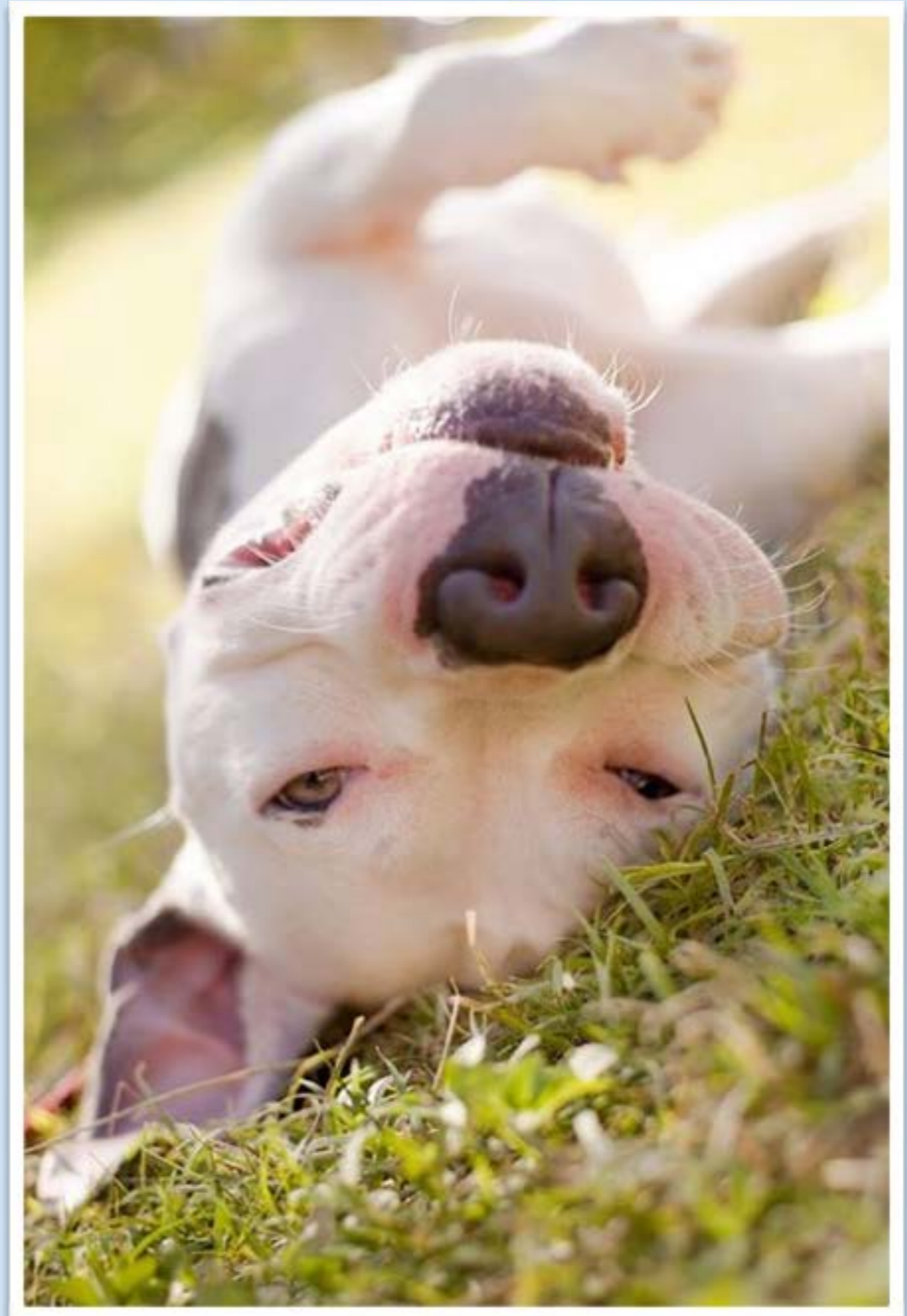


Canine Good Citizen Ready Program

How to make adult
“Pit Bull” Type Dogs
even more adoptable

Presented By Carrie Morris



THE CANINE GOOD CITIZEN

and how we tailor it
for dogs in a shelter

- Designed by the American Kennel Club, the Canine Good Citizen is an obedience program geared towards strengthening a bond between the owner and the dog
- Consists of ten “real life skills”
- For the shelter dog, tested by AKC Evaluator but are not certified through the AKC.
- Adopters of a CGC dog are encouraged to return for training and certification after adoption

WHY TARGET THE ADULT “PIT BULL”?

Most overlooked in shelters

The group with the most to prove to adopters

Beginning through Best Friends Animal Society, the Canine Good Citizen Ready Program is geared towards boxy headed “Pit Bull Type Dogs” to view the difference in adoption rates and length of stay before and after the program.

Leaders in advocacy, like Animal Farm Foundation and NCRC, designed for Length of Stay, not advocacy.



ADOPTED! CGC Ready, Brutus

Requirements



Dogs must be eager to learn and generally friendly towards people.

Dogs with defensive aggression, aversion towards a person(s), notes of territorial aggression in the home cannot be in the program

Tucker's CGC Adventure



Tucker (now Thurman) CGC Certified



TULIP

CGC READY 09/24/2015

ADOPTED 10/4/2015



TRAINING PRINCIPLES

- NOT RELATIONSHIP BASED

REWARD

Food
Toys
Petting / Praise

• NOT POSITIVE ONLY

CORRECTION

Aversive(s)
Time Outs
Leash Corrections

**PRESSURE
AND
RELEASE**

• REACH EVERY DOG

- **SAVE AS MANY AS POSSIBLE**
What is the dog telling you?

Volunt

Quality over Quantity

for growth and continued
g for invested volunteers
(retention/engagement)

CGC Training classes

personally marketing/
dogs until adoption after
achieving CGC Ready title





Maintaining CGC Status

- Designate select volunteers to keep skills current (and help generalize that good behavior!)
- Spend at least one day a week keeping the stubborn guys up to speed.
- Utilizing Volunteer Behavior Classes for training
- Communication with the staff and volunteers to hold CGC ready and CGC trainee dogs to a high standard and make sure they are not being allowed to practice inappropriate behaviors
- Continuing marketing of CGC ready dogs

Challenges

of the

Canine Good Citizen

(in the Shelter Environment)

Dogs start in the program, but behaviors arise in the shelter environment that exclude them from the program.

- Sometimes shelter induced, sometimes new information
- Dog is returned with new info that precludes them from the program
- Must be removed from all CGC marketing
- “I’ve Got Skills” marketing an attempt to still highlight these dogs



aching Fido
FOTOGRAFHY

PUTTING IT ALL TOGETHER



Marketing the CGC:

You gotta start somewhere.

SOCIAL MEDIA AND OF COURSE.....

The image shows a screenshot of a Facebook page for the 'Austin Pets Alive Canine Good Citizen Program'. The page header includes the Facebook logo, the page name, and navigation links for 'Home', 'Marian', and a settings gear. Below the header, it says 'You are posting, commenting, and liking as Austin Pets Alive Canine Good Citizen Program — Change to Marian Cannell'. The main content area features a large photo of a dog named Dudley, a tan pit bull mix, sitting on a concrete surface with its mouth open. To the left of the photo is an orange sidebar with the name 'Dudley' in white script, a list of bullet points describing his personality, and the 'austin pets alive' logo. A green circular badge with 'CGC READY' is overlaid on the bottom of the photo. To the right of the photo is a smaller image of a person's hand holding the dog's paw. Below the main photo are buttons for 'Create Post', 'Admin Panel', and 'Promote Page'. A 'Recent' section on the right shows the year '2014'. At the bottom of the page, there are buttons for 'Page Info', 'Liked', 'Following', and a notification bell. A text box at the very bottom explains the CGC program's purpose.

Dudley

- Loves walks
- Thinks he's a lap dog
- Chill demeanor
- Knows "sit," "down," "come" & other skills
- Prefers to be the only pet at home

CGC READY

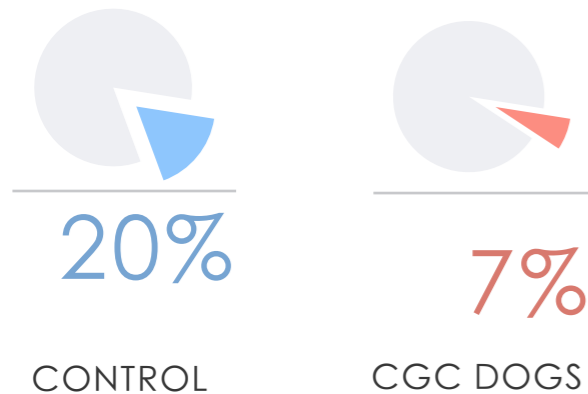
Program
Community Page about Austin Pets Alive!

The CGC page highlights our little nuggets that are on their way, or have already passed the tests, to be CGC Ready! All dogs are adoptable unless noted!

OUR FIRST YEAR

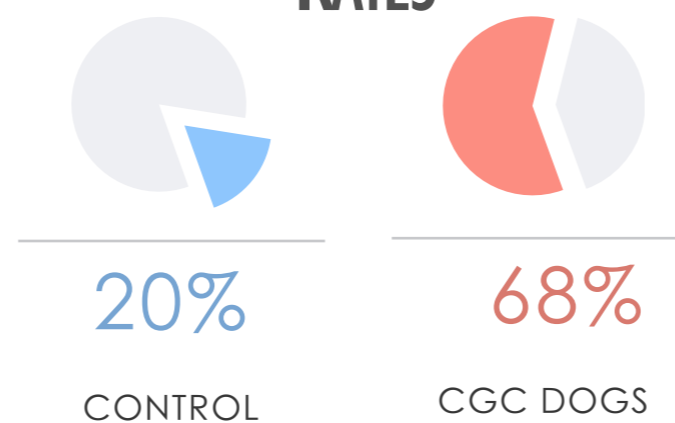
COMPARING THE CONTROL GROUP VS. CANINE GOOD CITIZEN

RATES OF RETURN



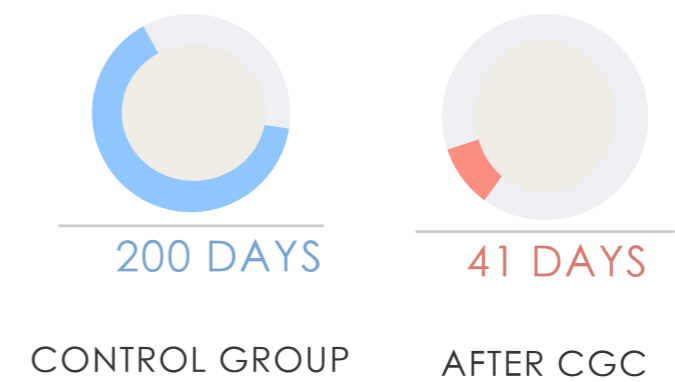
**ALMOST 3X
LESS LIKELY**

ADOPTION RATES



3X FASTER

AVERAGE LENGTH OF STAY



80% SHORTER

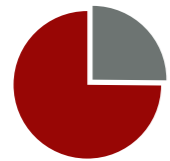
In the first year of the program, APA saw a 16% increase in dog adoptions over the baseline year. This includes a 12% increase in adoptions for non-PBTD's and a 33% increase for PBTD's.

take 26% (928) more dogs compared to the baseline year. This includes almost 2,500 animals pulled from Austin Animal C

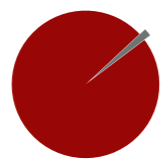
OUR SECOND YEAR

COMPARING THE CANINE GOOD CITIZEN VS.
BLOCKY HEADED TYPE DOGS

ADOPTION RATES



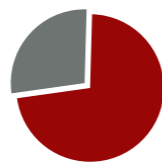
75%
INTAKE AND
ADOPTED



95%
CANINE GOOD
CITIZEN DOGS

**20% HIGHER
ADOPTION RATE**

RATE OF RETURN



28%
ADOPTED AND
RETURNED



4%
CANINE GOOD
CITIZEN DOGS

**ALMOST 7X
LESS LIKELY**

LENGTH OF STAY



170 DAYS
AVERAGE LOS
UNTIL ADOPTION



41 DAYS
CANINE GOOD
CITIZEN DOGS

**ALMOST 80%
SHORTER**

Austin Pets Alive Canine Good Citizen Program Today

- 4 CGC Certifications this year!
 - More connection with AFU
- LOS for CGC Ready down to 22 days
- Still 7x less likely to be returned
- 113 PBTD dogs "CGC Affected" from Jan. '15 to now
 - 101 of those have been adopted
- Different level of dogs, longer training times and more BMOD needed
- Majority of dogs are adopted while in training





Ellie Becoming CGC Ready!

ELLIE

STARTED CGC TRAINING 6/26/2016

CGC READY 7/31/2016

ADOPTED 8/27/2016



*i love you
so much*

**CGC Trainee
Sugar Bear**



**CGC Ready
Gizelle**



**CGC Trainee
Spindle**



CGC Ready, Dudley



**CGC Trainee
Rambo**



**CGC Trainee
Kisses**



CGC Trainee
Ms Boe



CGC Trainee
Carl



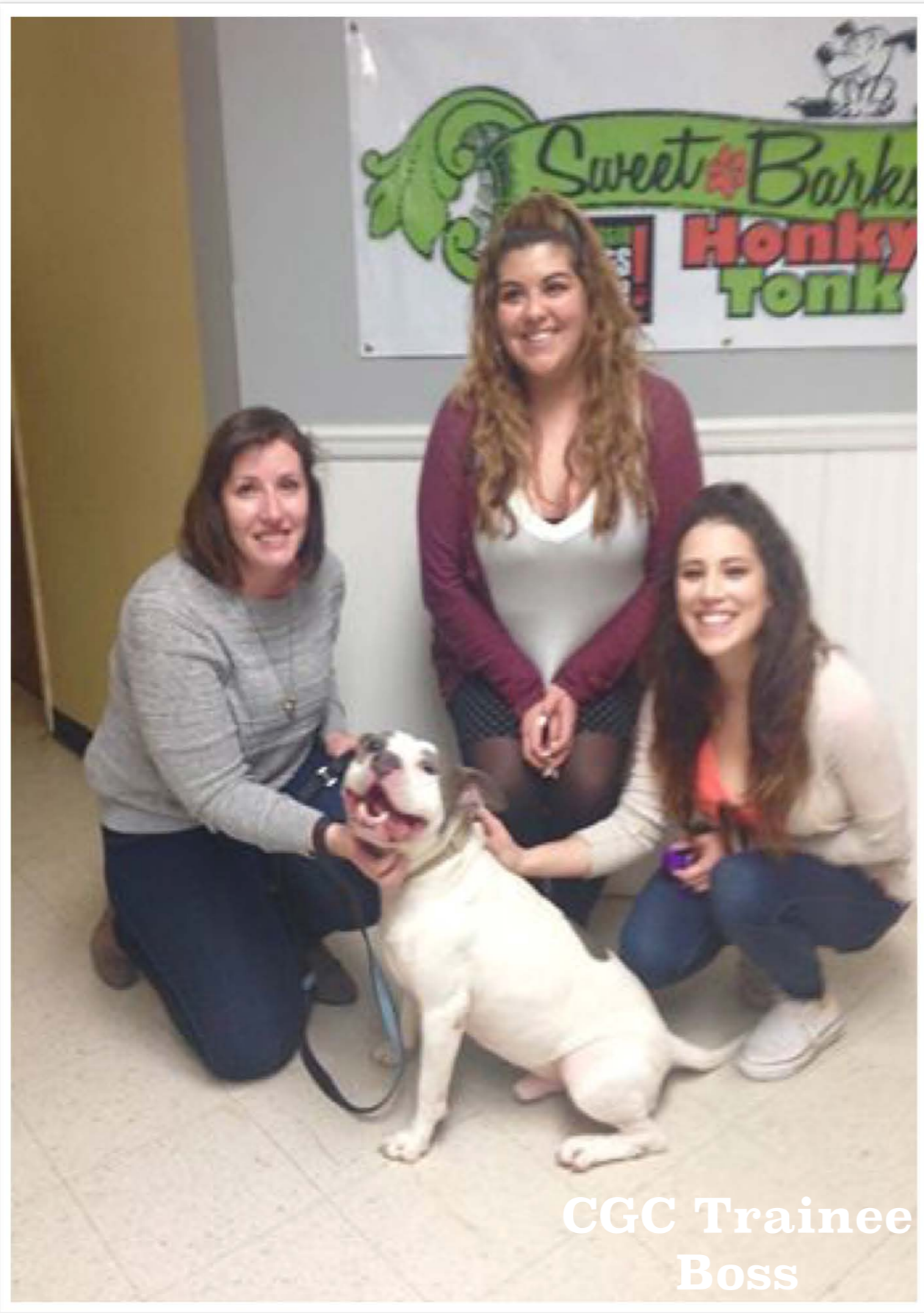
CGC Trainee
Oscar



CGC Trainee
Buddha



CGC READY
ZORRA



CGC Trainee
Boss



CGC Trainee
Joy



CGC TRAINEE
PILOT



CGC
TRAINEE
SPRINKLE
DUST



CGC TRAINEE
HAZEL



CGC TRAINEE
OREO