+

Thank you!

Maddie's Fund
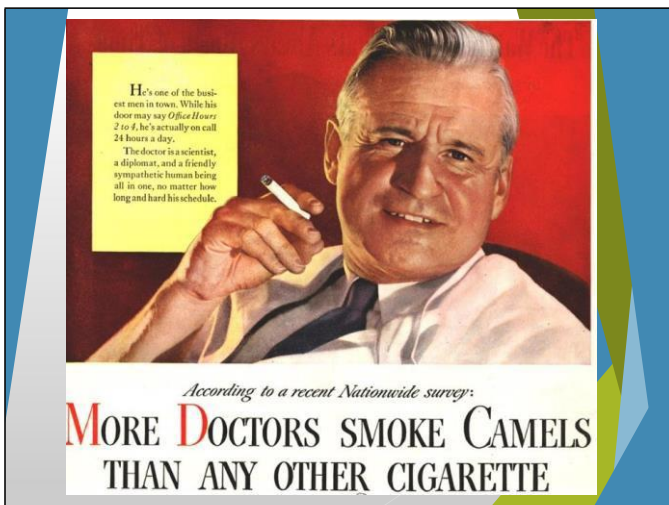
Best Practice Strategies

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target ZERO

Celebrate tremendous progress

▶ Decreasing shelter numbers since the 1970s

▶ Technology and data

▶ Determined advocates

▶ Euthanasia no longer acceptable for population control

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Target Zero

Provides shelter/community assessments then mentors proven Best Practices to animal welfare leaders nationwide to achieve and maintain a 90%+ save rate, all pro bono

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Letting go of commonly held beliefs...

▶ Best intentions with no data

▶ Animal welfare more formalized

▶ Association of Shelter Veterinarians

▶ Shelter Medicine programs at veterinary schools

▶ More data driven than ever before

Current Best Practices

▶ Maddiesfund.org

▶ Bestfriends.org

▶ Aspcapro.org

▶ Animalsheltering.org

▶ Sheltervet.org

▶ Millioncatchallenge.org

Types of Shelters

Open admission shelter

- Public (municipal) and/or private 501c3
- Historically no managed intake and accept all animals regardless of medical/behavioral
- Typically much higher intake and lower save rate compared to a limited admission shelter
- Public shelters with less autonomy compared to private/**enforcement**

Limited admission shelter

- Always private 501c3
- Limits number of animals that enter
- Typically much lower intake compared to open admission shelter
- Typically over 90%+ live outcome
- Often called 'no kill'

Public~Private Partnerships

Capitalizing on the strengths of each organization to collaborate for the greater good of all animals...

as opposed to using differences as a divisive force that limits lifesaving

Public~Private Partnerships

- Sharing responsibilities for a program
- Utilizing funding/staff in the most efficient way
- Decreasing duplication of services
- Alternating grant and funding opportunities

Win~Win~Win

Public~Private Partnerships

A formalized volunteer program is essential for every shelter!

Model: Friends of the Animal Shelter, Aiken County, SC

Public~Private Partnerships

Could be as simple as a non-profit rescue group helping a municipal shelter…

Northern Kentucky Area Development District (NKADD)

▶ Target Zero Fellow
▶ 8 counties with 4 shelters that take dogs and cats, 4 shelters that take dogs only
▶ Non-profit HVHQSN clinics (OAR and UCAN)
▶ Private veterinarians throughout district
▶ Joanie Bernard Foundation awarded district $500,000 for *cat* spay/neuter
▶ Administered by NKADD

NKADD ~ First 2 Months

- 1,112 cats sterilized
- Save rate for cats at Campbell County animal shelter increased from **49% to 94%***
- Save rate for cats at Kenton County animal shelter increased from **42% to 77%***

Save rate comparison is from Jan.-Sept. 2016 vs Oct.-Nov. 2016

We are at The Tipping Point between old school and new school

(read the book by Malcolm Gladwell!)

Laser Focused Goals

- Productively decrease intake by helping pets and people
- Decreased length of stay to live outcome
- Achieve and maintain a 90%+ save rate
- Treat pets and people with compassion

Laser Focused Goals

Getting animals out of the shelter quickly to the best possible placement will result in the *most animals saved*!

Laser Focused Goals

Every dollar

Every task

Every minute

Every resource

If it does not help you accomplish the goals, you should not be doing it!
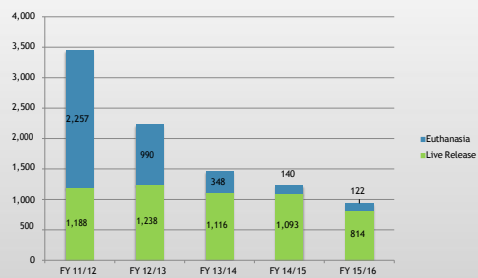
Save Rates Before & After Target Zero Assessment

Waco, TX (2 years)	36%	91%
Indy, IN (2 years for cats at 90%+)	59%	86%
Huntsville, AL (1 year)	68%	93%
Nashville, TN (1 year)	58%	83%
Brevard County, FL (1 year)	81%	93%
El Paso, TX (1 year)	44%	62%
Carroll County, GA (1 year)	51%	76%
Greenville County, SC (1 year)	60%	72%
Lafayette Parish, LA (5 months)	22%	36%

Note: Shelters continue to improve their save rate by implementing Best Practice strategies

Productively decreasing intake is the secret key

Cat Live Release Versus Euthanasia
City of Waco Animal Shelter

Shows the decrease of cat intake and euthanasia numbers after the Community Cat program was implemented in the fall of 2013. FY15/16 data is through September 30, 2016.

We should be asking...

▶ Why are they bringing animals to the shelter?

▶ What are they bringing to the shelter?

▶ Where are animals coming from?

▶ Who is bringing animals in?

Design programs around the answers

▶ We have trained the public!

▶ Strays vs owner surrenders

▶ 30-40% of owner surrenders needed temporary help *(Emily Weiss, PhD, ASPCA)*

▶ Most from low-income pet owners *(Peter Marsh, Replacing Myth with Math)*

▶ Good Samaritan potential *(Maddie's Fund survey 2015)*

Outdated Public Policy

▶ Ordinances and laws created with the best of intentions but instead can be barriers for lifesaving and fiscally irresponsible

▶ Developed with no/minimal data

Responsible Public Policy

▶ Knowledge of data and trends essential

▶ Look at progressive shelters with ample proof as myth busters

▶ *Is this rule leading to my intended outcome?*

   ▶ Ex: stray holds over 3 days for dogs

   ▶ Ex: stray holds for cats, kittens and puppies

   ▶ Ex: pet limits

   ▶ Ex: citation with reclaim

   ▶ Ex: breed specific legislation

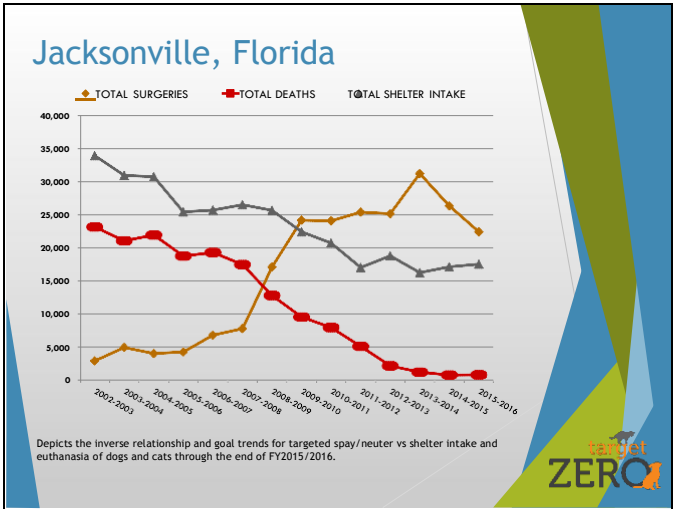## Responsible Public Policy

▶ Successfully updated ordinances in:

▶ Waco, TX

▶ Escambia County, FL

▶ Indianapolis, IN

▶ Baton Rouge, LA

▶ El Paso, TX

▶ Broward County, FL

▶ Montgomery County, TX

▶ Boone County, KY

▶ Campbell County, KY

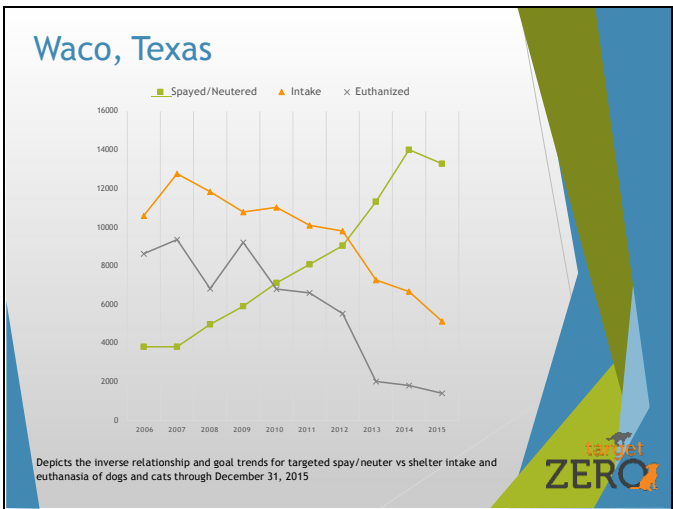▶ Kenton County, KY

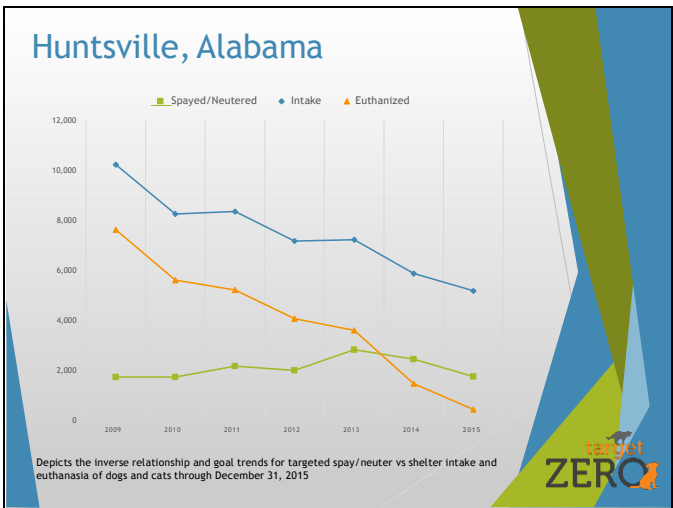▶ Greenville County, SC

▶ Columbia, SC

Updating Public Policy

▶ Educate decision makers in a professional manner using their language (commissioners, mayors, etc.)

▶ Provide concise data and references for recommendations in person and in writing

▶ Highlight current issue and how it can be sustainably resolved

▶ LISTEN TO CONCERNS AND FEARS!

Targeted Spay/Neuter

▶ Fixed income (5-10* subsidized surgeries per 1,000 residents a year, based on poverty rate in community)

▶ Large dogs

▶ Community cats

▶ High intake areas

Jacksonville, Florida

Depicts the inverse relationship and goal trends for targeted spay/neuter vs shelter intake and euthanasia of dogs and cats through the end of FY2015/2016.

Waco, Texas

Depicts the inverse relationship and goal trends for targeted spay/neuter vs shelter intake and euthanasia of dogs and cats through December 31, 2015

Huntsville, Alabama

Depicts the inverse relationship and goal trends for targeted spay/neuter vs shelter intake and euthanasia of dogs and cats through December 31, 2015

Shelter Policies and Procedures

▶ Common Self Imposed Barriers

　▶ Policies based on exceptions/myths/fears

　▶ Data collection/analysis

　▶ Lack of Population Management

　▶ Poor management of staff and finances

Community Cat Facts

❖ Cats 7-10 times more likely to find their way home from the street versus the shelter

❖ Many inside/outside

❖ RTO less than 2%

❖ Trap/euthanize doesn't solve problem

❖ Majority of shelter cats euthanized

Community Cat Diversion

Instead of intake at shelter~ divert outdoor cats to spay/neuter/ear tip/vaccinate/deworm & return to 'outdoor home'

Community Cat Diversion

Critical Points:

▶ Cats are not 'stray' or 'lost'

▶ Include friendlies because they already have a home

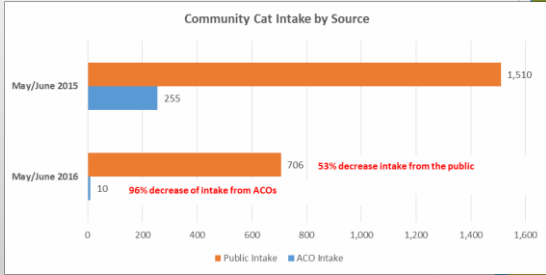▶ Join the Million Cat Challenge!

Positives in the community….

▶ Increased community immunity against rabies

▶ *Decrease in community cats=colony prevention*

▶ Less wildlife at risk

▶ *Eliminates complaints about cats*
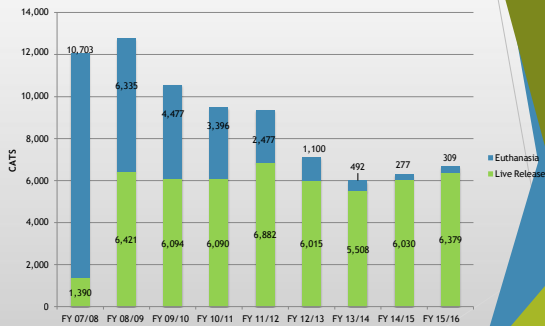
▶ Decreased parasite load

Positives at the shelter…

▶ Can eliminate unnecessary euthanasia of cats in shelter

▶ *Increased adoption of cats that have to be admitted*

▶ More resources available for dogs ($$, staff time, space, etc.)

Impact of Community Cat Diversion
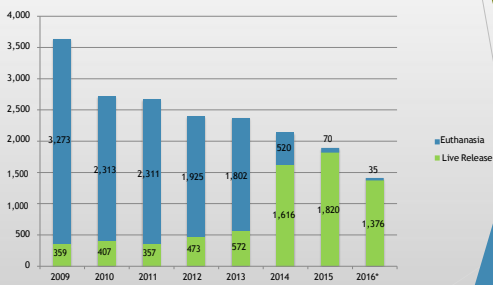
Greenville County, South Carolina

Cat Live Release Versus Euthanasia
Jacksonville Animal Care & Protective Services

Depicts the decrease of cat intake and euthanasia numbers after the Feral Freedom (Community Cat) program was implemented in August 2008.
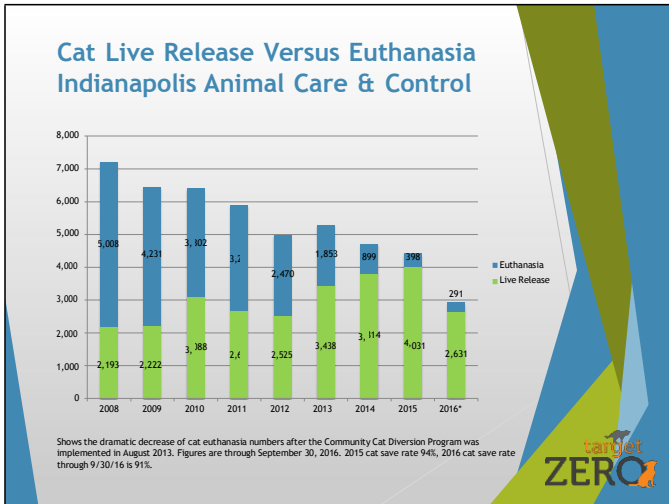

Cat Live Release Versus Euthanasia
Huntsville Animal Services

Shows the dramatic decrease of cat euthanasia numbers after the Community Cat Diversion Program was implemented in April 2014. Figures are through September 30, 2016.

Cat Live Release Versus Euthanasia
Indianapolis Animal Care & Control

Shows the dramatic decrease of cat euthanasia numbers after the Community Cat Diversion Program was implemented in August 2013. Figures are through September 30, 2016. 2015 cat save rate 94%, 2016 cat save rate through 9/30/16 is 91%.

Safety Net~Managed Intake

Helping people keep their pets or place their pets outside of the shelter system

2015 Maddie's Fund Survey

*managed intake currently major focus area for funders

*also called Surrender Prevention

Model: Brevard County, Florida

Shelter operated by the Sheriff's Office....assisted pet owners outside the shelter system and in the first year of Safety Net helped/diverted...

80% of owner surrenders

Safety Net~Managed Intake

This should be the first program developed, not the last!

Live Release~Outcome Programs

▶ Return to owner

▶ Open adoptions

▶ Rescue

▶ Foster

▶ Transport to other shelter with shorter LOS

Return to Owner

▶ Reunite in field if at all possible

▶ Incentive and mandatory to spay/neuter/microchip before returning to owner

▶ Post pictures on intake, social media, etc.

▶ Convenient hours for live outcome

Return to Owner

City of Port St. Lucie Police Department links licensing with ensuring microchip information accurate

Result: 50% RTO last year for stray dogs in first 3 days

Open Adoptions

Not embracing the open adoption philosophy is a common self imposed barrier to life saving

Open Adoptions

HSUS *Adopters Welcome* Guide (animalsheltering.org)

Making the best match
Conversational adoptions
Letting go of myths based on fear

Open Adoptions

Low adoptions fees
(raise money other ways)

Non-judgemental

Don't miss adoption opportunities!

Rescue Partnerships

Approval process
Legal and providing proper care
No fees
Streamlined process

~Open adoption philosophy~

Foster and Adoption Ambassadors

Good Samaritan opportunities
Provide supplies
Showcase pets outside the shelter
Empower to make permanent
placements

~Open adoption philosophy~