



Solutions

Helping Animals and the People Who Love Them

Issue 28

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Can Advertising Save Lives? *Three powerful non-profits join forces to find out.*

Three non-profit organizations are teaming up to encourage Americans to adopt shelter animals, according to the May/June issue of *Animal Sheltering*. Maddie's Fund, the Humane Society of the United States (HSUS), and the Ad Council will work together to create public service announcements designed to encourage adoptions from animal shelters.

Maddie's Fund is the world's largest foundation devoted to saving shelter animals. HSUS is the largest animal welfare organization in the United States. The Ad Council is dedicated to creating public service advertising. It is the organization responsible for creating such notable public service campaigns as "Only You Can

Prevent Forest Fires" and "Friends Don't Let Friends Drive Drunk". Although the organization has existed since 1942, this is the first time in its history that the organization will devote an effort to a nationwide campaign about animal welfare.

That effort will be huge. It will last three years and cost \$80 to \$120 million dollars, with a budget of \$40 to 80 million dollars the first year. The campaign will include all major forms of advertising: television, radio, print, Internet, and outdoor. It will target around 33,000 outlets. The campaign will be designed by Drafftcb, an advertising agency with clients such as Boeing and Starbucks.

The campaign will try to double the adoption rate by making shelter pets the first choice for



Photograph by Bethan Hazell.

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SNAP's mission is to eliminate the need for euthanasia in our community's shelters, to reduce the number of homeless animals, and to educate the public about the importance of spay/neuter.

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SNAP is a Missouri 501(c)(3) nonprofit corporation.



Top Ten Reasons Pets End Up In Shelters

Could an advertising campaign affect adoption rates? Well, changing the negative stereotypes about shelter animals can only help. Despite the public's belief that shelter animals are problem animals, behavioral problems account for only two of the top ten reasons cats are surrendered to shelters (house soiling and not getting along with other pets), and only one of the top ten reasons dogs are surrendered (biting).

According to The National Council on Pet Overpopulation Studies, these are the top ten reason for surrender of pets to shelters:

Cats

- | | |
|----------------------------|---------------------------------------|
| 1. Too many in house | 6. No homes for littermates |
| 2. Allergies | 7. House soiling |
| 3. Moving | 8. Personal problems |
| 4. Cost of pet maintenance | 9. Inadequate facilities |
| 5. Landlord issues | 10. Doesn't get along with other pets |

Dogs

- | | |
|----------------------------|------------------------------|
| 1. Moving | 6. Too many pets in home |
| 2. Landlord issues | 7. Pet illness |
| 3. Cost of pet maintenance | 8. Personal problems |
| 4. No time for pet | 9. Biting |
| 5. Inadequate facilities | 10. No homes for littermates |



(Continued from page 1)

adopters. To do so, the campaign must convince potential adopters that shelter animals are potential family members, not potential problems. Draftfcb's research shows that public views of shelters and shelter animals are discouraging adoptions. These views in-

. . . . while 67 percent of respondents claimed they would adopt their next pet from a shelter, only 29 percent did so.

clude negative stereotypes of an animal's terrible past and that the adoption experience at the shelter will be unpleasant.

The campaign will try to combat these stereotypes by pointing out that millions of shelter animals are either already healthy or treatable and that behavior issues are not the only reason pets are brought to shelters. The campaign will seek to motivate potential adopters to adopt, but faces an uphill battle. Draftfcb's research showed that while 67 percent of respondents claimed they would adopt their next pet from a shelter, only 29 percent did so.

HSUS estimates that every year about 3 million healthy or treatable dogs and cats are killed in shelters. While there are around 75 million dogs and 88 million cats in American homes, only around 20 percent of pets are obtained from shel-

ters or rescue groups. HSUS believes that increasing this amount to 35 percent would virtually eliminate the need for shelters to kill healthy or treatable animals.

Is this possible? Don't underestimate the Ad Council. The success of its past campaigns is noted on its website. The number of acres destroyed by forest fire has been reduced from 22 million to less than 8.4 million since the Ad Council began the Forest Fire Prevention campaign. During their Big Brothers Big Sisters campaign, applications for mentors increased from 90,000 per year to 620,000 in nine months. And safety belt use has increased from 14% to 79% since they began their Safety Belt Campaign in 1985.

Here's hoping their magic works for homeless pets!

Quotes About Cats

Cats don't like change without their consent.

Roger A. Caras

Most beds sleep up to six cats. Ten cats without the owner.

Stephen Baker

The cat has too much spirit to have no heart.

Ernest Menault

Cats seldom make mistakes and they never make the same mistake twice.

Carl Von Vechten

Cats are smarter than dogs. You can't get eight cats to pull a sled through snow.

Jeff Valdez



Special Thanks

Pocket Change for Pets Program



SNAP thanks the newest member:

Bair's Grocery

5419 S. Campbell Ave.

And these members for their continued support:

Three Dog Bakery

900 E. Battlefield St.

Cedars Restaurant

3322 S. Campbell Ave.

The spare change collected in the donation canisters at these and other locations adds up to a significant contribution to SNAP's fund for spay and neuter surgeries. Please support the businesses that support us!

By the Numbers

In 2008,
SNAP's assistance meant:

Spays

 322 dogs

 713 cats

Neuters

 207 dogs

 430 cats

Thanks for your support.

In Memoriam

Karenanne Fitzsimmons'
beloved dog, Shadow

Betty Kimberling



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When Dogs Attack . . . You

Each year, 4.7 million Americans will suffer dog bites, according to the Center for Disease Control. However, less than one-fifth of those bitten get medical help. Even so, emergency rooms will treat 1,000 victims each day for a dog bite. In 2006, reconstructive surgery was performed on more than 31,000 people because of dog bites.

Most at risk for dog bites: small children, followed by the elderly, and mail carriers, according to the American Veterinary Medical Association (AVMA) and the Humane Society of the United States (HSUS).

Here are some tips from the Postal Service and AVMA for avoiding a dog bite:

- Do not run by a dog.
- Do not approach a strange dog.
- Avoid eye contact, remain motionless, and do not scream if a dog threatens you.
- If you decide to pet a strange dog, allow the dog to see and sniff you first.
- Put a barrier such as a backpack between you and a dog you think is going to attack.
- Do not bother a dog tending its pups, a sleeping dog, or an eating dog.
- Do not try to pet a dog behind a fence, because the dog may feel threatened.
- If you are attacked and fall or get knocked to the ground, curl up, and protect your face with hands.



Meeting Dates

Volunteer meetings are moving to Wednesday evenings.

Board of Directors Meetings

6:30 pm

June 15 (Auditorium)

July 20 (Room A)

August 17 (Room A)

Volunteer Meeting

6:30 pm

September 2 (Room A)



All meetings are held at the Library Center, 4653 S. Campbell, unless otherwise noted.

YES!

I would like to become a member of SNAP to help reduce the number of unwanted animals born in Southwest Missouri. I understand that by becoming a member, I will receive a quarterly newsletter, acknowledgement on the SNAP website, and an invitation to SNAP's annual meeting. (Membership is renewable annually and is tax deductible. Payment may be made by check or money order.)

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____
Email _____

- \$15 Student/Senior (60 & over)
- \$25 Individual
- \$40 Family
- \$125 Business
- \$500 Lifetime

OR...

- _____ I want to help! Please send information about becoming a SNAP volunteer.
- _____ I want to support SNAP's work with the enclosed tax-deductible donation.
- _____ Please make a donation in memory of _____
- _____ Please send me information on estate planning .
- _____ I would like to "Sponsor-a-Spay." I am enclosing \$ _____ to sponsor:
 - _____ A specific pet (indicate pet's name) _____
 - _____ The pet at the top of SNAP's waiting list

MAIL TO: SNAP • P.O. Box 14354 • Springfield, MO 65814 • (417)823-7627
www.snap123.org

Solutions!

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Springfield, MO 65814**

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Spay Neuter Assistance Program, Inc.
The Humane Solution to Pet Overpopulation