



No Kill Success Stories from around the United States

How they got there
How we can get there, too

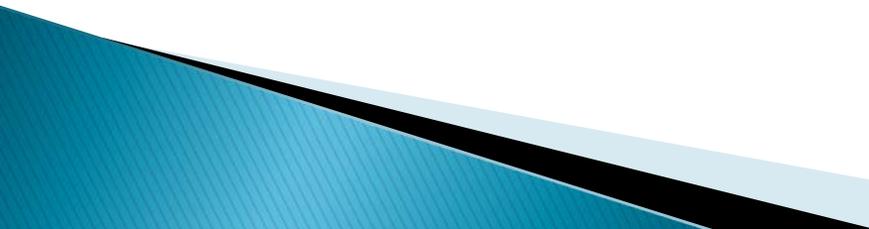
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What does it mean to be a No Kill Community?

- Killing vs. Euthanasia – Explain the difference, and explain population-control killing and why that is not euthanasia. Explain why it is not good to use the terms interchangeably.
 - Communities reach a No Kill status when their open-admission facility is saving 90% or more of their healthy and treatable dogs and cats (even those with health/behavioral issues or those who are old, less attractive, timid/fearful, from unpopular breeds, etc.).
 - No Kill requires buy-in and support from the community's Animal Control departments and open-admission shelters in making the necessary changes in their systems toward the proven, life-saving, modern models of doing business.
 - To date, 29 diverse communities across the United States have reached No Kill in 12 months or less after making the true commitment to do so and have maintained that status.
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The No Kill Philosophy

- The first step is a decision -- a commitment to reject the kill-oriented failures of the past and be open to trying new methods for resolving old problems. In other words, No Kill starts as an act of will and recognizing you can't do the same thing over and over and expect different results.
 - Following a commitment to No Kill is the need for accountability. Accountability means having clear definitions, a lifesaving plan, and protocols and procedures oriented toward enriching and preserving life. But accountability also allows—indeed requires—flexibility.
 - To meet the challenge that No Kill entails, shelter leadership needs to get the community excited—to energize people for the task at hand. By working with people, implementing lifesaving programs, and treating each life as precious, a shelter can transform a community.
 - The next step involves putting in place the infrastructure to save lives, which is called The No Kill Equation.
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The No Kill Equation

Each of the nation's existing No Kill communities has systematically and comprehensively implemented the following full list of programs and services to achieve their success:

1. Trap-Neuter-Return & Barn Cat Programs for Free-Roaming Cats
 2. High Volume/Low Cost, Voluntary Spay and Neuter Programs
 3. Partnerships with Local and National Rescue Groups/Animal Organizations
 4. Large-scale Foster Care Network
 5. Comprehensive Adoption Programs/Innovative Marketing/Excellent, Friendly Customer Service (competing for the market share)
 6. Pet Retention Programs and Services (positive alternatives to shelter surrender)
 7. Medical and Behavior Prevention & Rehabilitation (including sound shelter medicine protocols and humane care)
 8. Public Relations/Community Involvement
 9. Volunteer Enrichment, Support, and Opportunities
 10. Proactive Redemptions of Lost/Found Animals by Animal Control/Shelters
 11. Leadership from a Compassionate Director/AC Supervisors
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Meet the Success Stories

Each of these communities is different—in size, whether they are rural or urban, whether they are wealthy or not—and each faced unique challenges along the way but got through those using The No Kill Equation's model and philosophy for administering their animal-welfare services.

This listing is of communities with open-admission shelters which have achieved and maintained No Kill success in the United States:

<u>Location</u>	<u>No Kill Success Date</u>
Tompkins County, NY	2001
Charlottesville, VA	2006
Reno, NV (Washoe County) (even with a higher than national average intake of 33 animals per 1000 people)	2007
Terre Haute, IN (even with an average intake of 12,000 yearly)	2008
Berkley, CA	2009
Marquette, MI	2009

Source: www.no-killnews.com

Meet the Success Stories (continued)

<u>Location</u>	<u>No Kill Success Date</u>
Otsego County, MI	2009
Grosse Ile, MI	2009
Kansas City, KS	2009
Benzie County, MI	2010
Chippewa County, MI	2010
Boulder, CO	2010
King George County, VA	2010
Healdsburg, CA	2010
Fluvanna County, VA	2010
Duluth, MN	2010
Copper County, MI	2010
Williamsburg, VA	2010

Meet the Success Stories (continued)

<u>Location</u>	<u>No Kill Success Date</u>
Southampton, NY	2010
Shelby County, KY	2010
Lynchburg, VA	2011
Brown County, IN	2011
Brookfield, WI	2011
Arlington, VA	2011
Allengany County, MD	2011
Seagoville, TX	2011
Georgetown, TX	2011
Austin, TX	2011
Williamson County, TX	2011

(even with a 32% increase in cat surrenders/27% increase in dog surrenders that year)

Ones to watch (nearing their No Kill goals)

Kansas City, MO

Longmont, CO

Manatee County, FL

Rockwall, TX

Superior, WI

Baton Rouge, LA

Cuba, MO

Delaware

Geauga County, OH

Hastings, MN

Ivins, Utah

Jacksonville, FL

Nelson County, VA

Orange County, VA

Porter County, IN

Prescott-Yavapai, AZ

San Antonio, TX

Tallahassee, FL

Tampa FL

Corrales, NM

And ones to watch internationally...

› Australia (Gold Coast)

› Australia (ACT)

› Canada (Calgary)

› Canada (Nova Scotia)

Where does Dona Ana County Stand?

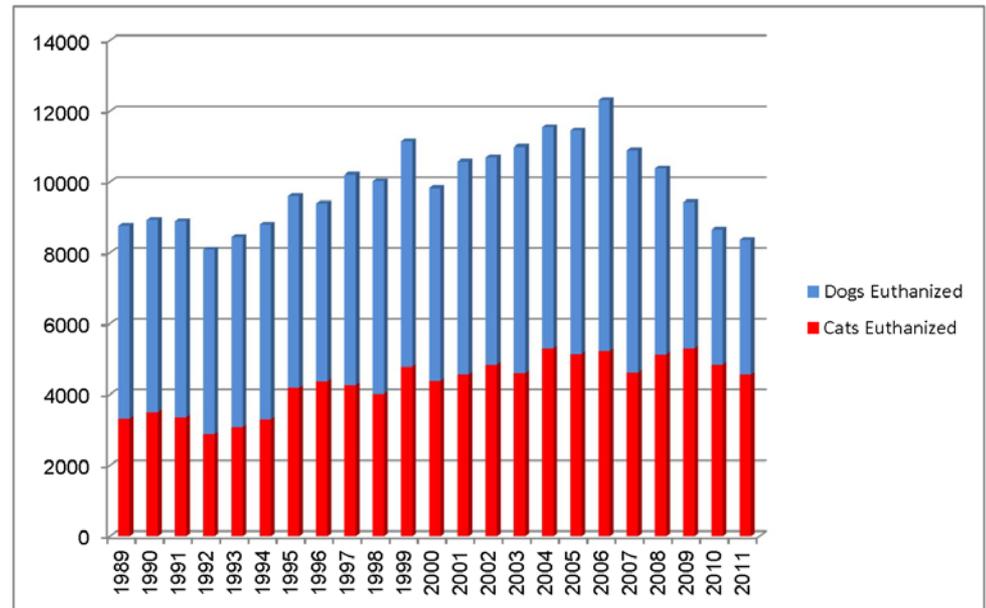
Shelter Stats: 1989-2011

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Cats Euthanized	3316	3504	3353	2873	3084	3296	4189	4372	4262	4018	4783	4389	4569	4835	4600	5301	5151	5225	4620	5137	5304	4837	4562
Dogs Euthanized	5446	5429	5541	5217	5358	5499	5417	5027	5946	6008	6364	5439	6009	5857	6394	6246	6300	7086	6280	5250	4131	3818	3801
Total Intakes	10721	11130	11262	10779	11290	11476	12074	12075	13157	13105	14386	14690	14891	14673	15436	15639	15355	17112	15743	15523	15474	14310	14223
Cat Intakes	3469	3939	3831	3470	3783	3924	4642	4955	4869	4571	5323	5411	5625	5616	5599	5807	5500	7231	5372	6316	6468	5839	5621
Cat Euthanasia %	96%	89%	88%	83%	82%	84%	90%	88%	88%	88%	90%	81%	81%	86%	82%	91%	94%	72%	86%	81%	82%	83%	81%
Dog Intakes	7252	7191	7431	7309	7507	7552	7432	7120	8288	8534	9063	9279	9266	9057	9837	9832	9855	9881	10260	9207	8790	8471	8602
Dog Euthanasia %	75%	75%	75%	71%	71%	73%	73%	71%	72%	70%	70%	59%	65%	65%	65%	64%	64%	72%	65%	57%	47%	45%	44%

NOTE: The 2007 data was incomplete. The numbers in RED were derived from averages from years 1989-2006.

The number in GREEN was derived from the RED averaged figures.

The numbers in BLUE may include a few animals other than dogs (such as livestock).



End of 2011 Kill Rate: 59%
End of 2011 Save Rate: 41%
 (with dogs having significantly better save rates than cats; our cat kill rate has been at more than 80% since 2007, with even 90+% kill rates in years prior)

Source: Shelter-provided statistics gathered and presented by the director at fCamP

What does Dona Ana County need to do to improve?

Community coalitions of animal-welfare groups and individuals, like the one which has recently formed in our area, are some steps in the right direction; however, until the full set of programs and services are implemented and supported and lead by the two Animal Control departments and by the shelter, we can only progress so much.

Let's break down the No Kill Equation model and take a constructive, critical look at where we are today and where we need to be in the near future:

1. Trap-Neuter-Return & Barn Cat Programs for Free-Roaming Cats

We lack comprehensive implementation. TNR is not only illegal in Dona Ana County and the City of Las Cruces animal ordinances, our AC departments are still using the old-fashioned catch & kill approach which has been used here for decades. Despite the high cat kill rates you see in our shelter statistics since the 1980s, an estimated 200,000 free-roaming cats are still populating our community. It's time to give TNR a chance and not only make it legal, but use the area's successful model to lead the way, which is the NMSU Feral Cat Management Program. To be successful, the AC departments and shelter must support these efforts. Talk about NMSU numbers and Albuquerque's current efforts and their reduced cat kill rate as a result.

What does Dona Ana County need to do to improve?

Comparing our efforts to The No Kill Equation list of programs/services...

2. High Volume/Low Cost, Voluntary Spay and Neuter Programs

We lack comprehensive implementation. We have two low-cost programs—SNAP, which is low-income dependent and the ASCMV, which is not income-dependent; though these are good programs, we are not spaying/neutering at the high volume needed nor targeting these efforts to the areas/populations in most need (such as by zip code, by breed, etc.). We need to target and incentivize, too.

3. Partnerships with Local and National Rescue Groups/Animal Organizations

We lack comprehensive implementation. Our shelter does reach out to some local and national rescues and does transport some animals out of the area, especially certain dogs; this has led to a decrease in the dog kill rate the past few years. The shelter needs to continue and increase these efforts but also do so conscientiously; this is one area that is controversial—the idea of displacing needy animals in the receiving community is one to keep in mind as well as ensuring the facilities where the animals are going offer humane and high standards of care and high chances for survival.

What does Dona Ana County need to do to improve?

Comparing our efforts to The No Kill Equation list of programs/services...

4. Large-scale Foster Care Network

Our shelter and community is lacking a foster network that can truly make a difference; fostering is hit or miss and not fully supported by a full program, orientations, mentoring, and especially PR and appreciation.

5. Comprehensive Adoption Programs/Innovative Marketing/Excellent, Friendly Customer Service

We lack comprehensive efforts and innovative, creative marketing. Doing weekend offsite adoptions is a plus, though those need to be increased to daily locations as well as opportunities for store-front adoption sites. We can always do a better job of competing for the market (those thinking of bringing a new animal into their homes). We also lack the kind of customer service and positive/welcoming atmosphere needed as well.

6. Pet Retention Programs and Services

Our shelter itself is lacking in this area; we need to do more than simply tell people if they leave an animal there, the animal will most likely be killed. We need to provide ideas, resources, and assistance programs for people to find positive alternatives, such as re-homing the animal themselves, addressing behavior issues instead of relinquishment, working to increase pet-friendly rental homes and properties, etc.

What does Dona Ana County need to do to improve?

Comparing our efforts to The No Kill Equation list of programs/services...

7. Medical and Behavior Prevention & Rehabilitation

(including sound shelter medicine protocols and humane care)

We sorely lack comprehensive implementation. Many savable animals do not stand a chance for survival at our municipal shelter (such as most cats, pit bull-type dogs, older/shy/unattractive animals, etc.). We lack in sound shelter medicine practices and especially in the areas of animal enrichment and fair, equitable behavior assessment/rehabilitation.

8. Public Relations/Community Involvement

We lack comprehensive implementation. There has been an increase in recent years in public relations in terms of the shelter and its animals being in more places—especially in newspaper features/stories, on the radio, some local TV spots, etc. That's a good start, but that needs to increase significantly in every popular station, including Spanish ones. We also lack direct community involvement and the positive messages/support needed to get more people on-site to help in ways they can.

9. Volunteer Enrichment, Support, and Opportunities

We lack comprehensive implementation. Successful No Kill shelters have hundreds of volunteers at any one time helping achieve their goals; we need to get to that level and have more systematic, supportive volunteer programs.

What does Dona Ana County need to do to improve?

Comparing our efforts to The No Kill Equation list of programs/services...

10. Proactive Redemptions of Lost/Found Animals by Animal Control/Shelters

We lack comprehensive implementation. Many communities are having success with efforts by Animal Control officers returning animals to their owners in the field vs. bringing them into the shelter (when an animal has an ID, microchip, etc.). Our AC officers are beginning these efforts here and should continue. At the shelter, they can be more active in this regards as well. There are programs for shelters to follow, such as the one done by the Missing Pet Partnership—posting animals online is also a useful approach.

11. Leadership from a Compassionate Director/AC Supervisors

In many areas, our current leadership is not at the level needed or fully informed to achieve No Kill success. We encourage our animal-welfare system leaders to study the models of success more closely, to contact their peers in successful communities, to take advantage of online and print No Kill resources and webinars, etc.

Learn more about No Kill and related subjects

Books:

- *Redemption* by Nathan Winograd
- *Irreconcilable Differences* by Nathan Winograd
- *TNR: Past, Present and Future* by Ellen Perry Berkeley
- *The Pit Bull Placebo* by Karen Delise

Online:

- ACTION Programs for Animals – www.actionprogramsforanimals.org
- No Kill Advocacy Center – www.nokilladvocacycenter.org
- Maddie's Fund – www.maddiesfund.org
- Best Friends Animal Society – www.bestfriends.org
- New Mexico Pets Alive – www.newmexicopetsalive.org
- Austin Pets Alive – www.austinpetsalive.org
- No Kill News – www.no-killnews.com
- National Canine Research Council – www.nationalcanineresearchcouncil.com
- Alley Cat Allies – www.alleycat.org

For the professional animal-welfare person: Webinars and materials on successful animal-welfare programs and approaches are available at Maddie's Fund, ASPCA Pro, Animal Sheltering Magazine, PETCO Foundation, PetSmart Charities, NACA, etc.

Upcoming No Kill Presentations and Conferences

FREE public presentation by New Mexico Pets Alive

A Case Study of Companion Animal Welfare Success: How Austin, TX, Created One of the Largest No Kill Communities in the United States, Now Saving More Than 90% of Their Lost + Homeless Pets

Friday, March 2nd, from 6 pm to 8 pm at NMSU's Gerald Thomas Hall, Room 194

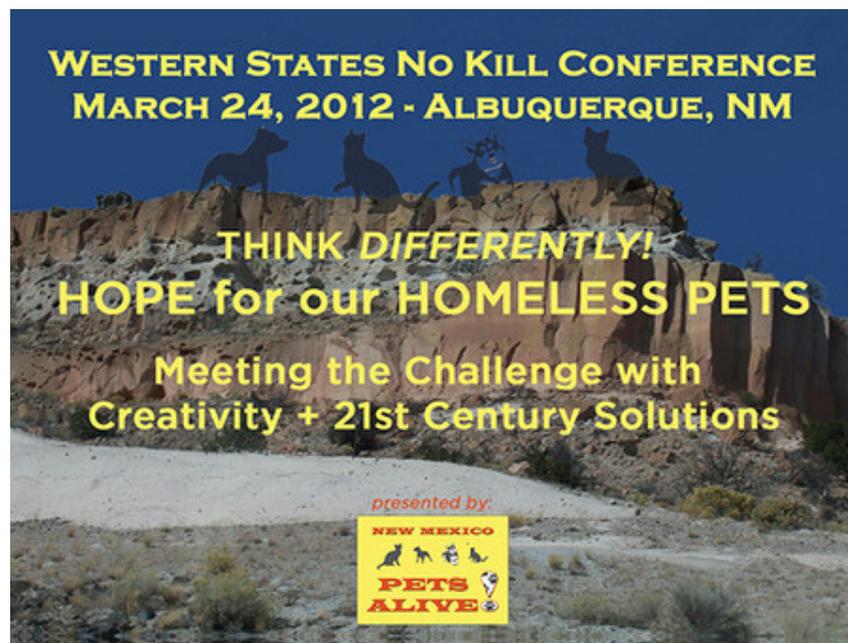
Building a Foster Care Network meeting with New Mexico Pets Alive

Saturday, March 3rd, from 4 to 6 p.m. at NMSU's Neale Hall, Room 131

Both sponsored by APA and the NMSU Pre-VET Club

Western States No Kill Conference
(in Albuquerque on March 24th)

Register at
www.westernstatesnkconference.org



We hope many of you will join us in advocating for modern approaches to our existing animal-welfare issues in DAC.

Questions? Comments?

