



Innovation leading to great improvements for shelters

The CFHS is just a few months away from celebrating its 50th anniversary . . . and what a half-century it's been! The CFHS was instrumental in enactment of the Meat Inspection Act in 1960; was a founding member of the Canadian Council on Animal Care, the organization responsible for overseeing the use of animals in research; was a founding member of the National Companion Animal Coalition (read more about the NCAC on page 2 of this issue); and, has been leading efforts to amend the animal cruelty provisions of the Criminal Code for the past seven years.

Above all this, perhaps the CFHS' most important role has been to bring together SPCAs, humane societies and other animal protection groups. The CFHS is a hub that allows local,

provincial and national organizations to work together, to share and collaborate to have a greater impact in their communities and across the country.

Working together, humane societies and SPCAs have also become more sophisticated and innovative in how they deliver their programs. Overall, this has helped increase the number of adoptions and reduce the rate of euthanasia in shelters from coast to coast. One quick look at the back page of this issue will help you see just how far we've come – but unfortunately, it also shows how much more work still needs to be done.

Over the next several editions of *Animal Welfare in Focus*, we'll highlight some of these

innovative, successful initiatives. Turn to the third page to read the first article in this series, *Quiz Your Way to a Perfect Match*.



Recognizing caring communities

From Oct. 11-13, 2006, Canadian communities that provide exceptional services for animals and people are being recognized at the first ever *Banff Care in the Community Summit*.

Congratulations to the CFHS member societies that have been nominated for awards in various categories:

The Calgary Humane Society
The Cochrane Humane Society
The Hamilton-Burlington SPCA
The Ottawa Humane Society

Check out the next issue of ***Animal Welfare in Focus*** for more on the Summit!

The Banff Care in the Community Summit is hosted by the Banff Centre and PetLynx. Sponsors include Air Canada, the CFHS, CDMV, the Iams Company, PetPlan insurance and PIJAC-Canada.

Building bridges, not barriers

by Steve Carroll, CEO

While admittedly new to the job, I've been struck by the diversity of organizations working on animal issues across Canada.

Various groups have different philosophies and views regarding the use and treatment of animals, and different groups have adopted their own means to achieve their goals. Not all organizations will always agree on every issue. But, we should make efforts to work together.

At a minimum, we should ensure we work with respect: for the animals, for each other and for our donors and supporters who have every right to expect we will always honour their trust and do our individual and collective best to advance animal welfare.

Each of us in this sector has the best interests of animals at heart, and we share at least some of the same goals. We can achieve these



The CEO's masters, Nacho & Krusty

goals more effectively and efficiently by putting aside our differences and working together, speaking with a united voice on behalf of animals and caring Canadians. Indeed, the diversity and strength of these voices together is often the best catalyst to constructive change.

At the CFHS, we choose to work collaboratively and cooperatively with key stakeholders, based on the premise that we can have a greater impact creating positive change by being a part of the process instead of being apart from it.

See **Bridges** on page 2

Yes! I'd like to support the Canadian Federation of Humane Societies.

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- Please send me information on monthly giving (SAM)
- Please send me planned giving information
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Donations of \$10 or more will be issued an annual tax receipt. Charitable registration # 11883 0884 RR0001		Signature _____

At the table: The National Companion Animal Coalition

In the early 1990s, the CFHS joined with the Canadian Kennel Club, the Canadian Veterinary Medical Association, the Pet Industry Joint Advisory Council of Canada (PIJAC-Canada) and Agriculture and Agri-Food Canada (as an observer) to establish a Canadian standard for



Dr. Downes microchipping a cat.
Photo courtesy of Ottawa Humane Society

microchip identification technology for dogs and cats. This standard has brought an important uniformity to microchipping in Canada that has contributed to a sound pet recovery system.

The Coalition continues to play a huge role in the microchip industry as it has recently revised this standard to adopt the technology now recognized by the International Standards Organization.

This joint effort was so successful that the groups formalized their partnership and formed the National Companion Animal Coalition in 1996. Since then, the coalition has collaborated on a number of key shared issues to promote responsible pet ownership in Canada.

Another project undertaken by the Coalition was the development of a set of recommended municipal bylaws for dog and cat control. This document addresses such things as cat licencing, spay/neuter, dangerous dogs and owner responsibility. It has been adopted by many Canadian municipalities.

In 2002, the NCAC partnered with the Canada Safety Council on the launch of an educational website to reduce dog bites. The site is based on the British Columbia SPCA's award-winning program, *Bite Free* and includes information on why dogs bite, how to behave around dogs - especially for children - and dog owners' responsibilities. Check it out at www.dogsandkids.ca or www.chiensenfants.ca.

The NCAC also addressed the issue of breed banning, taking a strong stand against it. The Coalition developed an information sheet on reducing the incidence of dog bites and attacks, identifying why breed bans are problematic and recommending other ways of addressing dangerous dogs.

Lastly, the NCAC developed a brochure entitled *Checklist for acquiring a dog* (available at www.cfhs.ca) to help potential dog owners identify and avoid puppy mills and ensure they are obtaining their new canine from a reputable source.

Bridges: Partnerships also key to member societies

By our very nature, as a Federation, we collaborate daily with dozens of animal welfare organizations - rural, urban, large, small, local, provincial and even national - from coast to coast. Some run shelters and others concentrate on public education. We know that this integrated approach helps each of our members better serve Canadians in their community, and helps us better attain our goals on a national level.

Over the years, we have also worked with a broad range of other groups, ranging from some who self-identify as animal rights, to animal-use industry groups. These collaborative efforts continue to be successful in helping us achieve our shared goal to help animals in Canada, for example through better legislation, or through better protection for livestock or animals used in research.

Why is this important to you, our donor? When an organization asks for your donation, you need to know that the support you provide is diligently applied to solving problems, not creating them. You need to know you are supporting creativity and innovation in animal welfare, not reinventing the wheel. Considering

the broad spectrum of animal well-being organizations across Canada, so much more can be accomplished when we all work together. At the CFHS, our donors expect this, the animals whose interests we serve deserve this, and we're committed to this.

And, as always, I look forward to working collaboratively with you, as a donor and fellow animal lover.

One Member Society's Success Story



The SPA de l'Estrie in Sherbrooke is no stranger to collaborations with other animal protection organizations.

In 2001, nearby Granby Zoo announced plans to open a dolphinarium, including a "swim with the dolphins" program. The SPA formed a coalition with a variety of animal protection groups and individuals, all opposed to the zoo's plans. The coalition, which included



animal welfare and animal rights groups, actors and scientists, were eventually successful: the Granby Zoo cancelled the plan.

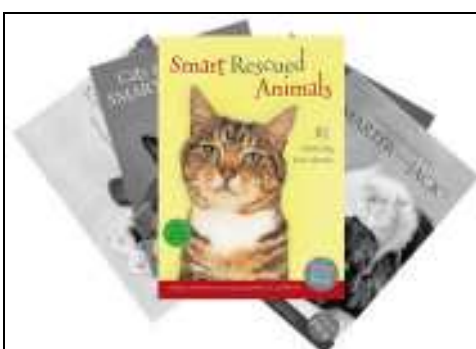
In another successful collaboration, the SPA worked with the World Society for the Protection of Animals to conduct a spay/neuter program in Northern Quebec.

The SPA also has ongoing partnerships with other animal welfare groups across the province to help them in day-to-day activities. At times, the SPA transfers animals (including pit-bulls, which are restricted in Sherbrooke) to other shelters. The SPA works with various wildlife (including urban wildlife) organizations. It has representation on the provincial animal protection organization, Anima-Quebec, and of course, is a member of the CFHS.

Great **NEW!** book!

Do you think that there's something special about animals who have been rescued from adversity? We do, and the stories in this book prove it. People from all over the world submitted their true stories for this edition in the entertaining SMARTER than JACK series.

A portion of proceeds from each book you buy goes directly to help the CFHS.



Order Details:

TITLE	#	PRICE	SUB-TOTAL
Smart Rescued Animals		\$17.95	
Canadian animals are SMARTER than JACK		\$17.95	
Why animals are SMARTER than US		\$17.95	
Animals are SMARTER than JACK		\$17.95	
Dogs are SMARTER than JACK		\$17.95	
Cats are SMARTER than JACK		\$17.95	
Heroic animals are SMARTER than JACK		\$17.95	
Smart Sassy Animals		\$17.95	
Shipping (1 st book \$4.00 + 2.50 for each additional book)			
Subtotal			
GST(6%)			
Total			

Animal cruelty bill update

Mixed messages could create opportunities for legislation

In late August, the CFHS wrote to its supporters with some breaking news: on August 29th, Justice Minister Vic Toews announced to a reporter that his government supports Bill S-213 – a private Senator's Bill proposing completely inadequate amendments to Canada's animal cruelty laws, the CFHS and our member societies oppose this bill.

The CFHS was extremely disappointed by this announcement. In previous communications with the Minister and his staff, CFHS and member societies had stressed our preference for more effective legislation, such as the Bill last known as C-50.

Bill S-213 is nearly identical to the current Criminal Code, originally enacted in 1892: it contains the same loopholes, archaic language and inadequacies as the current legislation. Among other problems, Bill S-213 will not punish cruelty against strays or wildlife; and will still contain the wording "wilful neglect", making it nearly impossible to prosecute even some of the worst neglect cases.

Within days, media coverage of the Minister's position and CFHS' disappointment reached some 2.25 million Canadians, and the CFHS began receiving copies of letters our supporters were sending to their Member of Parliament.

There may, however, be a glimmer of hope with the Justice Minister.

On August 31st, Minister Toews attended a roundtable on community violence in St. Catharines, ON. One of the panel speakers was the local humane society's Executive Director, Kevin Strooband, who addressed the Minister's recent position on Bill S-213. At the end of the presentations, the Minister told the crowd that, although he would not personally re-introduce legislation like Bill C-50, he would support such a bill if it was reintroduced into the House of Commons.

Where does the PM stand in all this?

Stephen Harper and his wife are supporters of the Ottawa Humane Society, where they foster

cats - many of them strays that would have no protection from cruelty under the Bill (S-213) that his government supports. Interestingly, the homepage of Mr. Harper's website (www.pm.gc.ca) includes a link to information about Canadian SPCAs and humane societies, and pet fostering programs.

Yet the Prime Minister hasn't yet taken the single most concrete measure he can to help protect the very animals he fosters and all other animals in this country: updating the animal cruelty provisions of the Criminal Code with strong, effective legislation.

What can you do?

Write to your MP and tell him /her to oppose Bill S-213, and ask for the reintroduction of effective legislation like the former Bill C-50.

You can also copy your letter to the Justice Minister, and the Prime Minister.

Check out www.cfhs.ca for the latest updates on the Bill and a sample letter you can use.

Quiz your way to a perfect match

When Jim Sykes became President and CEO of the Hamilton-Burlington SPCA, he was concerned about the number of potential adopters who were being declined at the shelter.

Many of them were going away with a negative view of the shelter, Mr. Sykes explains. He adds that too often potential adopters didn't understand why they were being turned down – they felt they'd been given a test and had failed.

At the same time, Mr. Sykes says he worried that his staff's concern for the animals in their care meant they were overprotecting them, and turning down potentially good adopters.

His dilemma, then, was "how do we increase the number of adoptions but not adopt animals to just anyone?"

The answer was to implement a program that could help everyone – shelter staff and potential adopters – better understand each dog's temperament and needs, all the while asking potential adopters the right questions to help them better understand what they are looking for in a new pet. The answer, was *Meet your Match*.

Developed by the American SPCA (ASPCA), with ongoing funding provided by The Iams Company, *Meet Your Match* is a scientifically-based program that helps shelters evaluate dogs for friendliness, playfulness, energy level, motivation and drive. Each dog is categorized into one of six types, with catchy and easy-to-understand names like Couch Potato, Busy Bee, or Life of the Party.

(It should be noted that each dog must first be evaluated by a recognized temperament test to identify aggressive dogs or dogs that may need rehabilitation before re-homing).

When potential adopters arrive at the shelter, they are asked to fill out an adopter survey (rather than the old adopter questionnaire), and the former adoption "interview" has been replaced by a more collaborative discussion between the adopter and adoption counsellor.

Benefits nearly immediate

The SPCA noted clear improvements quickly after *Meet your Match* was first introduced at the shelter in 2005. Within two months of implementation, the number of adopted animals returned to the shelter dropped 30%.

"We're adopting more animals once, instead of the same animals over and over again," explains Mr. Sykes. More adoptions, of course, means more animals from the city pounds can be transferred to the SPCA – which then means fewer euthanasias.

And feedback from the community has been great. Fewer people are complaining about

being turned down for adoptions, and the collaborative approach offers better opportunities for dialogue and education. And those who do adopt dogs are finding there are fewer surprises about their new companion thanks to the new program.

The Hamilton-Burlington SPCA was the Canadian beta tester for a "Feline-ality" program over the past few months, and thanks to their efforts, the cat component will be added to *Meet Your Match* soon.

Meet your Match and the CFHS

The CFHS recognizes the clear benefits of a program like *Meet Your Match* and we believe it can be a key component to helping increase adoptions and reduce euthanasia rates across the country.

In collaboration with the ASPCA, the CFHS is exploring options to enhance access to this program throughout Canada.



MYM ~ CANINE-ALITY TYPES

	INTERNALLY MOTIVATED	EXTERNALLY MOTIVATED	SOCIALLY MOTIVATED
HIGH MAINTENANCE	Free Spirit	Go Getter	Life of the Party
AVERAGE MAINTENANCE	Wall Flower	Busy Bee	Goof Ball
EASY MAINTENANCE	Couch Potato	Teacher's Pet	Constant Companion

Gifts to
CFHS

Lasting Legacies

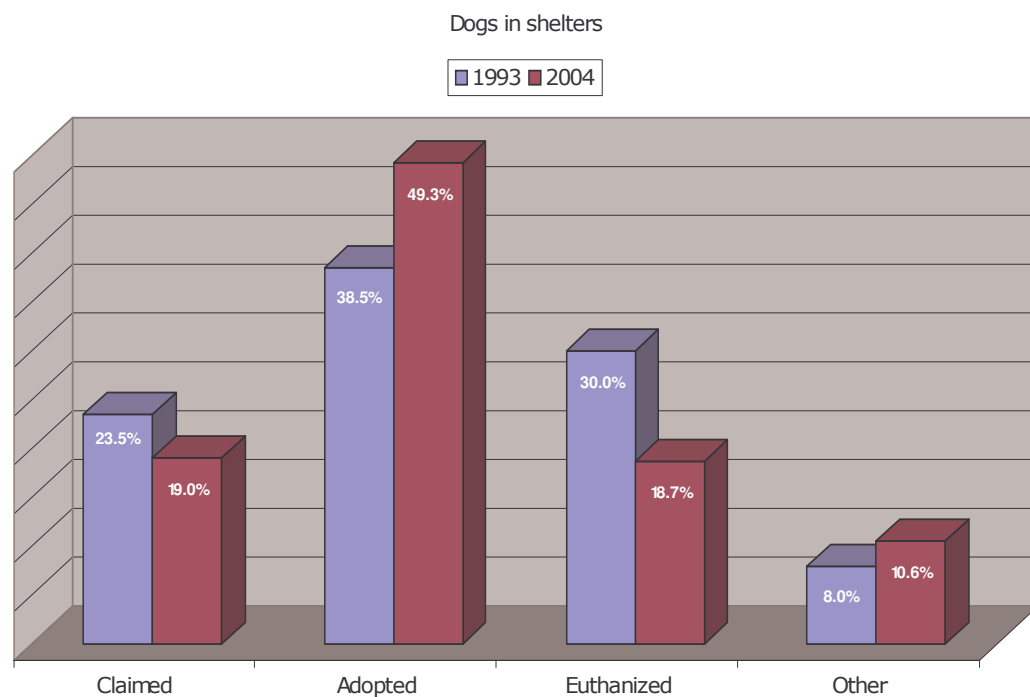
I. Brouwers
A. Buchanan
D. Church
G. F. Cooper-Jones
S. McGhie
T. P. Moyes
M. Stone
J. Vaughn
J. M. Wasson

In memory of...

Iva Mae Dunbar
Grizzly
Buddy
Tucker
Ebony

Thank you!

A decade in numbers: Significant improvement and ongoing challenges

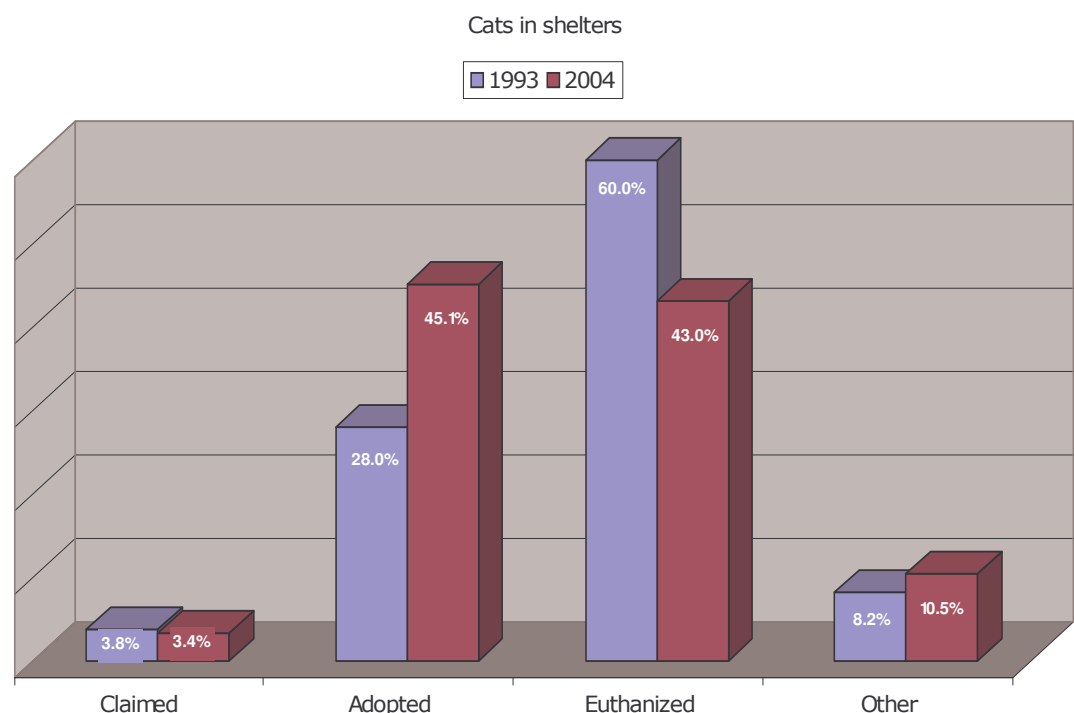


The successes:

- The percentage of shelter dogs being adopted has increased steadily over the 11 years the CFHS has gathered shelter statistics. Percentage of shelter cats adopted has increased by more than 60% during that same period.
- As adoptions increased, euthanasia rates dropped for cats and dogs.
- Shelters have been developing programs aimed at increasing adoptions (such as adoption matching programs like *Meet Your Match*, temperament testing, obedience training or working with behaviourists).
- More and more shelters now also offer value-added services with their adoptions: free trial pet insurance, spaying/neutering, microchipping and/or registration with PetLynx (www.petlynx.net) and other tools that can help a new pet better integrate into its home.

The ongoing challenges:

- Claim rates for lost companion animals, particularly cats, continue to be low across Canada, and in fact, have dropped slightly over the last 11 years. The CFHS, as well as humane societies and SPCAs across the country will continue to promote the importance of identification – including tags, microchipping and third-party systems like PetLynx.
- The CFHS has adopted a new way of gathering shelter statistics (effective 2005) that will help us all better understand how many animals are accepted in shelters each year, how many are adoptable, and how many cannot be treated or rehabilitated.



What can you do?

- Adopt your next companion animal from a shelter, and encourage those around you to do the same. Shelters have a wide variety of cats, dogs and often other small animals, and knowledgeable shelter staff can help you choose the best companion for you.
- Spay or neuter your pet. Do your part to reduce the number of unwanted animals that end up in shelters every year!
- Don't let your animals roam! Visit www.cfhs.ca for tips to help you keep your kitty happy in your house. Make sure your dog has a safe, contained area outside, and make sure he can't easily escape and get lost.
- Get your cat or dog some I.D. Make sure Fluffy and Fido have a tag (on a breakaway collar for cats) and permanent identification like a microchip.

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In Focus



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As the national voice of humane societies and SPCAs, the Canadian Federation of Humane Societies supports its member animal welfare organizations across Canada in promoting respect and humane treatment toward all animals.

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