



# SUPPORT FOR KITTENS IN THE FIELD

Keeping kittens safe outside shelter walls

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Orange County Animal Services

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# Thank you for being here!

## TODAY'S LEARNING OBJECTIVES

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- Identify ways you might be sabotaging your own goals by swimming upstream.
- Access your shelter's opportunity to leverage ACOs, Field Officers and/or volunteers to better serve kittens outside your walls and ensure resources for the ones inside your shelter.
- Activate your community to achieve your kitten goals. Increase your kitten LRR, decrease your kitten budget. HYPER unify your messaging and alleviate the burden on your frontline staff.
- Learn two software tools that allow you to “set it and forget it”

“Please Don’t Kitten-Nap” (but maybe sometimes . . . )



# FIND A LITTER? BE A SITTER!

**Watch and wait: Please DON'T kitten-nap.**

Mother cats leave kittens for hours at a time, and will likely return soon. Only interfere when you are sure kittens are orphaned, injured or ill.

If you're unsure, please call us first for support: 619-299-7012.

# Who I Am

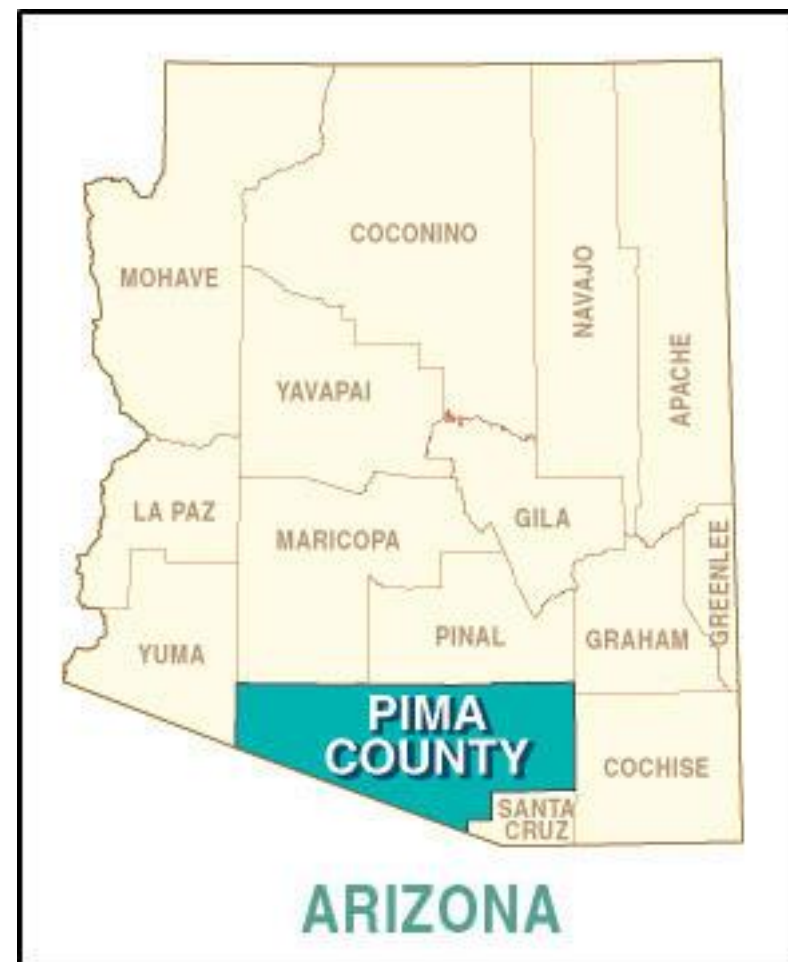
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# Pima Animal Care Center

- 19,000 intake annually
- 6,000 cat and kitten intake
- 89% save rate for cats and kittens
- 3,000 cats and kittens to foster annually



## PIMA COUNTY

- 9,000 square miles
- 1 million residents
- Rural, urban and suburban
- High poverty rate
- Desert climate

# Our philosophy

- Assess each situation individually
- Intake kittens that need our safety net
- Ask finder or owner for help
- Healthy cats and kittens in a safe place stay in community (most of the time)
- Cats and kittens that do come in leave asap to foster homes



# Hoarding in Pima County as a Catalyst for Change



# Case Management Approach





# Intake-to-foster



# Success and 'Working on it'

- All neonatal kittens go to foster same day
- Ringworm and URI in public areas
- We treat everything
- Bonded pairs get to stay together
- Geriatric and senior cats get to go to foster
- We fund TNR and perform SNR

## **Areas for improvement:**

- Supported self rehoming and finder to foster
- Save rate of kittens under two weeks
- Need better intake assessment
- Some friendly stray cats need to come in
- Better return to owner services needed



Because of intake deferment, we can help more cats



**Kim DeFelice** 15 hrs

I adopted 14-year-old Figo (who now answers to Ringo!) from PACC in March 2018. He was brought there in January 2018 by the people who had him his whole life. They said he had kidney issues and they wanted him to be put down. The amazing angels at PACC saw that he still had plenty of life to live. Almost a year later, he is a happy and healthy ball of love who adores snuggles and treats (and occasionally antagonising his 3 kitty brothers!!!). He is the sweetest baby ever, and he brings me so much joy. I am so very grateful for each day I get with him. ❤️❤️❤️

1 Like 2 Comments

**Like** **Comment**

**Kristen Auerbach** Kim DeFelice OMG I LOVE that cat!!!  
Like · Reply · 15h

**Kim DeFelice** Kristen Auerbach I think it's impossible to NOT fall in love with him!!! He's such a special cat!!! 😊😊😊  
Like · Reply · 14h

Write a reply... 🗨️ 📷 📄 🗑️

# Replace false dichotomies with win/win solutions

The kittens will die if they don't come into the shelter!

Open admission shelters can't turn animals away no matter how full they are!

This is our only chance to sterilize the mom!



Can you provide mom with food, water and shelter where she is?

All our foster homes are full right now. Can we help you hang onto them for a few days?

Can you care for mom until the kittens are weaned and then bring her in?

# Basic principles

Kittens are better off with their mother and mothers are better off with their kittens until the kittens are old enough for weaning

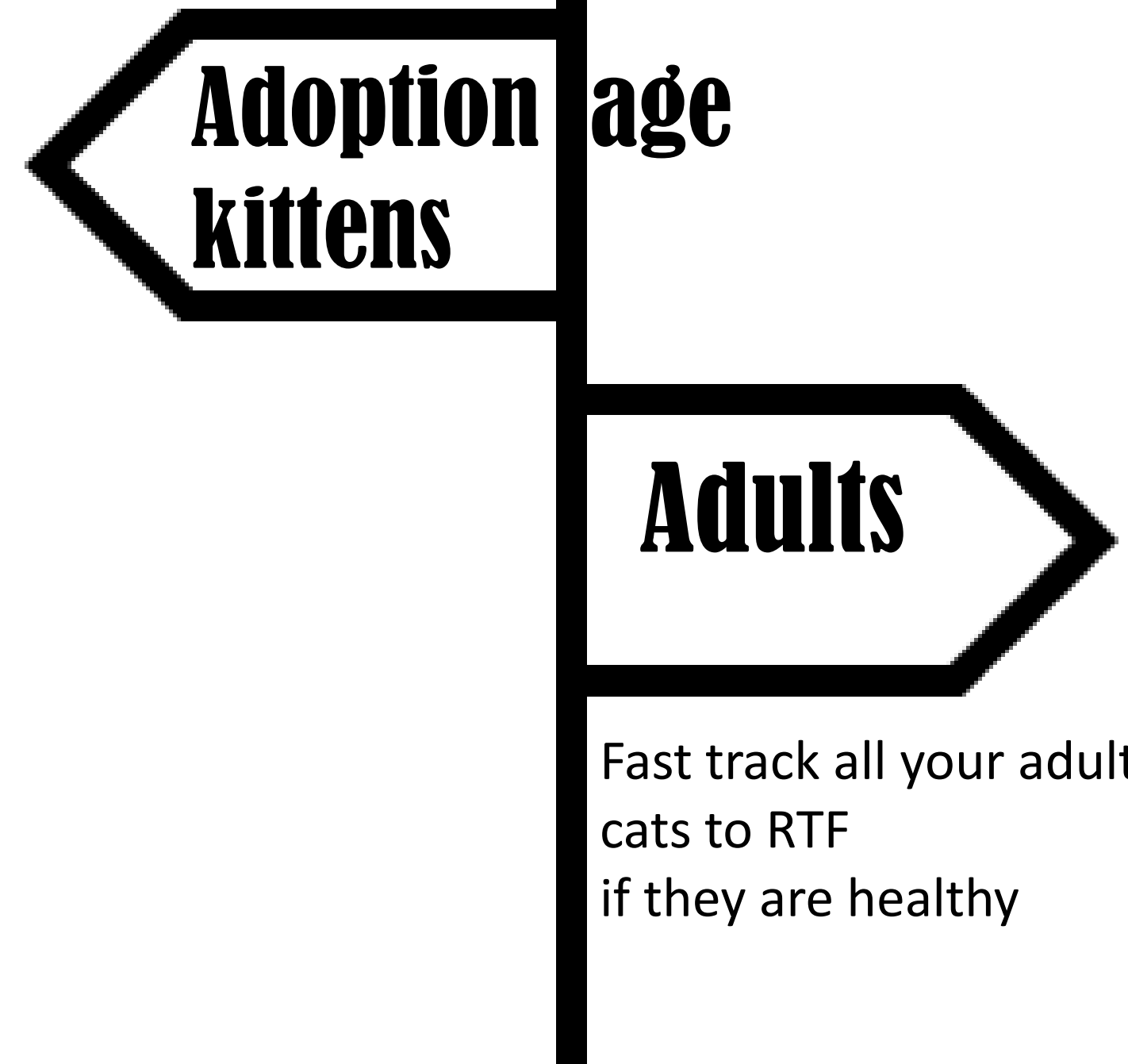
Social cats and kittens are better off in homes than in cages – even really nice cages!

Un-social community cats may be better off with a little help staying safe outside than stressed inside a home

Shelters are the place to triage sick and injured kittens, facilitate adoption of friendly weaned kittens, and provide spay/neuter services

# The Feline Superhighway

Fast track all your kittens to adoption if they are social



**Adoption kittens**

**Age**

**Adults**

Fast track all your adult cats to RTF if they are healthy

Million Cat Challenge  
Pathway Planning

## WHAT TO DO WITH ALL THESE CATS

No two shelters or cats are the same. How to manage a shelter's most vulnerable population varies by community.

The superhighway to a home does not always have to lead through the shelter, but should ideally always include sterilization and basic vaccination.

Examples: Foster/finder to adoption, kitten diversion, and transfer to a rescue partner.

When neither adoption nor safe return or relocation is possible, euthanasia is preferred to returning kittens to a situation in which the risk of suffering, starvation and death is high (for example, if there's no evidence of access to food and shelter, or there's elevated environmental risk, such as a high rate of disease or building destroyed).

done below 12 weeks, kittens should be given a rabies vaccine labeled for three years AND the finder/trapper should be advised to retrap and follow up with rabies booster if possible.

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MILLION CAT CHALLENGE

# Rehoming Services: Sheltering Not Necessary!

HOME | ABOUT | HELPFUL TIPS | SUCCESS STORIES | DONATE

FIND A PET TO ADOPT » REHOME YOUR PET »

There's no place like *Home*

Keeping animals out of shelters through direct home placement.

HOW IT WORKS »

<p><b>Find a Pet</b></p> <p>Looking for a new best friend? Search our database of pets in need of new homes and find your perfect match.</p> <p>SEARCH PETS</p>	<p><b>Rehome A Pet</b></p> <p>If you need to find a new home for your pet, we will connect you to a shelter near you.</p> <p>REHOME</p>	<p><b>For Shelters</b></p> <p>Join the Home to Home network of participating shelters and create a positive alternative to surrendering.</p> <p>JOIN</p>
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<https://home-home.org/>

Rehome by Adopt-a-Pet.com

How It Works Rehome Your Pet Resources Shelter / Rescue

Rehoming Your Pet

Find Your Pet a Loving Forever Home

Get Started

Proudly Powered by the Passionate Pet Lovers at

PURINA chewy BAYER Bayer

<https://rehome.adoptapet.com>

# Operation Catnip's Kitten Shelter Diversion Program



**KITTEN**  
**SHELTER DIVERSION**

<https://ocgainesville.org/kitten-shelter-diversion>





- Kitten care resources for your volunteers and adopters
- Easy peasy foster recruiting: Connect with volunteers that want to foster and area already preparing!

# I Video Chatted with a Cat and Now She's Mine



- *“Like any new pet owner properly obsessed with their cat, I’ve already filled my phone with a few hundred photos of Olive. But the first one will always be the screenshot I took of her on FaceTime licking her paw, my face in the upper right-hand corner of the screen, transformed by love.”*



# Wait 'Til 8

SUPPLIES | SUPPORT | SURGERY

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Honest & Empowering Messaging

Streamlined Data Collection

Automated Education Resources

Easy to Track Analytics and Reports



# Wait 'Til 8

GOAL – DIVERT INTAKE & EMPOWER THE COMMUNITY

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**2017-2019**

Kitten Euthanasia Rate

Euthanasia Due to Age

51%

67%





# Messaging

COMMUNITY PROBLEMS NEED COMMUNITY SOLUTIONS

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Messaging focus:

- Vulnerable kittens require a community not just OCAS.
- Even though it's filled with people who care, a shelter is not the best place for a kitten to thrive.
- The Finder is capable and will be supported!

**SAVE A LIFE | Wait 'Til 8**  
**JOIN TODAY!**

**4,000+ KITTENS**  
BROUGHT TO SHELTER  
LAST YEAR

**OVER 1,500 DID NOT SURVIVE**  
Kittens less than eight weeks old are at extremely **HIGH RISK** in shelters, where disease can spread quickly and affect these vulnerable animals heavily and often fatally.

**SUPPLIES** **SUPPORT** **SURGERY**  
TO GET YOU STARTED WHEN YOU NEED IT FREE IF YOU ADOPT

**BUT YOU CAN HELP!**

**ANIMAL SERVICES**  
NEEDS YOU TO BE THE HERO THAT ENSURES  
WE HAVE THE CAPACITY TO CARE FOR ALL  
THE KITTENS IN ORANGE COUNTY!

**#OCASWT8**

Orange County Animal Services  
2769 Conroy Rd., Orlando, FL 32839  
www.ocnetpets.com

**SAVE A LIFE**

Join Wait 'Til 8  
**#OCASWT8**

# Initial Contact

## CONSISTENCY VIA TECHNOLOGY

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1. Intake staff immediately directs Finder to computer.
2. Landing page has an honest and impactful justification for why kittens are at high risk in a shelter environment.
3. Finder is then prompted with two choices: "I do" or "I do not" want to participate.
4. Information collected from Finder varies depending on answers.
5. Custom resource emails are sent immediately and vary depending on the data collected.

Enrollment Form Built With -





# Initial Contact

## CONSISTENCY VIA TECHNOLOGY

Every year, thousands of kittens become separated from their mothers or are born into life threatening environments. Last year, Orange County Animal Services took in over 4,000 kittens. Many of which would have been humanely euthanized if not for the dedicated efforts of volunteers and fosters.

Unfortunately, it's not enough. Over 1,500 did not survive. Kittens less than eight weeks old are at extremely high risk in shelters, where disease can spread quickly and affect these vulnerable animals heavily and often fatally.

Due to this high risk, Orange County Animal Services has launched the "Wait 'Til 8" Program, to empower citizens in the community to help give at risk kittens a chance to thrive. Through this program we provide the resources to care for the orphaned cats until they are safe enough to survive in a shelter and become a potential adoption candidate to find their new loving home.

**You can be the hero that ensures we have the capacity to care for all the kittens in Orange County!**

NEXT →

Please select an option below.\*

← PREVIOUS      NEXT →

Are The Kittens With The Mother?

← PREVIOUS      NEXT →

Description of Cats

Animal Weight, Color, & Gender (you may add multiple lines by clicking the button on the right)

Example: 2 lb, Black/White, Male DSH

(Intake staff will often assist getting this information)

← PREVIOUS      NEXT →

# ENROLLMENT RATE: 98%

# Why It Works

## A SIMPLE CHOICE MAKES A BIG DIFFERENCE

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1. Finders have already shown their desire to help by bringing the kitten(s) to the shelter to be saved.
2. There is a moment of initial shock/surprise when they realize that a shelter may not have been the best solution.
3. The messaging explains that the solution starts with them and they will be supported.
4. They are given a simple "in or out" choice which means they are the individual (not the shelter) deciding the outcome of the kittens.
5. They are immediately given resources both physical and electronic immediately to solidify the fact that they will be helped.





# WT8 in Action



<https://youtu.be/gYcXXIFIO-A> - View Online



# Resources (Digital)

VARIED SOURCES TO REINFORCE THEIR CORRECT CHOICE

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In the automated email as well as through communication with their shelter contact, we refer Enrollees to several resources.

Resources we use:

- Kitten Lady – [Instruction Video Playlist](#) (YouTube)
- Kitten Lady – [“Orphaned Kittens Booklet”](#) (PDF in Eng/Span)
- Alley Cat Allies – [“Leave Them Be”](#) (Kittens with Moms)
- Best Friends – [“Kitten Resources”](#) (Foster Guides)
- Kindness for Cats, Inc – [Wait ‘Til 8 Resources](#)

# Resources (Physical)

VARIOUS SOURCES TO REINFORCE THEIR CORRECT CHOICE

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In the automated email as well as through communication with their shelter contact, we refer Enrollees to several resources.

Resources we use:

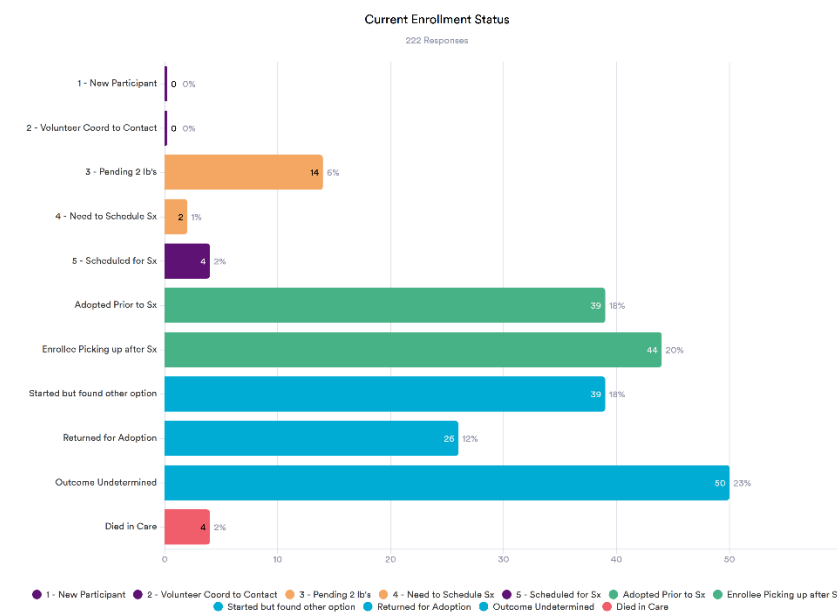
- 1 can of Kitten Milk Replacer (“KMR”) (not if cat is >4 weeks)
- Canned kitten food (Give more if cat is <4 weeks)
- 1 kitten bottle
- 1 syringe (3ml)
- 1 disposable litter pan
- 3 puppy pee pads
- Kitty litter or Feline Pine litter



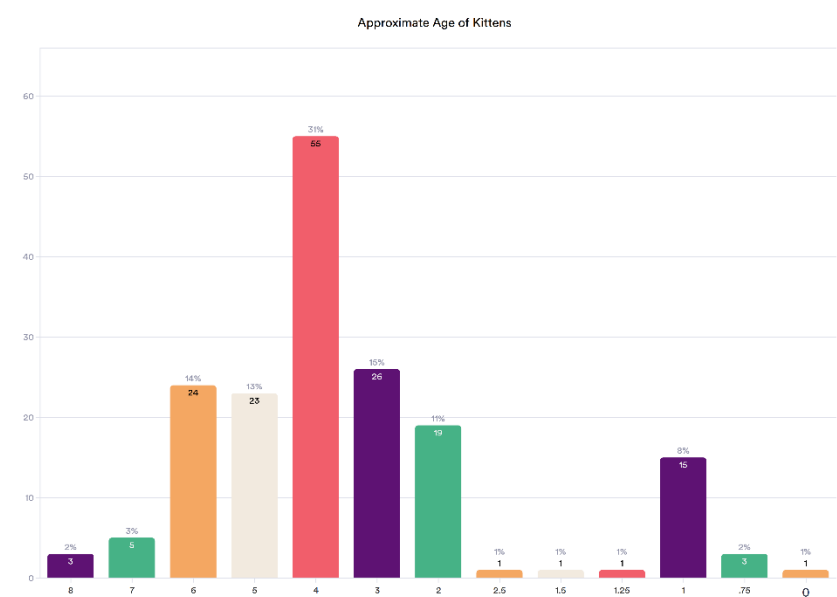
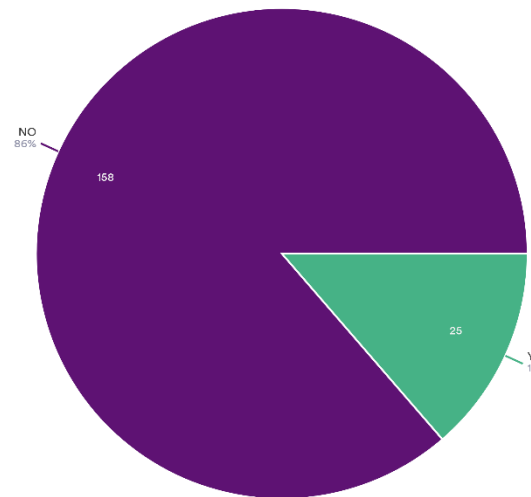


# Data and Analytics

## USING JOTFORM CREATES A LIVE DASHBOARD AND REPORTS



Likelihood of the Kittens Being Brought in With the Mother



Most Impacted Zipcodes

Data	Responses
32839	17
32811	14
	12
32822	11
32809	11
32808	9
32804	7
32789	7
32835	7
32806	6
32825	5
32827	5
32805	4
32837	4
32817	4

Staff with Most Enrollments

Data	Responses
Gwen Bulinski	11
Will Lawrence	11
Brandon Selmon	10
Michelle LaGree	10
Jerry Evans	10
Mark O'Berry	9
Shawn Liberti	7
William Lawrence	6
Darlene Rivers	6
Shawn Liberti	6
chelsea gonzalez	5
Harmoni Houser	5
Mark Cochran	4
ryan potts	4
crystal kincaid	3
Gwen Bulinski	3

Best Response

I would like to participate in the "Wait 'Til 8 Program"

98%  
Percentage

222  
Responses



# Resources

PLEASE DOWNLOAD AND SHARE!

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Live Wait 'Til 8 Demo - <https://hipaa.jotform.com/202194460778158>

Wait 'Til 8 Template- <https://www.jotform.com/form-templates/wait-til-8-program-enrollment-form>

(Sign up and your first 5 forms are free with Jotform, so set up an account and give it a go!)

Check out Trello - <https://trello.com/home>

Wait 'Til 8 Video Overview - <https://youtu.be/gYcXXIFIO-A>



Wait 'Til 8  
is great . . .



as long as the kittens are being cared for  
in a home





# Courageous Kittens

- 
- The sensitive period during which kittens are most easily socialized to humans in 2-7 weeks of age
  - If the kittens are left, or found, in the environment, we need to get them into care at 5 weeks of age





# 5 weeks old

Why five?

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- Easy to socialize
- Can eat on their own
- Ready for vaccines and dewormer







# 5 weeks old

What does that even look like?

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- Kitten Lady and Alley Cat Allies both have excellent guides to aging kittens
- Don't go by weight!
- Ask finders of kittens to send you pictures, or utilize a kitten street team
- **People typically underestimate age**





# What happens at 7 weeks?

- 
- Pretty much anything can happen





# Courageous Kittens

- 
- Use special foster homes chosen to maximize the kitten's exposure to as many novel experiences as possible
  - A busy household where kittens can be kept in a main living area is perfect





# Courageous Kittens

- 
- Create "levels" of foster homes based on the type of household
  - Give foster families a list of goals for the kitten—nail trims, trips outside on a harness, riding in the car, meeting strangers





# Courageous Kittens

- 
- Graduates earn a Courageous Kitten Certificate
  - Track your success by tracking length of stay, behavior calls, returns, etc.
  - Let local veterinarians know about the program and ask for feedback





# Courageous Kittens

- 
- Improve the human animal bond
  - Improve the welfare of the cat
  - Improve the welfare of cats in general
  - Reduce length of stay





Join us next week, same day,  
same time, same channel.

Next week: **Foster Greatness**

Dr. Sara Pizano, DVM

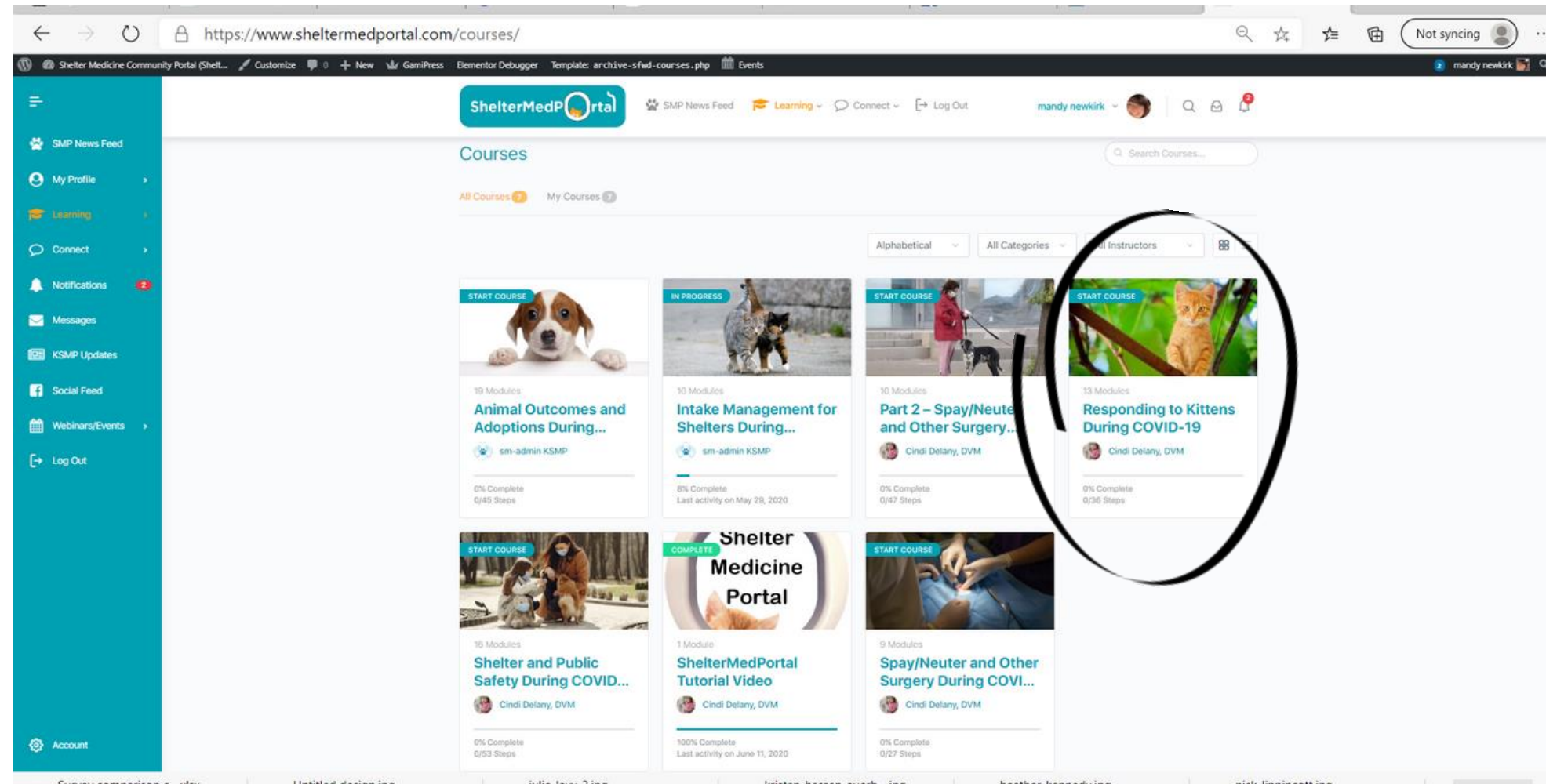
Gone are the days of handwritten applications and in-person volunteer orientations. Foster programs are evolving at lightning speed, leveraging new technologies to give their program a digital makeover. If you'd like to recruit, train and onboard volunteers quicker, better, faster, then grab your foster coordinators and a seat in this action-packed webinar!

Thursday, August 20 at 12n Pacific / 3pm Eastern for a 60-minute presentation and plenty of time for Q&A with Dr. Sara Pizano. This webinar will be recorded.



# BRAND NEW RESOURCE

[www.sheltermedportal.com](http://www.sheltermedportal.com)



- More free kitten resources for you and your staff!
- 1k of your friends are already enrolled in 1 of 6 free courses

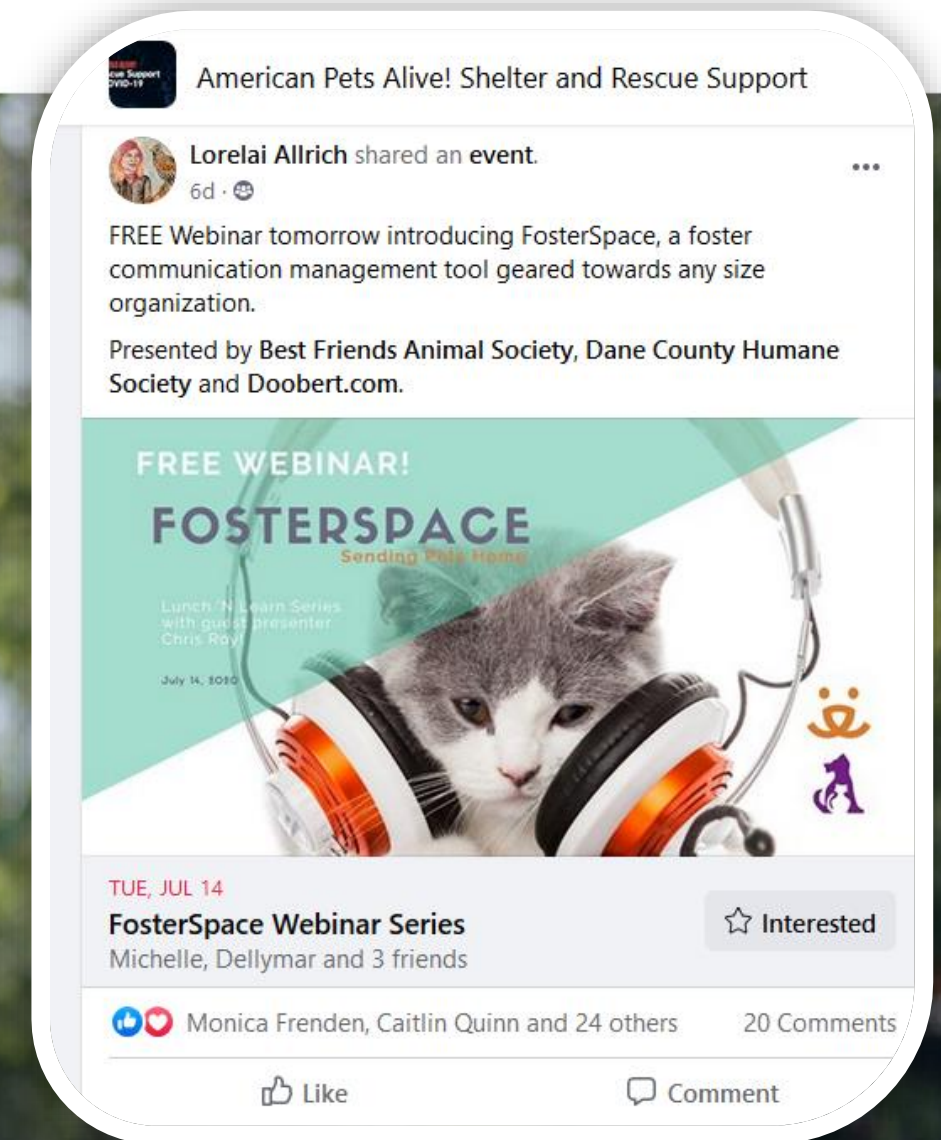




Something new is happening in  
animal sheltering.

Human Animal Support Services: Creating Community-Based  
Solutions to Animal Homelessness

Get Involved



American Pets Alive! Shelter and Rescue Support

Lorelai Allrich shared an event. 6d · 🌐

FREE Webinar tomorrow introducing FosterSpace, a foster communication management tool geared towards any size organization.

Presented by Best Friends Animal Society, Dane County Humane Society and Doobert.com.

**FREE WEBINAR!**  
**FOSTERSPACE**  
*Sending Pets Home*

Lunch 'N' Learn Series  
with guest presenter  
Chris Royl  
July 14, 2020

TUE, JUL 14  
**FosterSpace Webinar Series**  
Michelle, Dellymar and 3 friends ☆ Interested

👍❤️ Monica Frenden, Caitlin Quinn and 24 others 20 Comments

👍 Like    💬 Comment



Free Kitten Care Webinar Series



Determining Age



Kitten Supplies



Litter Training



# The Tiniest Felines Need A Hero

[LEARN ABOUT KITTEN CARE](#)

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Thank you, Maddie's Fund!



**Maddie's  
Fund**