A pilot telephone survey of 20 practicing Idaho veterinarians, members of the Idaho Veterinary Medical Association (IVMA), revealed that 88 percent were involved in humane services within that state in 1982.

According to Deborah D. Barton, DVM, of the IVMA's Public Relations Committee (P.O. Box 84, Castleford, ID 83321), the IVMA conducted the "unprecedented" survey to gather information about

Continued on next page
the extent of Idaho veterinarian involvement in humane projects. The Humane Service Survey and Report has been distributed to all daily Idaho newspapers and the IVMA (a summary of results was presented to its membership in the IVMA Newsletter), and it was offered for presentation at the Animal Health Care Symposium, held in Chicago last June.

"The recent Symposium offered a rare opportunity for veterinarians and animal-welfare groups to open communication lines that have long been tangled in misunderstood intents," said Barton. "It is time that all concerned individuals realize the common goals that exist, and work toward them together."

The random survey, conducted between September and December 1982, was completed by veterinarians in Magic Valley and north, east, and southwest Idaho. (There are approximately 300 veterinarians in Idaho; 250 belong to the IVMA.) It revealed the following percentage breakdown of veterinarian involvement in humane services during that year:

- forty-five percent participated in operating animal shelters and humane societies;
- sixty percent participated in low-cost rabies clinics;
- twenty-five percent helped investigate animal cruelty cases;
- sixty percent cared for injured and orphaned wildlife;
- fifty percent cared for injured stray animals;
- five percent donated time and services to local zoos;
- forty percent donated hospital space for housing stray animals until homes were found for them; and
- twenty-five percent participated in humane-society and animal-shelter spay/neuter programs.

Many of Idaho's communities are rural and lack a humane society or animal shelter, Barton said, so veterinary involvement in such operations was limited to communities where those facilities exist. Cruelty investigation commonly involved large- and mixed-animal practitioners rather than small-animal practitioners. But as a rule, large-animal practitioners seemed to be less involved in donation of humane services. In many communities, veterinarians cooperated with local law-enforcement officials to care for injured, stray domestic and wild animals. There is only one public zoo, in Boise, she added.

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TEXANS GIVE THEIR SHARE

Several Texas animal groups have organized to create and fund widespread public education programs about responsible animal ownership, animal needs and control.

The Society of Humane Associations for Resources and Education (SHARE), formed last July, is comprised of four local humane organizations, three major health departments/animal-control agencies, and a local veterinary association. By pooling staff, resources, and ideas, SHARE hopes to educate more than two million Houston-area residents -- adults and children -- about compassion for animals and pet-owner responsibility.

"Uniting this many concerned organizations in a cooperative educational effort is truly a landmark," said Shelby A. Delperdang, education director for the Houston Humane Society (a SHARE member), and SHARE's recording secretary.

SHARE has its own bylaws, holds regular monthly meetings, and will elect officers annually. Full and associate memberships are currently limited to the charter members; membership is not open to individuals. Although SHARE's basic administrative functions are funded by all members, funding for individual educational projects is done on an elective, case-by-case basis, with participating members splitting the cost and receiving the publicity.

Since July, SHARE has assembled a central library for educational resources and materials, located at the local Harris County Health Department; created a speakers' bureau to which 15 animal-related groups have offered speakers; published a reference guide of animal- and pet-related information and services; and developed public service announcements that stress pet-owner responsibility and spay/neuter surgeries.

This Christmas, all SHARE members are sending a greeting card and copy of Kind News, a publication of the National Association for the Advancement of Humane Education (a division of The Humane Society of the United States) to approximately 30 Houston-area hospital pediatric wards.

According to Phillip R. Snyder, executive director of the Houston Humane Society and president of SHARE, some members -- municipal animal-control agencies, for example -- may have difficulty wading through the necessary "red tape" to fund a SHARE project so they absorb project costs in other ways such as doing necessary typing, copying, or envelope stuffing.

Beside the Houston Humane Society, SHARE members include the Animal Rescue League; Citizens for Animal Protection; Harris County Health Department/Animal Control; Harris County Veterinary Medical Association; Houston Health Department/Animal Control, Bureau of Community Health Education; Houston Society for the Prevention of Cruelty to Animals; and Pasadena Health Department/Animal Control.

"We realized that only through a united effort could we reach great numbers of people with the most effective results," said Delperdang. Snyder added, "SHARE has drawn all participating organizations much closer together and has helped them to better understand one another."

Both Snyder and Delperdang say they would be happy to respond to anyone interested in learning more about the development and goals of SHARE. Write them at P.O. Box 45528, Houston, TX 77245.
A Colorado dental group recently warned pet owners to protect their pets against tooth and gum disease.

The Aspenwood Dental Group (11000 East Yale Ave., Aurora, CO 80014) warned in its newsletter, "Word of Mouth" (Vol. 3, No. 1), that candy, desserts, or other sweets eaten by dogs and cats can damage teeth and gums. The group recommended that owners feed such animals dry pet food, hard biscuits, and large bones that won't splinter, which will help clean the animals' teeth.

According to the article, a pet owner can clean a pet's teeth by wrapping gauze or a soft cloth around his or her index finger, dipping it into a mixture of one-half salt, one-half baking soda, then wiping each tooth front to back, from gumline to crown.

Signs of oral disease in pets include chronic bad breath, repeated pawing at the mouth, eating difficulties, or outright refusal of food. If pets have any of these symptoms, the dentists caution owners to consult a veterinarian. Pet owners should also ask a veterinarian to give pets a yearly oral checkup.

Dentists Push Pet Care

A local Utah pet-licensing campaign owes its success to a hardworking staff, well-planned marketing strategy, and an avoidance of threats that licensing is legally required.

The Salt Lake City-County Health Department Division of Animal Control (511 W. 3900 South, Salt Lake City, UT 84107) chose last September to promote pet licensing as a public service with the slogan, "A Dog License is a Phone Call Home for a Dog Without a Dime."

The campaign actually began last August, after the Division requested $2,243 to finance it from the Salt Lake County Commission, with a kickoff "1983 Poster Dog Contest."

According to Michael S. McFarland, Division director, and Kathi Prevost, Division education and information coordinator, the contest drew 75 applicants and 200-300 spectators to the shelter for judging of the "Poster Dog." Representatives from the local media, the Humane Society of Utah, and the Division of Animal Control judged dogs on photogenic appeal and the degree of their owners' responsibility. Eligible participants had to meet local licensing, vaccination, and leash requirements. The contest received wide coverage by the electronic and printed media, McFarland said.

Next, Prevost developed the campaign slogan. This and a picture of the contest winner were advertised on 10 Utah Transit Authority interior posters with license applications attached, eight outdoor billboards on public service space, an electronic billboard, approximately 13 radio PSAs, three major television-interview and PSA spots, and bumper stickers.

ANNE SAYS....
"A DOG LICENSE IS A PHONE CALL HOME FOR A DOG WITHOUT A DIME."

During September, no penalty was given for late dog license purchases. At the same time, the Division implemented its senior citizen dog licensing rate: a lifetime $10 fee for altered pets or $5 per year for unaltered pets. The Division simultaneously participated in a local veterinary association's public rabies vaccination clinics.

Campaign results were impressive. While during previous Septembers over the past five years there averaged 633 licenses sold, 1,177 licenses were sold last September -- an 86-percent increase! Despite the lack of licensing penalties and the senior citizen reduced fees, McFarland said the group experienced a 91-percent revenue increase in September over September 1982, from $6,511 to $12,452. And, the campaign increased the Division's visibility within the community.

Continued on page 10
Another Dogfight Raid

Forty-nine people, including the publisher of a major dogfight journal, were arrested last October during an early morning dogfight raid in Georgia.

Marc Paulhus, director of The Humane Society of the United States’ (HSUS) Southeast Regional Office, who traveled to the raid with another HSUS investigator, said approximately 40 police officers broke up a dogfight on Saturday, Oct. 8, in Mitchell County, near Baconton, Ga. Six pit bull dogs were seized by police officers at the site; another dog was later seized near the site. Additional dogs were reportedly housed in a nearby hotel, awaiting their turns to fight. So far, no dogs have been humanely euthanized, said Paulhus, although one dog was reportedly found in shock inside the fight ring.

Paulhus said when the case was presented to a grand jury on October 17, indictments were returned for all arrested, for felony dogfighting and misdemeanor gambling. One man, said to be elderly and undergoing cancer treatment, was let off the charges. Three others arrested were also indicted for commercial gambling, a felony in Georgia.

Paulhus said 12 people pleaded guilty on October 21 and were each fined $3,000 and given a six-year suspended sentence. On October 24, three major fight participants — Harry Hargrove, upon whose property the fight took place; Robert E. Swetman, discovered by police inside the fight ring; and John Joseph "Jack" Kelly, publisher of the Sporting Dog Journal — were found guilty during a jury trial. Hargrove and Swetman each were sentenced to seven years in prison and a $16,000 fine for felony dogfighting, misdemeanor gambling, and commercial gambling. Kelly was sentenced to four years in prison and a $6,000 fine for felony dogfighting and misdemeanor gambling. Remaining defendants were given a $3,000 fine and a six-year suspended sentence, except for four, who received a $4,000 fine and a six-year suspended sentence.

"The jury selection process proved interesting," said Paulhus. "The defense attorney seemingly tried to select jurors with a favorable outlook on hunting, no humane-society connections, and no pet loss that could be attributed to kidnapping and, I think, dogfighting. We expect those convicted will appeal," he added.

Service Wells Trap Animals

Dead and live cats, kittens, and other animals have been reported found inside the service wells of several apartment and office buildings. Animal workers should begin checking such wells regularly in order to rescue any animals caught inside.

According to Roscoe Tippett Jr., vice president of Baldwin and Sampson Inc., an engineering surveying firm in Maryland, his field crew recently found approximately one-half dozen cats and kittens that apparently fell inside various building service wells and were unable to climb out. (A service well is typically formed by a retaining wall built against an earthen bank and attached to a building.) The crew also found several carcasses and bones inside the wells.

"Building codes require that service wells be covered with grates, to keep animals or children from falling inside," said Tippett. "However, the grates are often removed by people who want them, for example, to cover barbecue pits. We find most of the animals at abandoned apartment projects." The company has been working at an apartment project near the Washington, D.C./Prince George's County, Md., line, which has been vacant for some time, according to Tippett. It was there the workers recently found the kittens and cats. By lowering a large workman's glove inside a well, workers learned an animal could cling to it and be lifted out, he said.

An acquaintance of Tippett who discussed the service well problem with Shelter Sense Editor Debbie Reed but asked not to be named, recently rescued a kitten from the well of a Washington, D.C. court building. She contacted a local SPCA about the problem, and it promised to check the wells periodically. Humane societies and animal-control departments should urge the public to call them immediately when animals are found stranded in wells or other locations.
Many groups are trying the fund-raising and program ideas reported in Shelter Sense. For example, sixteen groups ordered the set of four donation envelopes designed by the Humane Society of Pensacola (see August 1983 issue, page 5), according to Janice L. Hervieux, the society’s vice president.

The February 1983 Shelter Sense article (page 10) about the first annual walk-a-thon sponsored by the Louisiana Society for the Prevention of Cruelty to Animals brought a big response from other animal shelters around the country. Marie Gould, SPCA education director, received approximately 25 letters requesting more information about the way the SPCA handled the event. "I also frequently contact people whose events and publications are featured in Shelter Sense," she said.

You can too! Most groups would be delighted to share with you the benefit of their programs and experiences. Write them today!

**The Kind of News Kids Can Get Into!**

*Kind News,* the new youth publication of the National Association for the Advancement of Humane Education, a division of The Humane Society of the United States, will publicize the activities of young people who are working to protect animals or help educate others about animal problems. *Kind News* Editor Vicki Parker asks that you send information about children in your area who are active in animal welfare to NAAHE, P.O. Box 362, East Haddam, CT 06423 for possible publication. Action photographs of the children would also be appreciated.

*Kind News* also carries letters from children who express their opinions about animal care and humane issues. If you know children who have something to say about the way animals are treated in our society, encourage them to write to *Kind News* about their feelings. For more information, write to Parker at the address above.

**Job Announcements**

Only Shelter Sense subscribers may advertise. Ads must be submitted on your organization’s letterhead no later than six weeks before month of issue. Please limit to 35 words (including address). Sorry, we cannot print “position wanted” ads.

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**RECENT STUDIES**

*Veterinarian Survey,* continued from page 2

The yearly monetary value of services and supplies donated by individual Idaho veterinarians ran in the following ranges:

* shelters and humane societies, $125-$13,000;
* vaccination clinics, $80-$480;
* injured strays $375-$840;
* small-wildlife care, $75-$625;
* predatory-bird and large-wildlife care, $1,000-$8,000;
* zoo animal care, $2,400, and
* cruelty cases, $15-$600.

Barton said results indicated a follow-up report is needed to cover a larger sample of the state’s veterinarians. "It looks forward to continued progress in improving communication between veterinarians and animal groups and destroying barriers that exist to the maintenance of human and animal health."
McFarland said since the start of the Division's public information and education program in April 1983 -- Prevost is the first to coordinate the new program -- there has been a 45-percent revenue increase as of September 1, 1983, as opposed to the same period in 1982. This is the first revenue increase in Salt Lake County in five years.

There's more! Since June 1982, McFarland said the animal redemption rate has increased from an average 15 percent of impounded animals to an average 24 percent. At the same time, the Division lowered its euthanasia rate from 81 percent to 70 percent, he said.

"I believe these figures far outweigh our revenue as far as importance," said McFarland in a letter to HSUS West Coast Regional Office Director Char Drennon. "A good public information program is only as good as your animal-control program. It follows that you need many approaches to a good program: more enforcement, education, or information cannot work alone. It takes all of these working together."

Prevost said that such a campaign takes a lot of legwork. She conducted pre-publicity research on pet licensing for approximately six months before the start of the campaign and began publicizing it as early as June and July. "Anyone interested in developing a successful advertising campaign should do two things," said Prevost. "First, visit an advertising agency and pick the staff members' brains. Although you may not be able to afford their advertising services -- on the other hand, they may donate them to you free of charge -- they can give you lots of good ideas. Second, visit a media representative, someone who sells advertising for radio or TV. He or she may have some good suggestions for starting in the right direction with your campaign."

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**Editor's Note:**

While attending the 1983 Annual Conference of The Humane Society of the United States in Fort Worth, Texas, last October -- a time for animal-control and welfare professionals to share ideas, make new friends, renew acquaintances, and gain new knowledge -- I was startled by several conference's surprise at my interest in their groups' accomplishments and concerns, for possible mention in Shelter Sense.

"My group is too small!" said one. Another said, "We don't do anything special enough to mention in Shelter Sense."

No matter how large or small your society or department, no matter what your job may be, your ideas, achievements, and expertise are what make Shelter Sense a reality. Through the news and ideas in Shelter Sense, you can gain new recognition, step closer to your goals, and make new contacts in the field -- a valuable network for years to come.

I may not mention your names right away because of space limitations; I may file your information for future reference. But I will be aware of you! Don't be surprised when I ask you for news, and to be certain that I know all of you, mail me your news today!  

**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.

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**This Winter, Put Yourself in Their Shoes...**

Each winter, thousands of cats and dogs suffer and shiver in painfully cold weather because thoughtless pet owners won't bring them inside their homes.

If you see an animal neglected this way, call the nearest humane society or animal-control department for help.

- Keeping warm saps energy, so dogs that spend time outdoors during winter may need additional food. And, warm engines of parked cars attract cats; bang on car hoods to scare them away before starting the engines.
- Other points to remember: Antifreeze is deadly but tastes sweet to animals; wipe up spills. Wipe off pets' feet to avoid burns from chemicals that melt ice or snow.
- Winter is perfect for outdoor frolicking and indoor snuggling with a cat or dog. Help us help all pets to have a happy, healthy winter.

End.

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**DECEMBER '83/JANUARY '84/SHELTER SENSE**

This message can be clipped out and reproduced in quantity by your local printer for distribution at schools, shopping centers, libraries and other community locations. Credit must be given to The Humane Society of the U.S. 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 for it in your local newspaper or use it in your organization's newsletter.
Once again, a year has sped by. As you outline your 1984 programs, ask yourselves if you are really meeting your communities' needs. If not, you must rewrite your policies to prevent -- not react to -- community misunderstandings.

As times change, more and more households contain two working adults. Are your hours convenient for them? Too many shelters and societies have unrealistic "10 a.m. to 4 p.m." hours, but when an animal has been lost or found, a member of the public needs to reach you right away. Do your adoption and licensing applications include a work number? Are you considering working adults' lifestyles as you adopt animals out?

Arrange today to have a serious discussion with staff and board members about ways the organization can be more flexible and progressive. Ask community members for their opinions. The Louisiana Society for the Prevention of Cruelty to Animals did that recently. A telephone survey of community members gave the group a more realistic view of its strengths and weaknesses. (Their survey may be outlined in a future issue.)

Remember, however, being progressive and flexible does not imply lowered standards. The rule of thumb will always be, "do the most good for the most animals, with as many resources as you have available."