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## Shelter Animal Care for Better Adoptions

### より良い譲渡のためのシェルター動物ケア

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パメラ・バーンズ ハワイアンヒューメインソサエティー 会長兼 CEO(最高経営責任者)

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Thank you for coming to join us today to talk about adoptions and shelters, a topic which is so important, and such an important part of animal welfare today in the United States and Japan, across the country. My name is Pamela Burns, and I have been the

CEO of the Hawaiian Humane Society for almost 20 years.

Our organization, the Hawaiian Humane Society, was started in Hawaii in 1883 so it is a very old organization in comparison to many in the USA. We are a non-profit organization and we depend on charity dollars. We are the only open-admission shelter on the island of Oahu which serves approximately 1 million people and close to 30,000 animals.

I wanted to comment that we are different in the United States in comparison to the U.K. in that each of the humane societies in the United States are completely separate from any other humane society. We are not chapters of another humane society.

In the U.K., the RSPCA is at the top of the pyramid, so to speak, of chapters or member organizations of the RSPCA. In the United States each one of us is independent. So when we're supporting a humane society or animal welfare organization, we have to make sure our money is going to the right place. In addition to being the humane society for the island of Oahu, we also have a contract with the city and county government to provide animal control services, [slide 2].

So we are a humane society with a governmental contract to provide animal control. As a result, we accept all animals. We accept owner-surrendered animals, stray animals, lost animals and we accept any animal that comes to our door. It could be a cat, a dog,

or a tortoise. We have sometimes received a goat, sometimes we have taken care of horses - we do not turn any animal away. We're an open-door shelter so we accept all animals.

For this presentation, I'm focusing on one of the many services we offer which is adoptions; and while we specialize in adoptions or re-homing of animals, we also specialize in many other services such as reuniting lost pets with their owners, investigating cruelty and neglect complaints, and animal abuse. We also specialize in trying to make Hawaii a more pet friendly place by passing legislation in regard to pet-friendly rental [homes] so that people can find rentals that allow their pets.

We also work with the government in the community to try and open up more parks to allow dogs. We also visit hospitals in our community with pets – a program called the 'Pet Visitation Program' with many volunteers. And we also provide pet loss counseling for people who are grieving the loss of their companion animal. They can come to our place and we will provide counseling in a group session on how to deal with the grief. But today we are talking about adoptions.

In terms of adoptions, [slide 3], we have placed [into new homes] over 5,900 animals, primarily cats and dogs but also rabbits, guinea pigs, birds, sometimes tortoises, goats, and even a horse that came through our door. Hopefully they are being adopted into permanent homes. I cannot emphasize enough that I think it is very important to provide a good animal adoption standard in your community. Because, if your reputation is ruined by one very bad case, for example, a very aggressive dog, [the damage to reputation] can be very hard to overcome; and people will not come back to your shelter. People will not adopt more animals from you if you have a bad reputation for the animals you

have adopted out. So I think you need to look at things long term. Of course it is very important to adopt out animals but, in the long term, it is the quality of your adoptions that is really going to help you in the future to get more animals into good homes.

It requires a significant commitment of resources, support services and the education of prospective adopters to make an adoption program successful. For every single adoption we offer that is a success, we invest hundreds of dollars of resources into each animal. Sick and young are placed in volunteer programs so that they can become healthy or old enough for adoption. Those waiting for adoption at our shelter are given behavior training so that they can learn basic commands and be more appealing to the potential adopters that come through our doors. Prospective adopters must meet with our adoption advisors to ensure they understand the needs of animals and are ready to make both the financial and the personal commitment to the animal's life. Depending on the type of animal, that life-long commitment span can certainly vary. We also provide two weeks of post-adoption healthcare at no charge to the adopter and lifelong behavior care. During the rest of this presentation, let me go into each area in a little more detail, [slide 4].

We only make healthy animals available for adoption, only those animals that we think will be an appropriate animal – but there is no guarantee about that. The animals are screened for behavior suitability to ensure that dangerous or aggressive dogs or other animals are not placed for adoption.

So, if there is a dog that shows significant signs of aggression towards our staff during the behavior assessment, then that dog is euthanized. It is not made available for adoption. The number one reason behind euthanasia at our shelter relates to un-socialized feral cats that could never make a family pet.

Quality healthcare cannot be overemphasized. Even before our animals are made available for adoption, they go through a health exam, treatment for minor

illnesses, parasite prevention, heartworm assessment, [slide 5]. And all the dogs, cats, rabbits, and male guinea pigs are sterilized before they are made available for adoption. We sterilize dogs and cats at the age of eight weeks or later. Of course, if the animals are older when they come to us we sterilize them prior to adoption; but we will sterilize dogs and cats at the age of eight weeks or two pounds. This is another threshold that we use.

We feel that sterilizing animals prior to adoption is a good way of ensuring that the animals do get sterilized rather than being placed in homes intact and hoping the new owner will do the right thing later on. One of the things we do if we get animals that are too young, (less than eight weeks of age for example), is to foster them into the homes of volunteers.

We have 100 foster volunteers who will take in an animal that is too young to be adopted. They may have a behavioral issue, or a health concern yet these wonderful volunteers take in the animal and raise them to a certain age. They help to socialize them, which is certainly an important part of fostering, so that when they are returned to us they can be made readily available for adoption.

We could not place close to 6,000 animals into new homes if we did not have these dedicated foster volunteers, [slide 6]. Last year alone they fostered over 875 animals that would not otherwise have been eligible for adoption. We also have a program thanks to a very generous donor who has put aside money for dogs that need additional treatment or surgery. We also receive a lot of heartworm positive dogs at our shelter (because of the climate), and our fund will pay for the medical treatment of a dog that would not otherwise be place-able. It is through him and his wife's, generous donation that we are able to do that. We also have behavior training, socializing, and an exercise program for the animals while they are at the Hawaiian Humane Society.

Over 800 animals, primarily dogs, graduate from our animal behavior program. Ours is a very volunteer-

driven organization and program, [slide 7]. We utilize dog walkers - people who go out walking the dogs to train them how to walk nicely on a leash and also to socialize them (and cats) so that they are more appealing to adopters when they come into our facility.

They are all caring people, like you, and they spend much of their time helping to ensure more animals get into loving homes through their work in dog walking, cat socializing, etc. They only use positive reinforcement as the method for training dogs and cats, though we also use the 'clicker method'. Clicker training is a very positive way of training dogs and cats. We teach cats how to sit down using clicker training, and we teach them how to give a high five with positive reinforcement. We think that teaching cats a trick certainly makes them appealing to new adopters.

We also use the 'gentle leader' for dog training. Instead of the collar, this is like a harness around the dog's head which uses pressure points on the dog so that it is easier to train them to be good pets. Our adoptions counseling and screening is as much about helping people as it is helping animals, [slide 8]. Again, it is about customer service - how you treat people who are walking in your door. It is just as important to care about the people as it is about successful adoptions. When people come to our facility to adopt an animal, we will generally assume that they are responsible, compassionate, good people who are coming to us because they want to acquire their new family pet. However, our adoption counselors also want to make sure that the adopters are making thoughtful, logical decisions.

While none of us can predict the future of how our life will be in five years from now, we can still ask potential adopters if they are living in a place that allows pets, or if they are planning on moving, or if they are planning to have a baby. Considering the time that can be taken up having a baby and acquire a dog at the same time. We can ask if this is the right time to make those decisions. Yet, at the Hawaiian Humane Society we tend to be more of an advisor. We provide people with information and hopefully guide them to thoughtful

decision-making, rather than being over judgmental and telling people they are not good enough to adopt one of our animals. We will not adopt animals for the purpose of food or for hunting or solely to be a guard dog at their homes. However, unlike the RSPCA, we do not make home visits to follow up on our adoptions.

Sometimes we get a certain kind of dog (and it is primarily dogs) because the media gives that dog [breed] special coverage. This can make a certain type of animal more popular than another. Miranda [the previous speaker] mentioned Lassie and that was certainly a very popular type of dog. In the U.S. we have a TV show called Frasier; which had a Jack Russell that was beautifully trained. Few people understand how much work it takes to get a Jack Russell to behave like that one on TV, but the show made it a very popular breed. So we have to talk to people about the needs of dogs like a Jack Russell.

Recently we have seen quite a few Border Collies come into our place because they are such adorable dogs when they are puppies. But you all know how much work and training they need to make them into good household pets. With President Obama getting a Portuguese Waterdog we do wonder how many we will be seeing in the next six months or a year because of the increased prestige the breed now has.

Sometimes the media can really create frenzy around a particular breed. That is where the adoptions counseling and screening to make sure there is a good match between the people and their animals is the right thing to do. Just a couple of weeks ago we had a Border collie that had been adopted three times into different families. On the third time I met the [new owner] in the parking lot of the Humane Society. I knew that the dog the gentleman had with him had already been adopted two times and I asked him, "That's a fabulous dog. Do you have a lot of energy and time for this dog?" And he said, "Oh, yes. Oh, yes, I do." Nevertheless, the next week I saw the same dog back at our place.

So for the next time I made sure that the dog went into

a home with a lot of other Border Collies to be sure that the people really knew about the needs of that dog. So far the dog has not come back. One thing that is very important for ensuring successful animal adoptions is to make sure that your facilities are clean and attractive. They should be friendly looking. You should be welcoming too, and offer visitors a greeting.

One of the things we have at our facility is a community cat house where cats, sometimes between 15 and 20 cats, are brought together in the same room, [slide 9]. We welcome visitors into the cathouse room to sit on benches and to sit with the cats. They can see how these cats respond to them and find one they think is particularly friendly. In addition, we have on each kennel card a profile about the dog or the cat. We write what we know about them, some highlights and characteristics, and what their behavior is like - things we think are significant and that people may want to know, such as whether the animals is a high energy, or a low energy dog, whether they get along with children or with other dogs.

At any one time at our shelter, we will have about 300 animals. There will be about 75 dogs and as many cats waiting for adoption. So it is imperative through the use of, again, volunteers and staff that the kennels are kept clean and the dogs kept quiet so that potential adopters don't imagine that the dogs will bark incessantly when they get them home.

Another issue relating to adoptions is that we manage a lot of media-driven adoptions, [slide 10]. Just as I was criticizing the media a little about driving the wrong kind of popularity with adoptions, the media are actually critical partners for encouraging adoptions. They are 'top of the line' for acquiring an animal from the Hawaiian Humane Society.

We promote adoptions through our interactive website which allows people to look through pages and see what dogs and cats are available for adoption. We also have a television channel that promotes and gives information about the animals available for adoption at our shelter, and also promotes our events.

Our two State daily newspapers promote our adoptions each week. They promote a specific animal at no charge to us. In addition, we also have a question and answer column in the newspaper as well, which allows us to identify questions about adoptions or behavioral issues. We also pay for advertising in the newspaper in the classified section so that, when people are looking to buy a pet, they automatically think about the Hawaiian Humane Society.

We have also created a partnership with a pet supply company called Petco. We place animals in their stores, so that the animals can be adopted through them rather than people buying their pets from elsewhere. This is an interesting slide [slide 11] because it asks people "when you think about getting a pet, which place do you think about first?" The Hawaiian Humane Society is the first name to come to mind, at 38 percent. However, later in the same interview when asked "from where did you get your pet?" 41 percent responded "from friends and family". That is why it is so important to aggressively market the fabulous animals you have available for adoption because there are a lot of competing demands in the community. People can easily get a pet at no cost, or very little cost, and get one very impulsively.

Again, it is important to be customer friendly and as appealing as possible for adoptions, [slide 12]. We are open seven days a week and we try to keep hours that are convenient for the general public. So on weekdays, we are open from 11:00 to 7:00 and at weekends from 10:00 to 4:00. We look at the human traffic coming through the Humane Society to decide what hours are the most effective for us to be open.

I also want to talk about the cost of adoptions, [slide 13]. We charge the public \$65.00 for a cat or dog. But if the cat or dog is 6 years of age or over we do not charge people who are 60 years and older themselves. So if you are 60 years or older and if you adopt a cat or a dog over 6 years we waive the adoption fee.

At certain times of year we also promote adoptions. During 'love a cat month', for example, you can adopt two cats for the price of one. We make 'specials' to

encourage people to come and acquire another animal from us. As I mentioned before, we do not conduct post-adoption house visits as the RSPCA does. But what we do provide is free healthcare for the animals adopted from us for a two week period of time. So if an animal from us is adopted and, for example, comes down with an upper respiratory infection (or some other type of problem) the adopter can bring the animal back to us and we will provide treatment at no cost for two weeks. In addition, if an animal is adopted from us, they can go to a community-participating veterinarian and the veterinarian will not charge anything for the first visit. They will give that animal a full evaluation so that, if there are health issues, they can be addressed early on or the animal can be returned to us.

In addition for post-adoption we have trained volunteers who call adopters at three days, three weeks and three months post adoption to ask about animal behavioral issues, [slide 14]. So if there are behavioral issues that do not show up in the shelter, they can be addressed while the animal is still at home. The most common problem for cats is litter box issues, and the sooner this and other issues can be addressed, the more successful we will be in keeping that cat in the home.

With dogs it's just behavior training and those dogs are more responsive to people through positive reinforcement when they get into their new home. Our success rate (though maybe I shouldn't call it a success rate) can be measured, [slide 15]. We have adopted out close to 6,000 animals and about 12 percent of the dogs have been returned and 7 percent of the cats. We don't think that that is a bad thing. When an animal, say a dog, is placed in a home, how that dog behaved in the shelter versus its behavior in the home with other animals (that the owner may have), may mean that things do not work out. A cat may not get along with another cat.

We encourage people to adopt an animal and give it a try because you really don't know how that animal is going to behave in the home. But people know it is OK to return the animal to us so that we can find a more

successful match - they do not need to feel guilty about returning the animal to us. Indeed, we encourage people who have adopted an animal from us that didn't work out to please give us another opportunity to find the right match for them and their family.

So that is the overview of our animal adoption program. Again, I do want to say how important it is, for all of us in the shelter environment, to make sure that the animals that we place out into the community (and make available for adoption) reflect on the quality and professionalism of our organizations. Then, the public can have confidence that the animals we are making available are indeed animals they can welcome into their homes.

Thank you very much.

## より良い譲渡のための シェルターケア

私達自身が、  
私達が世界に  
求める  
「変化」に  
ならなければ  
ならない。

— ガンジー



パメラ・バーンズ  
会長 & CEO  
ハワイ ヒューメイン ソサエティー

【slide 1】

## 質の高い健康管理



- ・ 譲渡適性スクリーニング
- ・ 健康診断 & 治療
- ・ 寄生虫予防
- ・ 伝染病の流行を最小限に留める
- ・ 問題のある犬のための特別予算

【slide 5】

## 私達は誰でしょう&何をするのでしょう！



私達は、非政府組織で、専門は…

- ・ 譲渡
- ・ 迷子動物の対応
- ・ 調査 & 救援
- ・ ハワイをもっと動物/ペットにやさしい場所にする

【slide 2】

## フォスターケアのしくみ



875 匹の動物がフォスターケアを利用

- ・ 100人以上のボランティアネットワークがホームを提供..
- ・ 小さすぎる、または低体重の子犬や子猫を育てる。
- ・ 行動や健康面で特別な助けが必要な動物の世話。

【slide 6】

## 譲渡の概要



猫・犬・その他の小動物を含む

年間5,900匹の譲渡

【slide 3】

## 行動トレーニング 社会化 & 運動



- ・ 年間 800匹が「卒業」
- ・ ドッグウォーカー(散歩させる人) & ソーシャライザー(シェルターで社会性を身につけるトレーニングをする人)
- ・ 陽性強化(褒めて繋げる)方式の基本的トレーニング

【slide 7】

## 私達の譲渡の成功の秘訣

- ・ 健康管理
- ・ 譲渡資格の査定
- ・ フォスター ケア
- ・ 行動トレーニング: 社会性 & 運動
- ・ 譲渡カウンセリング & スクリーニング
- ・ 譲渡後しつけ支援
- ・ 譲渡後健康管理



【slide 4】

## 譲渡のカウンセリング & スクリーニング



- ・ 正しい情報を基に判断する。
- ・ 生涯の面影を見る
  - 病める時も、健やかなる時も
- ・ ペットをプレゼントにしたり、メディアに流され人気犬種の衝動買いをしたりしない。

【slide 8】

## 温かく人を歓迎する 譲渡のための施設



### 清潔で魅力的な環境

- ・ キャット・ハウスの中のコミュニティハウス
- ・ 触れ合いエリア
- ・ ケンネルにペットのプロフィール掲示
- ・ 落ち着いた犬たち

【slide 9】

## 譲渡の費用



- ・ 犬または猫一匹につき \$65
- ・ 6歳以上の犬・猫は、60歳以上の人に譲渡される場合無料。
- ・ 小動物は\$25

【slide 13】

## メディアが推進する譲渡

- ・ ハワイ ヒューメイン団体からの紹介
- ・ テレビ番組
- ・ 州の新聞
- ・ 案内広告掲載
- ・ ペットショップでの譲渡(養子縁組)

【slide 10】

## 譲渡後のサポート



- ・ 健康管理フォローアップ
- ・ 生涯の修正サポート

【slide 14】

## オアフ住民はどこでペットを入手するのか？

ペットを飼おうとすると、  
一番先に浮かぶ場所は？

ペットをどこで入手したか？

- |                       |                       |
|-----------------------|-----------------------|
| ・ ハワイヒューメインソサエティー 38% | ・ 友人や家族 41%           |
| ・ ペットショップ 35%         | ・ ハワイヒューメインソサエティー 14% |
| ・ 友人や家族 9%            | ・ ブリーダー 13%           |
|                       | ・ ペットショップ 13%         |

【slide 11】

## 譲渡成功率



- ・ 譲渡件数 5,900
- ・ 年間リターン(出戻り)率：犬=12%、猫= 7%

【slide 15】

## カスタマーフレンドリー アワーズ 営業時間



### 営業時間

平日  
11 am ~ 7 pm

週末  
10 am ~ 4 pm

【slide 12】

