allowed to come to the campus to watch the event. Society humane agent Bill Aker went anyway and was allowed to stay for “mud pig wrestling.”

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Summer is planning time for community education—and planning sessions always seem to focus on the same problem: how can we achieve the most impact with the little amount of money we have to spend?

One effective way of stretching your budget is to enlist the help of other agencies and individual donors in funding your public education efforts. If yours is a private agency, many individuals who may or may not contribute to your general fund-raising activities will make specific donations to purchase books, films or other teaching aids. Community service agencies that are more people-oriented than animal-oriented will often give funds for humane education projects or materials which they see directly benefiting the children as well as the animals.

The key is to be specific in your requests, giving the individual donor or group a single product (or choice of products) that they can fund. The Bellingham-Whatcom County Humane Society and SPCA (3710 Williamson Way, Bellingham, WA 98225) ran a special donor page in their newsletter. Individual donors could select a specific item from a list of humane education teaching materials and send their checks to the humane society to purchase the item for a local school.

As a county agency, Mendocino County Animal Control (Courthouse, Ukiah, CA 95482) can’t accept donations directly—but they did set up a trust fund to accept donations for the purchase of public education materials. Many of the donations are $5 or $10 given by people surrendering animals to the shelter. The trust fund is serving as a back-up fund for when money allocated by the county for education is spent.

Every project demands expenditures in staff time or in money. Some are more costly in terms of the dollars needed; some require very little money but lots of worker-hours; others are costly on both fronts.

In many cases, extra help is more easy to come by than extra money. You can expand the impact of your budget by selecting projects that are more "labor intensive" than "cost intensive," and recruiting volunteers to carry them out. Shelter tours, classroom visits, displays at malls and teacher conferences and delivery and pickup of loan materials for schools are just a few of the projects that are relatively inexpensive to administer although they require a lot of volunteer hours.

Volunteers can be recruited from your own membership, if you are a group agency, or from the community at large. Women’s clubs, organizations of elderly people and even school groups such as the future teachers’ club are often eager to become involved with other agencies, and many of the members of these groups have free time on weekdays and weekends, when you most need help.

Be specific about what you want when you recruit volunteers: what type of work will the volunteers be required to do and how many hours per week do you expect them to contribute? Then, keep your assignments to volunteers consistent with what they agreed to do, and whenever possible, try to give them tasks near their own homes to keep travel time and expense to a minimum.

The Peninsula Humane Society (12 Airport Blvd., San Mateo, CA 94401) has produced a booklet entitled "How To Set Up A Volunteer Program". For a copy, send $3 to PHS in care of their education department.
Following our new publication schedule, this issue of SHELTER SENSE covers July and August—we'll be back again around the first of September. I'd like to send you off on your summer vacations with a few thoughts that all have to do with education.

In her feature on community education, Kathy Savesky has given you some ideas for small-budget programs that will help you teach people about responsible animal ownership and enhance your agency's public image as well. Since about half the population owns pets, your reach into the community must be far and wide. Your goal is to make proper pet care "common knowledge."

But educating yourself and everyone at your agency is just as important a part of your education program. You can start by ordering the free Community Relations Manual offered by the Pets Are Wonderful Council in the "Materials" section of this issue (if you don't already have a copy). You should also send your own community relations success stories into the PAW council. They'll issue a revised version of the manual next fall, and your story could be included.

The Pet Food Institute has made funds available for the various PAW projects, including this manual, and you should take advantage of their efforts. The manual covers eleven subject areas and is readable and full of ideas. You can choose those that are particularly suited to your location.

Of course, I always encourage you to share your success stories with me to publish in SHELTER SENSE. Many of you responded to our call for information in the December 1981 issue. Some of your stories were published, and we've asked for further information on others. If something is working for you, it will work for our other readers, and we want to tell them about it. SHELTER SENSE was established to serve just this purpose.

To educate yourself further, you should also be signing up for the workshop or the Animal Control Academy programs described in this issue's "Items...". These and the numerous other training programs being offered around the country give you the chance to learn from experts in the field—but they also give you a chance to share with other students your successes and your failures, to look for solutions together.

Education on all these levels increases our professionalism, and that means we're going to do a better job for our communities.