



Animal Welfare Leadership Roundup Friday, June 3, 2022

Past Recordings on Maddie's Pet Forum

<https://forum.maddiesfund.org/communityconversations>

This Meeting's Recording

Recording on Maddie's Pet Forum: <https://maddies.fund/awleadershiproundup6322>

Monday Meeting Registration Link

https://maddies.fund/Register_ShelterRescueSupport

Friday Meeting Registration Link

https://maddies.fund/Register_AWLeadershipRoundup

153 attendees

Agenda

The current state of animal shelters in America

Topic one: Current data on Shelter Animals Count

Topic two: Shelter space crisis: discussion on urgent need for national messaging

- **Host:** Kristen Hassen, Director, American Pets Alive!

The current state of animal shelters in America – shared document

https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmbBtDyISTq8IL6QMI8/edit?usp=sharing

- **Polls**

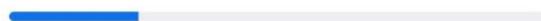
Most significant issue

Poll ended | 1 question | 139 of 230 (60%) participa...

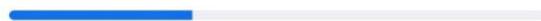
1. What is the most significant issue facing your organization today? (Single Choice) *

139/139 (100%) answered

Too many animals coming in	(33/139) 24%
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Fewer or slower adoption and rescue placement	(47/139) 34%
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Staffing issues	(48/139) 35%
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Disease in your shelter	(5/139) 4%
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Other: please explain in chat	(6/139) 4%
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Capacity for dogs

Poll ended | 1 question | 129 of 231 (55%) participat...

1. Are you at or above capacity for dogs?
(Single Choice) *

129/129 (100%) answered



Capacity for cats

Capacity for cats

Poll ended | 1 question | 121 of 236 (51%) participat...

1. Are you at or above capacity for cats?
(Single Choice) *

121/121 (100%) answered



Euthanizing for space

00:00:26 | 1 question | 132 of 238 (55%) particip...

1. Are you currently euthanizing for space?
(Single Choice) *

132/132 (100%) answered





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Open to public

00:00:32 | 1 question | 125 of 239 (52%) particip...

1. Are you currently open to the public?

(Single Choice) *

125/125 (100%) answered

Yes (106/125) 85%

No (19/125) 15%

▪ National Updates:

○ Maddie's Fund Monthly Giveaways:

Winner for May 2022 (\$5,000): Karen Nichols, Lancaster SPCA (Lancaster, SC)

New link for June contest:

<https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>

○ NACA Statement on the Potential for Expansion of Courtroom Animal Advocates Program (CAAP) Laws <https://www.nacanet.org/category/position-statements/>

NACA Scholarship Link: <https://www.nacanet.org/national-animal-care-control-association-course-training-application-form/>

○ Best Friends Conference July 7-9 in Raleigh, NC

<https://bestfriends.org/events/best-friends-national-conference>

○ Community Cats Podcast TNR certification workshop Saturday, June 4

www.communitycatspodcast.com Contact Stace LeBaron
stacy@communitycatspodcast.com

○ Taking Action for Animals conference: registration is open, in DC July 15-17 :

<https://www.humanesociety.org/takingactionforanimals>

○ Shelters United and Petfinder live coaching session with on-the-spot pet profile makeovers and a Q&A walk-through of Petfinder's platform featuring ready-to-use tools and techniques. Register here

<https://register.gotowebinar.com/register/3413556316455148559>



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- **ASPCA roundtable webinar** on June 8th talking about the issue of intake and capacity: <https://www.aspcapro.org/training/webinar/northern-tier-shelter-initiative-zoomies-shelter-intake-meets-capacity-care>
- **Feline health conference:** "Health Breakthroughs for Every Cat: FIP and beyond." July 8-9, 2022 (virtual and onsite options). <https://sheltermedicine.vetmed.ufl.edu/education/continuing-education/feline-health-symposium/>
- **UBC Animal Welfare Program survey:** Lexis (PhD student): We're looking for animal shelter and rescue staff to help us learn more about how we input shelter data into shelter software during (dog) intake! If you are a staff who deals with intake, please consider taking our survey (and share it with others!) https://ubc.ca1.qualtrics.com/jfe/form/SV_9yvyF8YLApubMW

TOPIC 1: Stephanie Filer of Shelter Animals Count discusses what the current data is telling us about intake and outcomes, by region.

Stephanie Filer, Executive Director, Shelter Animals Count

<https://www.shelteranimalscount.org/about/leadership/stephanie-filer/>

SAC's upcoming APIs will automate data entry and SOON you'll never have to ENTER your data again! www.shelteranimalscount.org/sac-announces-api-development-for-automatic-data-transfer-from-shelter-software/

Shelter Animals Count data dashboards <https://www.shelteranimalscount.org/data-dashboards/>

Topic 2: The current space crisis in shelters across the nation. How can we use a collective voice to share this important messaging? General discussion about the issue. Please refer to and comment on this shared document:

[The current state of animal shelters in America](#)

Dr. Julie Levy: *Shelters are not "at capacity." They are well over capacity if humane housing, behavioral support, and staffing levels are taken into the equation.*

CHAT:

00:29:26 kristen hassan: **The current state of animal shelters in America**
https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmpbBtDyISTq8IL6QMI8/e



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[dit?usp=sharing](#)

- 00:29:47 Kathy Duncan: Good morning Ann and everyone!
- 00:30:16 David S. Kerpel: Looking for an architect who can design a dog sanctuary (different from a shelter). The Sanctuary will have lots of land for the dogs to run around. Large, unique dog rooms. Any ideas?
- 00:30:28 David S. Kerpel: Im in Illinois FYI
- 00:31:14 Dr. Carley Faughn: David- feel free to email me for more information: carleyf@bestfriends.org. Happy to chat!
- 00:31:25 Judy Calhoun: David, Animal Arts has experience with a variety of animal facilities, including some Guide Dog facilities that might be relevant. Good luck!
- 00:31:26 Ashley Woolnough: Ashley Woolnough - Arlington Animal Services (Texas)
- 00:31:30 Kathy Duncan: @David - Animal Arts and architecture firm in Colorado. They design shelters and vet clinics, but I feel like they would be good for a sanctuary also.
- 00:31:43 Alex Castelazo: Hi! Alex Castelazo - Data Science Manager at PetSmart Charities.
- 00:31:47 Kathleen Summers HSUS: Hi everyone. I am Kathleen Summers, Dir of Outreach and Research on the Stop Puppy Mills Campaign, HSUS
- 00:32:08 Jennifer Komis: Hi everyone! Jennifer here with HSUS! Just sitting in for the first time today:)
- 00:32:29 David S. Kerpel: Thank you!
- 00:33:10 Jerrica Owen: <https://www.nacanet.org/category/position-statements/>
- 00:33:14 Irene Borngraeber: Animal Control and Sheltering
- 00:33:18 Judy Calhoun: Contract
- 00:33:23 Staycee Dains: Could someone drop a link to the statement in the chat, please?
- 00:33:29 Eri Cronkhite: Good morning, all! I am Eri Cronkhite, Founder/Interim ED of Heaven on Earth Society for Animals in Los Angeles, CA.
- 00:33:34 Jerrica Owen: <https://www.nacanet.org/category/position-statements/>
- 00:33:36 kathryn Hansen:
https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmbtDyISTq8IL6QMI8/edit
- 00:34:18 Stephanie Filer, Shelter Animals Count: Learn more about SAC's upcoming APIs to automate your data entry and SOON never have to ENTER your data again! www.shelteranimalscount.org/sac-announces-api-development-for-automatic-data-transfer-from-shelter-software/
- 00:34:56 Darci Willemsen Adams: Hi everyone Darci Adams here in a new position with HSUS coordinating sessions/speakers for Expo and TAFA. Appreciate this meeting.



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- 00:35:05 Bob T - Williamsburg: When in court process, animals can be handled by volunteers due to liability issues
- 00:35:15 Bob T - Williamsburg: Can't
- 00:35:43 Jerrica Owen: NACA has been awarded a generous grant from the ASPCA to help fund a scholarship program to put nearly 100 animal control officers through our national certification certificate program. If you know anyone who may be interested, please share the link to apply! nacenet.org/scholarship-fund
- 00:35:44 Brent Toellner: <https://bestfriends.org/events/best-friends-national-conference>
- 00:35:53 Hilary Hager: Want to share with you all that registration for Taking Action for Animals conference is open, in DC July 15-17 :
<https://www.humanesociety.org/takingactionforanimals>
- 00:36:33 David S. Kerpel: FYI, I'm David Kerpel with Furever Home Dog Sanctuary in Deerfield Illinois. Just got our 501c3 designation this week so now we're legit!
- 00:37:43 Gabe Horton: Announcement for any organizations with Crisis / Temporary Foster programs to keep pets and people together: We had our first monthly call for similar groups across the country yesterday, and we will be repeating this the 1st Thursday of every month. It's a chance to talk about some of the issues that are particular to crisis/temporary foster programs. If you want to join next month, please send me an email at gabe@pawsternashville.org
- 00:37:44 Stacy LeBaron: www.communitycatspodcast.com is the website to go to find out more details. Thanks! My email is stacy@communitycatspodcast.com with any questions and if you want to collaborate.
- 00:37:55 Bob T - Williamsburg: Can u provide the link for ACO scholarships?
- 00:38:11 Jerrica Owen: NACA has been awarded a generous grant from the ASPCA to help fund a scholarship program to put nearly 100 animal control officers through our national certification certificate program. If you know anyone who may be interested, please share the link to apply! nacenet.org/scholarship-fund
- 00:38:13 Jeff Okazaki: Bob - nacenet.org/scholarship-fund
- 00:38:25 Veronica Wheeler: Congrats, David!
- 00:38:45 Kay Joubert: ASPCA roundtable webinar on June 8th talking about the issue of intake and capacity: <https://www.aspcapro.org/training/webinar/northern-tier-shelter-initiative-zoomies-shelter-intake-meets-capacity-care>
- 00:39:10 Josh Fisher: NACA Scholarship Link: <https://www.nacenet.org/national-animal-care-control-association-course-training-application-form/>
- 00:39:58 Jessica Schleder: is there a link for the petfinder webinars?
- 00:40:44 Kelly Clardy: Maddie's Fund Monthly Giveaways! Enter here for a chance to win CA\$H in a random drawing:
<https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>



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Open to all who are watching live or on-demand! Be sure to enter each week you attend!
00:42:09 Julie Levy: Feline health conference: "Health Breakthroughs for Every Cat: FIP and beyond." July 8-9, 2022 (virtual and onsite options).

<https://sheltermedicine.vetmed.ufl.edu/education/continuing-education/feline-health-symposium/>

00:42:10 Tracy Brad: Congrats!!!!

00:42:12 Alison @maddie's (she/her): WOW CONGRATS LANCASTER SPCA!!!!

00:42:23 Kelsey Gilmore-Futeral: So exciting! I know they need this!!

00:42:24 Becky Costner: Congrats

00:42:26 Tracy McQuarrie: Woohoooo well done

00:42:34 Kathy Duncan: Congratulations Lancaster SPCA!!!!

00:42:39 Kaja Gula-Thomas: Congrats!!!

00:42:48 Jessica Schleder: hahah

00:42:50 Kathleen Summers HSUS: Congratulations, Karen

00:42:51 Lexis Ly: Hi folks! I'm Lexis (PhD Student @ UBC Animal Welfare Program). We're looking for animal shelter and rescue staff to help us learn more about how we input shelter data into shelter software during (dog) intake! If you are a staff who deals with intake, please consider taking our survey (and share it with others!)

https://ubc.ca1.qualtrics.com/jfe/form/SV_9yvyF8YLAGpubMW

Thank you!

00:42:55 Tricia Power: Congrats Karen!!

00:42:58 Brandy Buie: Congratulations, Karen!!

00:42:58 JESSICA ARNOLD:

<https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fclick.sfmc.petfinder.com%2F%3Fqs%3D82f0243a273fd36a612e4c5349da77558df24a95cd923d1a91f4aa4456569634c8ff25b366689f8c19d20a9fa186f84f2b50ea90327c3dbf&data=05%7C01%7CJessica.arnold%40purina.nestle.com%7C423330be7314f8e8c2608da44d4acd7%7C12a3af23a7694654847f958f3d479f4a%7C0%7C0%7C637897977472622158%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=RVMeUd0GIrgylUIESX999DXcraGdoN5N9SSzAKIbcGc%3D&reserved=0>

00:43:05 Tracy McQuarrie: Thanks Maddies

00:43:28 Carolina Trivino: Is the grant also possible for organizations outside the US? we are in desperate need for help but there is not big organizations here in Colombia supporting the work of animal welfare organizations trying to implement creative and innovative initiatives.

00:43:32 JESSICA ARNOLD: Link to webinar next week just posted: FAQs, Myths, Tips for Petfinder use

00:44:47 Faith Wright: Too many animals coming in



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- 00:44:48 Maria - Pets for Life: Not enough capacity for SN surgeries
- 00:44:55 Staycee Dains: I want to say slower adoption, but competes with staffing so I chose staffing....
- 00:45:06 Libby Jones: Increased extreme behavioral cases being transferred into our area
- 00:45:07 Shelly (she/her), Maddie's Fund: @Carolina - generally Maddie's Fund grants are limited to U.S. organizations, but the monthly prizes for attending these calls are open to anyone attending live or watching on demand.
- 00:45:17 Irene Borngraeber: @maria- I agree but that is a staffing issue.
- 00:45:22 Ann Valentine: Our organization has started the silent phase of a capital campaign. The foundation of our building is becoming unsafe.
- 00:45:34 Stacie Voss: We're down over 600 transfers compared to last year
- 00:45:39 Kaja Gula-Thomas: Staff resistant to adopting new methods.
- 00:45:51 Eri Cronkhite: Desperate for funds for staffing
- 00:46:08 Robert Gruhl: Have been at capacity (for dogs) for many months now.
- 00:46:39 Staycee Dains: recruitment and onboarding takes MONTHS resulting in the need to keep doing it. We have recruited for a volunteer coordinator
- 00:46:43 Kirsten Lindsay: We have no more space for large dogs but could fit a few small dogs
- 00:46:47 Judy Calhoun: On dogs, we are not at capacity but closer than normal
- 00:46:53 Elisabeth Manwiller: Ours is staffing issues but not necessarily getting people, our problem is burnout and mental health issues at this point in history. Post COVID, issues in this county and not taking care of their mental health in this industry even though we are giving them tons of support and programs for free.
- 00:46:59 Staycee Dains: we have received more hoarding and large dumps
- 00:47:08 Dylan Moore: Not at cat capacity but our overload on dogs is so great we don't have resources to manage more cats
- 00:47:35 Dyanna Uchick: We are standing at the edge of that moment today.
- 00:47:45 Staycee Dains: not yet.... but we have some long stay dogs with difficult histories that will likely be euthanized soon
- 00:47:51 Stacie Voss: Had to do a handful of dogs for space last week
- 00:47:57 Emily Klehm: We have been extremely close to that point
- 00:48:03 Staycee Dains: oops... no
- 00:48:21 Sara Price: We're not planning to go back to our pre-pandemic model
- 00:48:32 Staycee Dains: we have reduced hours... because of staffing... but adoptions are still so slow
- 00:48:36 Vicky Pape: We are open on weekdays and appointment only on weekends



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american PETS ALIVE!

- 00:49:06 Irene Borngraeber: You should ask that question again by framing it a different way: IF you are open by appointment, are you struggling with too many animals?
- 00:49:24 Elise Blue: In northeast Missouri we are overcapacity on both any would love any kind input to assist in our issues.
- 00:49:35 Alison @maddie's (she/her): Stephanie Filer, Executive Director, Shelter Animals Count
<https://www.shelteranimalscount.org/about/leadership/stephanie-filer/>
- 00:50:15 Staycee Dains: we sent a request to everyone who has adopted or fostered in the last 3 years (almost 3,000) asking for support with for support... no responses that took us up on the need.
- 00:50:19 David S. Kerpel: Do you think it would be beneficial for everyone to include the State they are located next to their names? That way we get that extra piece of information when posting responses to these polls and other information shared in chats. Any thoughts?
- 00:50:43 Alison @maddie's (she/her): Good idea, David!
- 00:51:25 Kate Meghji: Data committee here. 😊
- 00:51:29 Lexis Ly: Go Samantha!!
- 00:51:31 Maria - Pets for Life: Love some data!
- 00:51:32 Melissa Thibault: I'm with the ASPCA Research team, and I'm on some data committees.
- 00:51:37 Sheila S: Hi! I'm Sheila Segurson from Maddie's Fund and am on the board.
- 00:51:46 Jerrica Owen: Jerrica Owen, (NACA) SAC Board Member and SUPER data enthusiast!
- 00:51:59 Lexis Ly: PhD Researcher here-- Love data, love SAC!
- 00:52:00 Ed Jamison: Ed Jamison. BOD Executive Committee for SAC. CEO of Operation Kindness. ejamison@operationkindness.org
- 00:52:07 Hugh Mulligan: I'm with the ASPCA Research team, and I'm on some data committees.
- 00:52:14 Maria - Pets for Life: A job-alike for data and/or mapping would be fun!
- 00:52:14 Lindsay Hamrick: Lindsay Hamrick with HSUS and SAC board member and data nerd extraordinaire!
- 00:52:34 Sarah Porter: Sarah Porter, Humane Society of Sedona, Director of Operations
- 00:52:37 kathryn Hansen: Katy Hansen, ACC of NYC, Data Committee and HUGE FAN of SAC
- 00:52:43 Ann Strain: Animal Services Officer Supervisor (Cabot Animal Services)
- 00:53:32 Danielle Bays: I love the dashboards. Especially the breakdown between adult and young cats. So important in developing effective strategies.



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- 00:56:36 Alison @maddie's (she/her): Shelter Animals Count data dashboards
<https://www.shelteranimalscount.org/data-dashboards/>
- 00:59:32 Karin Baker: April has been out slowest month year over year for 10 plus years.
- 00:59:36 Jeff Okazaki: It's odd that this data doesn't seem to match the anecdotal evidence we're seeing on the ground. Everyone I've talked to has said cat season is very delayed, we're very short on cats. But Dogs are having much longer LOS and outcomes are worse
- 01:00:35 Karin Baker: I totally agree with you Jeff
- 01:00:42 Irene Borngraeber: @Jeff - I understand what you're saying and it's similar to what we're seeing too. Perhaps the regional data breakdown will help us better understand
- 01:00:47 Sara Price: What proportion of organizations are reporting n a month by month basis now?
- 01:00:53 Isabelle Côté: I am not familiar with the tool. How is it possible to have more animals leaving than entering the system? kittens and puppies born within the shelter?
- 01:01:15 Emily Patterson-Kane: It means shelter pop is declining
- 01:01:20 Becky Tegze: Our kittens are slower but adult surrenders are way up
- 01:01:26 Jeff Okazaki: @Isabelle it's over time so think of it as monthly. If you have 40 dogs come in, you already have 40 dogs, you can have 41 go out and end up with 39
- 01:02:00 Shelly (she/her), Maddie's Fund: @isabelle - more can go out than came in if you have animals on hand from the prior month(s); also animals born in care as you mentioned.
- 01:02:33 Nancy Klein: In the Pacific region, OR/WA is a very different for animals than CA
- 01:03:24 Irene Borngraeber: I was going to say: New Jersey and South Carolina are not the same!
- 01:04:48 Karin Baker: a breakdown by state would be very interesting
- 01:04:50 Maria - Pets for Life: Yes, in MD we have lots of dogs and cats coming north from the Carolinas
- 01:05:00 Brent Toellner: That was fine in the first four months of 2021 since most shelters were operating at lower capacity in January 2021. It's a huge issue now
- 01:05:35 Augusta Farley: Sounds like the discourse around climate change.
- 01:05:52 Maria - Pets for Life: Karin, the dashboard does let you view by state! It's pretty cool
- 01:06:20 Lindsay Hamrick: <https://www.shelteranimalscount.org/data-dashboards/>



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- 01:06:39 Jeff Okazaki: Seems like pretty much the only thing we have control over here is Intakes. If we look at the adoption rate over the last two years, we're hitting a capacity point where it's harder to drive new adoptions.
- 01:07:25 Becky Tegze: Agree Jeff
- 01:07:37 Irene Borngraeber: Agree
- 01:07:48 Veronica Wheeler: Totally agree, Jeff! That's why our community support and deferment programs should be such a priority right now.
- 01:08:07 kristen hassen: In case you missed it, here is the document we've started to help craft a national message.
https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmbBtDyISTq8IL6QMI8/edit?usp=sharing
- 01:08:10 kristen hassen:
https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmbBtDyISTq8IL6QMI8/edit?usp=sharing
- 01:08:30 Elise Blue: Agree! How do you defer intakes in smaller communities when you are the only option?
- 01:08:37 Dylan Moore: I love SAC and nerd out over the dashboard regularly. One of the things it doesn't capture at least as we are able to report is behavior challenges in population.
- 01:08:38 Irene Borngraeber: How should we provide feedback on this document?
- 01:08:40 Maria - Pets for Life: Transport is another option.
- 01:09:15 Jessica Des Lauriers: Transport is great, but the challenge we face is dogs meeting the criteria of the receiving shelters
- 01:09:36 Jeff Okazaki: plus a lot of receiving shelters are facing the same LOS issues and don't have intake capacity for more dogs
- 01:09:47 Lindsay Hamrick: Jessica, can you say whether that criteria is medical or behaviorally based or both?
- 01:09:53 Rebecca Guinn: Is a copy of the presentation posted?
- 01:09:56 Lisa Feder: If destination shelters can't adopt dogs then transfer doesn't work
- 01:09:58 Jessica Des Lauriers: It is both
- 01:10:13 Lindsay Hamrick: thanks!
- 01:10:49 kristen hassen: If you want to give feedback on the google doc I shared, please use the COMMENT function!
- 01:10:54 Augusta Farley: Is would be good to know the why of euthanasia and intake to be able to target prevention programs.
- 01:11:06 kristen hassen: If you're not familiar with google docs you can also just drop me a note
- 01:11:14 kristen hassen: Just asking that no one edits the document



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- 01:11:19 Elise Blue: Any thoughts on transporting animals from the Midwest to other parts off the country?
- 01:12:59 Renee Gutierrez: I agree, good people are leaving this industry at a fast rate right now
- 01:13:15 Dinah Hayse: Access to spay/neuter has been an issue for moving some animals.
- 01:13:51 Eri Cronkhite: Lack of vets to s/n is huge issue in Los Angeles
- 01:13:52 Nancy Klein: It HAS to be the dirty sad truth!
- 01:14:24 Maria - Pets for Life: Same in Philly. We have a backlog of 500 animals needing SN but we can't find any vets to do them
- 01:14:25 Dylan Moore: My concern is that we are messaging well enough to get people into the shelter but we don't have what people are looking to adopt. The market for 50-70lb 9m-16m dogs with no training is limited.
- 01:14:26 Jessica Schleder: Can someone drop the link to the document Kristen sent out about messaging?
- 01:14:32 Shelly (she/her), Maddie's Fund: @elise - to your question about intake deferment, There are toolkits on the Human Animal Support System website for Lost & Found, Pet Support Services, Self-Supported Rehoming and more:
<https://www.humananimalsupportservices.org/about/elements-of-hass/>
- 01:14:42 Jeff Okazaki: @Jessica -
https://docs.google.com/document/d/19K_sYJCNKv6S5fCCKLsrayxjmpbBtDyISTq8IL6QMI8/edit
- 01:14:53 Jessica Schleder: thanks Jeff
- 01:14:53 Julie Levy: Shelters are not "at capacity." They are well over capacity if humane housing, behavioral support, and staffing levels are taken into the equation.
- 01:14:58 Kira Robson: I'm seeing more pet store dogs in my neighborhood which used to skew Pit Mixes and rescue dogs. A key message to really get back to adoption vs. breeder purchase maybe is needed nationally.
- 01:15:09 Ann Valentine: Think about using the real, brutal vocabulary: many animals are being killed. Instead, we use pretty words like 'euthanasia' or 'outing them down.' It gives the public an emotional shelter.
- 01:15:09 Irene Borngraeber: Yes Kira
- 01:15:09 Elise Blue: @shelly thank you so Much!
- 01:15:23 kristen hassen: Dr. Levy that's a really important point
- 01:15:24 Dinah Hayse: Lack of spay/neuter has played a large role in the number of cats/kittens.
- 01:15:28 Irene Borngraeber: Yes @julie levy
- 01:15:29 Namiko Ota-Noveskey: I second Dr. Levy's comment.



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- 01:15:33 Staycee Dains: We need support in getting national orgs to support euthanasia of animals that are in shelters that no one is willing to take because of bite histories to say that it is not humane to keep animals in under-resourced shelters and no rescues or adopters are willing to take dogs with difficult histories
- 01:15:34 Emily Klehm: Totally agree with Dylan above. We did some effective crisis communication last week and had 360 new foster inquiries—320 of them all identified fostering small dogs or puppies as their only interest
- 01:15:37 Kira Robson: My neighborhood, but also the whole Chicagoland area. Pure bred pups showing up to vaccine cliics
- 01:15:55 Irene Borngraeber: and Yes @dylan moore
- 01:15:59 Elise Blue: Exactly Julie Levy!
- 01:16:06 Jessica Schleder: The general public is still under the opinion that the problem with dogs "was solved" during covid.
- 01:16:06 Arin Greenwood: Emily - could you share your comms materials? I would love to see them
- 01:16:12 Jessica Des Lauriers: And a lot of large dogs are coming in the shelter
- 01:16:36 Staycee Dains: almost 50% of our population of dogs are dogs that no one is willing to take, not because of size, but because of history. We ARE adopting out friendly, happy large dogs
- 01:16:39 kathryn Hansen: but from a messaging standpoint it may be better to get people to feel that they have the opportunity to make a difference. so reaching capacity can make people act
- 01:16:39 emily wood: Yes, @Staycee - housing animals who are not safe to place puts those who are safe at risk.
- 01:16:41 Susan Austin: We are overwhelmed with large dogs that are 1.5 years old and not socialized nor have any manners!
- 01:16:50 kathryn Hansen: over capacity may set people off to think its beyond help
- 01:16:53 Irene Borngraeber: And yes @stacey daines
- 01:16:59 Elisabeth Manwiller: Its mainly the large dogs though. Are people having issues with small dogs?
- 01:17:02 Jessica Schleder: I dont think the public really cares about the details - that' its big dogs, that there are fewer transfers. I think we need to be as simple - and dire - as possible.
- 01:17:18 Kira Robson: Yes, definitely
- 01:17:45 Steve Marrero: My Stray population increase is due to Soldier deployments.
- 01:17:48 Kaja Gula-Thomas: Time to say "Euthanasia Is Coming..."



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american PETS ALIVE!

01:17:49 Kathleen Summers HSUS: Unfortunately the pet industry is still using old numbers that show low dog inventory in shelters. It's very important to counter that message.

01:17:52 Susan Miller: We still need fosters

01:17:52 Leslie Dalzell: I do not like the message that "shelters are over capacity which will result in euthanasia". It gives the recipient the belief that shelters are euthanizing for space. NOT the message we want to be giving.

01:18:01 Arin Greenwood: totally agree, Katy

01:18:06 Kelly Duer: We need to tell people how increased LOS negatively impacts pets in shelters

01:18:14 Julie Levy: @Brent - I'm worried that people have replaced shelter adoptions with other sources (like purchasing) or have just cancelled rather than postponed their dog adoption plans.

01:18:15 kristen hassen: It's got to be SO SO simple

01:18:25 Arin Greenwood: and don't want to turn people against shelters

01:18:45 Staycee Dains: Your Compassion Saves Lives

01:18:47 Irene Borngraeber: Yes @julie levy - I do feel we've been replaced in the animal acquisition market

01:18:50 Kirsten Letham: Maybe promote foster to adopt

01:18:57 Veronica Wheeler: Shelters are full. Dogs are dying.

01:19:01 Alexis Pagoulatos: I think it's a balanced message - that this sector is chronically underfunded and under-resourced. As a result, we need to re-evaluate the role of our community's support and what that looks like meaningfully. If not, euthanasia is coming for the first time in a decade.

01:19:02 Kira Robson: Shelters are full. These animals need homes. Please help

01:19:06 Melissa Thibault: Perhaps communication to the public to ask them to rehome their own pets as opposed to bringing them into the shelters/rescues. But also communication to shelters/rescues to ask that if they are not at capacity, reach out to partners who are beyond capacity and pull animals.

01:19:08 emily wood: I'm getting messaging from my public that they want us to euthanize.

01:19:09 Katie Lisnik: Adoption is urgently needed

01:19:09 Jessica Schleder: i think "euth is coming" puts the onus on the shelter industry to make a "choice" to not do it

01:19:11 Dyanna Uchick: The rule of thumb for billboards is 7 words or less. Drivers can't capture more than that.

01:19:11 Maria - Pets for Life: And keep in mind that many people may WANT to adopt or help, but can't. Inflation is making everything more expensive and vet care costs are skyrocketing



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american **PETS** alive!

- 01:19:12 kristen hassen: The nuance can be in the messaging in the body
- 01:19:12 Lynne Stott: Shelter in your home.
- 01:19:14 Cynda Crawford Univ FL Shelter Med: They (insert dog pix) Need You Now
- 01:19:20 Karin Baker: what about a message to shelters that don't transport in? helping understand the risks and rewards of this?
- 01:19:27 Katie Forbis: Can we capitalize on the phrase "unprecedented" >> "Unprecedented euth is coming"
- 01:19:28 Susan Miller: People think a no kill shelter means , that no animals are put down. Educated people that a no kill shelter means less kill , not no kill
- 01:19:30 Augusta Farley: There has to !be something that people can do
- 01:19:35 Morgan Talluto: or what about the places that euthanasia never stopped?
- 01:19:35 Staycee Dains: Bring me home
- 01:19:38 Staycee Dains: Take me home
- 01:19:43 Nancy Klein: Messaging ...does the public 'understand' what the word Euthanasia means??
- 01:19:49 Faith Wright: Yes Rebecca!
- 01:19:50 Sara Muriello: Your Neighbor's Pet Needs You!!!!!!!!!!!!!!!!!!!!!!
- 01:19:59 Irene Borngraeber: Yes to this speaker!
- 01:20:07 Stacie Voss- Farmington Regional Animal Shelter, NM: Yes! Shelters are broken ourselves
- 01:20:12 Nora Vondrell: Agree, what is the call to action?
- 01:20:12 Cynda Crawford Univ FL Shelter Med: The public does not like or respond well to negative language and images
- 01:20:12 Brent Toellner: @julie levy - -do you have data that supports that? Because the worst case scenario is that you're right and there are small indicators that you're right, but nothing definitive
- 01:20:14 kristen hassen: We need that core message and then we can add the context
- 01:20:15 Susan Austin: our foster pleas are falling on deaf ears
- 01:20:17 Faith Wright: Our shelter is closed to intake due to black mold and people are panicking!
- 01:20:17 Christopher Fitzgerald: mutual aid - keep pets home, get pets home, foster a pet, help your neighbors with their pets
- 01:20:22 Jeff Okazaki: We can definitely say "Euthanasia is coming" and that will motivate a few more people to adopt, but there's just not enough adopters right now to solve the problem. Also if we do that, it's going to permanently stain the image of shelters



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as a place where animals get euthanized and then it will create a negative impression that will carry forward and create even more "no kill" debate issues.

01:20:24 Morgan Talluto:



01:20:28 Leslie Dalzell: how about "shelters are overcrowded, foster a pet today"

01:20:34 Augusta Farley: Pick up strays and reach out to your neighbors to send it home

01:20:49 Jessica Schleder: +1 to Jeff

01:20:57 Augusta Farley: need behavior help? call...

01:20:57 Robert Gruhl: EDUCATE, EDUCATE, EDUCATE ... Dial it back to the very basic message of what the shelter does and what personal pet responsibility is all about.

01:21:03 Johnny Jenkins: Focus on amplifying a fostering and adoption message while continuing to simplify the adoption process in all communities.

01:21:17 Nora Vondrell: Media partners??

01:21:17 Allison Cardona: Adoptions and rescues need to remove barriers to adoption and foster. We need a strong coordinated message to our industry

01:21:18 Faith Wright: Agreed! We need a nationwide message!

01:21:20 Phil Zimmerman - City of Sacramento Front Street Animal Shelter

(he/him/his): There is still continued pressure on shelters to find positive outcomes for difficult to place dogs - rescues are the only option and they are all full - if collectively, shelters and rescues focused on saving the behaviorally sound animals, we could collectively save more animals, instead of difficult to place animals staying for months in shelters and rescues.

01:21:35 Jessica Schleder: Pets don't have to die?

01:21:37 Nora Vondrell: We need marketing help

01:21:41 Alexis Pagoulatos: I think we have to talk about the systemic problems and the systemic solutions. That we can't do that without a fresh look at community support.

01:21:43 Dylan Moore: I am concerned that any kind of "euthanasia is coming" message is just piling more bad news on a world of bad news. As a member of the public I am tuning out news a lot lately I just can't spare any more emotional or mental energy on a world full of misery

01:21:49 Augusta Farley: Prevent. Prevent. Prevent. Same story as gun control. Use a public health approach.

01:21:55 Maria - Pets for Life: Agreed, Dylan

01:21:56 Karin Baker: pets are dying

01:21:58 Christopher Fitzgerald: Shelters are scary, homes are not

01:21:58 Irene Borngraeber: Can we think about this and circle back to you? It's very difficult to come up with a national message in 20 minutes



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- 01:21:59 EC Michaels: Shouldn't we also ask why those messages aren't working anymore? Maybe that will give us an answer for new messaging.
- 01:22:03 Nora Vondrell: @Jessica, yes! Pets Don't Have to Die!
- 01:22:06 Kelly Clardy: Agree, Dylan!
- 01:22:19 Renee Gutierrez: Euthanasia is coming, sounds like a threat. I would prefer different language. Pets need your help now!
- 01:22:20 kristen hassen: Prevention does not solve for this immediate crisis so we've got to stay focused on the moment
- 01:22:20 Katie Forbis: Can we use a stat like "10% (whatever that number is) of dogs in shelters will be euthanized this year"
- 01:22:25 Vicki Stevens: The HSUS and Maddie's Fund is working with the Ad Council on a national PSA advertising campaign to encourage people to be a helper by directly assisting pets and people in their communities.
- 01:22:30 JESSICA ARNOLD: Save a life. Adopt a pet.
- 01:22:34 Staycee Dains: They've lost their homes, too.
- 01:22:37 Kathleen Summers HSUS: Cheaper than a gym membership; adopt a big dog and get fit.
- 01:22:38 kristen hassen: Katie I think something specific like that could work
- 01:22:41 Susan Austin: spay neuter now so pets don't have to die later?
- 01:22:55 Dyanna Uchick: We've certainly delivered the impression that we've been successful managing our populations, via the nokill movement, and euthanasia is coming may be the messaging the public may need to hear, I worry that it would not be a message that the entire industry would be comfortable pushing.
- 01:23:02 David S. Kerpel (Deerfield, Illinois): I'll be opening up my sanctuary where we won't be adopting or fostering- just rescuing the dogs from humane control and other shelters, and giving them a large piece of land to live out their lives. It's merely a band-aid in what appears to be a very large problem.
- 01:23:04 Susan Leavitt: Save a life. Make a friend. Adopt a pet.
- 01:23:37 Karin Baker: how about no kill shelters are dying?
- 01:23:48 Irene Borngraeber: Oh Karin that's actually really great
- 01:23:51 Namiko Ota-Noveskey: Prevent what's preventable. ADOPT.
- 01:23:53 Lynne Stott: Thought about staying open till the animals are adopted/fostered. We can't go home till they do!
- 01:23:58 Esteban Rodriguez: Is there a metric that captures the number of dogs that are coming in from other countries and how that correlates to intakes across the nation because people are not adopting shelter pets?
- 01:24:02 Kirsten Letham: Saving a life doesn't have to be a gamble. Foster to adopt
- 01:24:02 Liz Stamper: What about a volunteer push angle?



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- 01:24:03 AIMEE SADLER: Help us meet their needs
- 01:24:06 wendy frink: Not sure what the message is, but many people already think that if you drop a pet at a shelter, it's a death sentence. So I think saying "adopt a pet or it will die" is something people already think
- 01:24:10 Jeff Okazaki: You're right in that the system isn't working. There's also the economic problem. There was a HUGE demand for dogs during the pandemic, breeders and non-shelter/rescues sources exploded. There's a basic supply/demand mismatch right now, and there's not enough demand capacity to create equilibrium. That's a recipe for a bad outcome that good messaging isn't going to solve.
- 01:24:11 Alexis Pagoulatos: Shelters are drowning in more ways than one.
- 01:24:12 Johnny Jenkins: Agreed @AllisonCardana. Focusing on alarm bells feeds into the negative messaging permeating in our public discourse. "Lessen euthanasia with love."
- 01:24:13 Sarah Porter: Something we use in our welcome letter to our fosters is "Thank you for opening your heart and home" could we adapt thus?
- 01:24:28 Jessica Schleder: I think we could use outside help - didn't the concept of "no kill" - which has really resonated with the public - come from ad agency work with BFAS?
- 01:24:36 Susan Miller: What about working on policy change, about responsibility of responsible pet ownership. Pets must be fixed, fine backyard breeders, ect...
- 01:24:48 Melissa Thibault: Support your local shelter so that they can support you tomorrow
- 01:24:48 Veronica Wheeler: Love that, Lindsay.
- 01:24:50 Tracy Brad: euthanasia is imminent, but I think we need to find a way to flip the script -- maybe from the animal's perspective?
- 01:24:56 Irene Borngraeber: I love that @lindsay
- 01:24:58 kathryn Hansen: YES Lindsay
- 01:25:00 Gina Burrows: A simple 'Your Local Shelter Needs You' may be a good place to start so the community knows that this issue is their problem as well as ours. They need to be part of the solution.
- 01:25:01 kristen hassen: Tracy that makes sense to me.
- 01:25:10 kristen hassen: We thought about something like "The forgotten pets of the pandemic"
- 01:25:14 Katie Forbis: "Unprecedented euthanasia rates are here: X% of shelter animals will be put down this year due to X, Y, Z"
- 01:25:19 kristen hassen: And putting the focus on the pets who have gotten stuck in the system
- 01:25:26 Kathleen Summers HSUS: People respond well to messages that fulfill their own "wants." Want to get fit? Adopt a big dog.



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- 01:25:27 Katie Lisnik: I like that Lyndsay- we don't need more of a reason for the public to be mad and hurtful to us...
- 01:25:59 Jeff Okazaki: Agree with Susan - "What about working on policy change , about responsivity of responsible pet ownership . Pets must be fixed , fine backyard breeders , ect..." We're looking at the wrong messaging, the overpopulation is unfortunately a problem beyond intake diversion and more adoption/foster so the messaging should be, take this diaster and learn from it by helping to change policy.
- 01:25:59 Tracy Brad: we need a catchy, concise, hashtagable campaign that highlights the urgency while not losing people...
- 01:26:01 Faith Wright: Yes!!!!
- 01:26:02 Stacie Voss- Farmington Regional Animal Shelter, NM: Yes!
- 01:26:03 David S. Kerpel (Deerfield, Illinois): Don't purchase. Adopt and save a life.
- 01:26:06 Kelly Duer: Absolutely
- 01:26:35 Kira Robson: Agree!
- 01:26:46 Stacie Voss- Farmington Regional Animal Shelter, NM: Adopters!
- 01:26:50 Lindsay Damron: We need fosters!!
- 01:26:50 Kira Robson: We need both
- 01:26:51 Kelsey Gilmore-Futeral: It will also be helpful to identify who you want to talk to. "everyone" isn't an answer. People in our circles are hearing it over and over again, but there are people we need to reach and move who aren't currently being reached and we need media and messages that are persuasive to them.
- 01:26:53 Dyanna Uchick: we need anyone willing to take a dog into their home.
- 01:26:55 Amy Good: Both
- 01:26:56 Dyanna Uchick: period.
- 01:26:58 Lindsay Hamrick: Can we get foster start data for next week from Petpoint?
- 01:26:58 Susan Leavitt: We need fosters!
- 01:26:59 Jenn Danks: Both are needed
- 01:27:09 Vicki Davis: adopters over fosters
- 01:27:11 Faith Wright: I like Mr. Right now!
- 01:27:14 Kelly Duer: Fosters can help you round up adopters. They're such great advocates
- 01:27:14 Lindsay Damron: Fosters can save multiple lives over time.
- 01:27:16 Susan Miller: Fosters
- 01:27:33 Stacie Voss- Farmington Regional Animal Shelter, NM: In smaller communities the number of fosters is so limited... there's just not enough people to foster
- 01:27:34 Alexis Pagoulatos: We need affordable, pet-friendly housing security to open up homes - for fosters and adopters



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- 01:27:40 Doug - Burlington Humane - Ontario, Canada: Yes Staycee, we see that as well, Fosters often turn into adopters. However we stress that Fosters don't do it as a "Trial Adoption".
- 01:27:40 Lindsay Damron: Fosters help rehabilitate dogs and get them ready to be adopted
- 01:27:42 Arin Greenwood: Lisa Gunter's pandemic research shows that a lot of first time fosters turned into adopters - she recommended expanding foster to adopt programs
- 01:27:44 Sara Muriello: Fostering message ties in nicely with "your neighbor and neighbor's pet needs you" kind of thing
- 01:27:47 Augusta Farley: Enough people don't understand fostering. You'd have to do a campaign about what it entails.
- 01:27:57 Jessica Schleder: @Jen its a good point
- 01:27:57 Liz Stamper: volunteers - they can become fosters and adopters while assisting in areas that may be short staffed
- 01:28:02 Kimberly Pickens: If we did a national event, it could be for both. "Are you looking to foster or adopt today?"
- 01:28:05 Kathleen Summers HSUS: 11% euthanizing is still too many
- 01:28:09 Kirsten Letham: Agree
- 01:28:11 Maria - Pets for Life: I stopped fostering for a nonprofit recently because it was too expensive and too hard logistically. Groups need to make it easier and cheaper. I switched to fostering for my county shelter who pay for everything
- 01:28:22 Jeff Okazaki: Fosters are great, but is anyone way up on fosters right now? It just circles back to the same problem, a lot of people adopted pets which lowered the capacity of households to foster, we lost fosters from the pandemic that haven't come back, there's not enough fosters or adopters out there to solve such a significant overpopulation.
- 01:28:31 Lynne Stott: Empowerment instead of fear
- 01:28:32 Robert Gruhl: We need to think bigger ... it's not one solution, it's many. Negative marketing will not (and generally does not) work. Stay positive, focused and on message. Repeat it over & over & over again.
- 01:28:49 Kirsten Letham: Sorry I agree message should be positive
- 01:28:59 Vicki Davis: keep it positive
- 01:28:59 Augusta Farley: I agree...Positive messages enables action.
- 01:29:02 Staycee Dains: Adopt, cant adopt? Foster. Cant foster? Volunteer, cant Volunteer
- 01:29:07 Carolina Trivino: the problem is the source! where are the animals coming from? in Taiwan, year's ago the government ban euthanasia for shelter dogs. What happens was the shelters had to stop receiving animals. In Colombia there is not shelter system, therefore there is not euthanasia, the problem is animals are in the streets.



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I see the US haven't really put a stop of the animals being sell, the legislation related to breeding facilities are very lax. People need to stop buying animals! is there something there to work on? on the legislation level?

01:29:09 Staycee Dains: Cant volunteer, donate

01:29:10 Alexis Pagoulatos: You need a PR company - I have a lot of contacts if you need some.

01:29:27 Bob T - Williamsburg: Kids and adoption.

Www.Facebook.com/groups/667574987790717

01:29:28 Katie Forbis: Negative Marketing may not work, but if the focus is news / PR focused, national media coverage prefers negative language. Consumers are more likely to latch onto a negative news story vs a positive one

01:29:35 Rebecca Guinn: Yes

01:29:36 Karin Baker: yes

01:29:38 Emily Klehm: yes

01:29:38 Stacie Voss- Farmington Regional Animal Shelter, NM: yes

01:29:38 Eri Cronkhite: Yes!

01:29:39 Mary Flores: Yes!

01:29:40 Kirsten Letham: Yes

01:29:40 Brittany Pasquale: yes

01:29:41 Chalan Lowry: We've been saying, adopt, foster, donate forever. We need something that will get their attention

01:29:41 Faith Wright: Yes

01:29:42 Lynne Stott: yes

01:29:42 Kelly Clardy: Remember to enter for a chance to win money from Maddie's Fund! Complete the entry form here: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

01:29:43 Marcy Gallo: yes!

01:29:44 Irene Borngraeber: Oh @caronline you are so right but this industry isn't ready to address public responsibility

01:29:44 Renee Gutierrez: yes

01:29:47 Teresa Johnson: yes

01:29:49 Tracy Brad: something like... #pickyourwin... where adopt, foster, volunteer etc. are all wins

01:29:51 Jen Brause: yes, lets do something, keep it positive and have many options of how you can help

01:30:08 Hope Winograd: Absolutely,

01:30:08 Dyanna Uchick: can we connect with the "pass it on" campaign

01:30:10 Dyanna Uchick: ?



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01:30:11 Tracy Brad: it has to be positive...

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