WHAT THE %$FUR#$& DO WE SAY ABOUT NON-COMPAHION ANIMAL ISSUES?

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ANIMAL CARE EXPO 2016, LAS VEGAS

AN ADVOCACY CONTINUUM

Clear positions  Raise awareness  Legislation
CHOOSING CLEAR POSITIONS

- Create written policy statements as a clear resource and response to questions when needed
- Make your shelter’s behavior consistent with the policy positions you’ve chosen
- Build relationships with organizations who are advocating consistently with your positions
- Let staff and volunteers know what your positions are

RAISING AWARENESS

- Gather resources to refer people to
- Humane education
- Social media, newsletters, etc
- Op-eds and blog posts
- Dedicated events
- Write a book (it’s easier than you think)
ACTIVELY TRYING TO CHANGE LAWS AND REGULATIONS

- Lobbying
- Leading coalitions
- Information resource to legislators and regulators
- Responding to legislation introduced by others

BEING CLEAR ON YOUR POLICIES:

No downside. Do it.
WHOM TO FLATTER WITH IMITATION

• ASPCA:  
• Larimer Humane Society, CO
• The Anti-Cruelty Society, IL
• Marin Humane Society, CA
• St. Hubert’s Animal Welfare Center, NJ
• Washington Humane Society, DC
• Wisconsin Humane Society, WI

WHAT ISSUES SHOULD WE CONSIDER?

• Animals in entertainment, zoos, aquaria
• Factory farming, fur & animal products
• Trapping, hunting
• Wildlife coexistence
• Exotics
• Animals in research & education
• Animal fighting
• ... And many more
Animals In Entertainment

The Wisconsin Humane Society opposes the use of wild animals for the purpose of entertainment. WHS believes that maintaining wild animals in unnatural conditions is insensitive and potentially inhumane, and that entertainment activities like circuses, fairs, parades, travelling exhibits, and roadside menageries subject wild animals to stresses such as unnatural living conditions, rigorous travelling, constant exposure to new surroundings, and potentially abusive training.

Dog Racing

The Wisconsin Humane Society is opposed to dog racing because it is often linked with cruel practices. Some trainers still use live rabbits or other animals despite laws and regulations that prohibit such methods. The greyhound racing industry overbreeds dogs, resulting in the euthanasia of dogs who are unable to be placed into homes. In addition, injuries may be sustained by racing dogs.

Rodeos

The Wisconsin Humane Society is opposed to rodeos and other entertainment events that produce pain, injury or stress to animals. The competitiveness of these events can result in the abuse and mishandling of the participating animals. Rodeo animals commonly are subjected to pain and stress and ongoing risk of injury. Furthermore, rodeos may encourage insensitivity to the abusive treatment of animals for the purpose of sport.

Zoos

St. Hubert’s believes that under most circumstances wild animals should be permitted to exist undisturbed in their natural environments. However, we recognize the widespread existence of zoos and acknowledge that some serve a demonstrable purpose in the long-term benefit of animals, such as the preservation and restoration of endangered species and the education of people to the needs of wild animals and their roles in ecosystems. St. Hubert’s believes that in order to justify their existence, zoos must serve a meaningful purpose, maintain the animals in exhibits most closely resembling their natural habitat, and make every effort to meet the biological, behavioral, and social needs of the captive animals. St. Hubert’s also believes that guidelines that set forth the purpose of maintaining each species should be established.

St. Hubert’s is opposed to substandard zoos, commonly referred to as roadside zoos and menageries. Most of these attractions exist solely for public amusement and operate in a manner inconsistent with modern zoological practices.
FACTORY FARMING – WISCONSIN HUMANE SOCIETY

Factory farming
The Wisconsin Humane Society recognizes that some livestock are raised and marketed for food and resulting by-products, and believes that there must be a humane standard of care for those animals. The Wisconsin Humane Society encourages consumers to learn how their animal-related food products were produced and supports companies and products that use humane standards of care for farmed animals.

HUMANE FOOD – WASHINGTON HUMANE SOCIETY

HUMANE FOOD-

Position:
The Washington Humane Society (WHS) believes all animals deserve humane treatment. As part of our mission, WHS provides care to animals of all species, including animals commonly raised for food. WHS believes it would be inconsistent and hypocritical for an organization dedicated to saving animals to serve animal products as food for people.

Policy:
All food purchased by WHS for events and meetings will be vegan. Additionally, for events featuring or connected to WHS where food is funded by another party, all efforts will be made to have humane food choices, and WHS will recommend vegan food.
ANIMALS RAISED FOR FOOD – ST. HUBERT’S ANIMAL WELFARE CENTER

St. Hubert’s Policy Animals Raised For Food

St. Hubert’s believes that all animals should be treated humanely and with compassion throughout their lives. St. Hubert’s supports the five freedoms for any animal kept by man – from homes to farms: freedom from hunger and thirst; freedom from discomfort; freedom from pain, injury or disease; freedom to express normal behavior and freedom from fear and distress.

Animal agriculture has changed drastically over the last 70 years. Intensive confinement systems that deny animals from engaging in natural behaviors and fail to meet their most basic behavior needs, inhumane transport and billions of animals slaughtered have become commonplace as has the genetic manipulation of animals that causes rapid growth, pain and suffering.

St. Hubert’s recognizes its responsibility to raise awareness of welfare issues related to raising, housing, care, transportation and slaughter of animals raised or caught for food as part of its animal welfare advocacy work and shall encourage welfare conscious consumerism, reduced animal product consumption and shall advocate for more humane farming methods.

Consistent with mission St. Hubert’s events shall be vegetarian.

FUR AND CLOTHING – ASPCA

Fur

The ASPCA is opposed to the farming, ranching, trapping, shooting or otherwise killing of fur-bearing animals for clothing and accessories.

Hides, skins and feathers

The ASPCA supports the concept of fully utilizing the hides, skins and feathers of animals who are raised for food and have or will be killed for consumption. The ASPCA does not support the notion of raising animals exclusively and explicitly for their skins or feathers.
HUNTING – WISCONSIN HUMANE SOCIETY

Hunting

The Wisconsin Humane Society is opposed to the hunting of any living creature for fun, trophy, profit, or for sport. However, the Wisconsin Humane Society recognizes the long history of hunting in Wisconsin, and believes that despite opposition, this tradition will continue.

Recognizing that animals do suffer as a result of hunting, the Wisconsin Humane Society believes that it is the responsibility of each individual hunter to execute a quick and decisive kill. For this reason, WHS strongly advocates hunter instruction that incorporates humane education into its curriculum.

Steel Jaw Leghold Trap

The Wisconsin Humane Society supports a ban on steel jaw leghold traps. These cruel devices cause excessive pain and suffering to animals. Non-targeted animals, both domestic and wild, may be caught in these traps as well and suffer injury or death.

HUNTING – ST. HUBERT’S - PROPOSED

Hunting

St. Hubert’s is opposed to the hunting of any living creature solely for sport, profit or trophy purposes, because it subjects animals to stress, suffering, injury and death solely for the entertainment of people.

St. Hubert’s is opposed to illegal, indiscriminate and inhumane hunting of animals and recognizing that animals do suffer as a result of hunting, advocates for hunter instruction that incorporates humane education into its curriculum.

Trapping

St. Hubert’s is opposed to all forms of animal trapping that causes pain or suffering or is used for commercial or recreational purpose. St. Hubert’s specifically calls out body crushing devices such as leghold traps as cruel devices that cause excessive pain and suffering to animals. These traps also cause capture of non-targeted animals, both domestic and wild, causing suffering, injury and/or death.
RESEARCH – THE ANTI-CRUELTY SOCIETY, CHICAGO, IL

Animal Research
The anti-cruelty society believes the use of animals for research should be permitted only when there are no known feasible alternatives. Research should be limited to the smallest number of animals of the most suitable species, maintained in sanitary conditions and cared for in a humane manner.

Pound Seizure
The anti-cruelty society deplores the requisition of unwanted animals from pounds and shelters for experimental purposes. The availability of animals at a cheap rate for experimentation merely encourages waste of life. We believe the use of pound and shelter animals corrupts the meaning of shelter. We actively oppose legislation permitting these activities.

DISSECTION IN EDUCATION -- WISCONSIN HUMANE SOCIETY

Dissection In K-12 Biology Studies
The Wisconsin Humane Society is opposed to the dissection of animals as part of the elementary and secondary school curriculum. WHS recognizes the importance of biology studies in school curriculum and believes that biology curricula should promote a respect for all animal life. WHS believes that dissection of animals at this age level may be inconsistent with the development of a general appreciation of, and respect for, animals. Additionally, there is a waste of animal life that results from dissection exercises in school biology programs.

The Wisconsin Humane Society believes that alternative lessons and teaching materials should replace the dissection of animal specimens whenever possible in pre-college biology studies. In cases where dissection is deemed necessary, the Wisconsin Humane Society believes that the procedures should be demonstrated by classroom instructors only.

Dissection Of Live Animals In Post-secondary Education
The Wisconsin Humane Society recognizes the importance of medical education pursuits that seek to improve human and animal health. Sophisticated technology exists to create meaningful teaching experiences which replace live animal dissection. The Wisconsin Humane Society believes that dissection of live animals is inconsistent with general appreciation and respect for animal life and should be avoided if alternatives are available and when no new and substantive information will be gained to benefit human and animal health. Additionally, there is a waste of animal life that results from such procedures.
WILDLIFE COEXISTENCE – ST.HUBERT’S ANIMAL WELFARE CENTER

Wildlife In Urban Environments

Continuing human encroachment on wild animal habitats has resulted in increased encounters between humans and wild animals. In order to adapt to living in human-altered environments, wild animals often seek sites such as chimneys, attics, and eaves to live or build nests. Homeowners can minimize many of these conflicts with wildlife by employing exclusion methods, such as capping their chimneys, and removing attractants to their properties. St. Hubert’s encourages people to seek advice about humane coexisting with wildlife and to make every effort to treat wild animals with respect and kindness. St. Hubert’s will actively provide advice to support humane coexistence, an appreciation of the natural world and its inhabitants and will actively promote intolerance for abuse to wildlife.

Wildlife Management

Wildlife populations are best kept in balance by maintaining natural ecosystems. St. Hubert’s recognizes, however, that there has been widespread alteration of natural environments in New Jersey. St. Hubert’s acknowledges that human intervention may be necessary to alter the number, distribution, or behaviors of some animals in order to prevent unwanted or dangerous behaviors, protect human and animal health and safety, and protect or restore ecological integrity.

When intervention is necessary, actions should address the root causes of the specific concerns at the locations where they are happening. Ideally, such actions incorporate an integrated approach based on non-lethal methods such as habitat modification, public education and involvement, non-toxic repellents, behavior modification, animal exclusion methods, and animal contraception.

WILDLIFE AS PETS – LARIMER HUMANE SOCIETY

NATIVE AND EXOTIC WILDLIFE AS PETS

The Larimer Humane Society is opposed to the capture of animals from the wild to keep as pets and to attempt to hybridize domesticate wild species.
ANIMAL FIGHTING – WISCONSIN HUMANE SOCIETY

ANIMAL FIGHTING

The Wisconsin Humane Society is opposed to any sport or event that involves pitting animals or humans against animals resulting in intentional injury or death. Blood sports such as dog fighting, cockfighting, bullfighting and other brutal contests cause injury and suffering to the animals involved. Animal fighting is also closely linked to many other criminal activities. The Wisconsin Humane Society supports anti-fighting laws and strong enforcement of these laws.

CLASSROOM ANIMALS – ST. HUBERT’S – PROPOSED

Classroom Animals

St. Hubert’s believes that live animals should be maintained in the classroom only for the purpose of humane education and that they should be kept in suitable environments in accordance with their social and biological needs. Because classroom animals can be subject to mishandling, student contact with these animals should always be supervised, and provisions should be made for the animals’ care when school is not in session. Teachers are ultimately responsible for the care of classroom animals, including long-term arrangements at the end of the school year, or when the animals are no longer needed in the classroom.

The St. Hubert’s believes that the use of live animals in educational presentations and demonstrations, whether or not in a classroom, can make a lasting, positive impression on children and adults. Animals used for this purpose should be maintained in suitable environments in accordance with their social and biological needs, and every effort should be made to minimize the stress and discomfort of the animals throughout their transport and display.
(YOU CAN HAVE POSITION STATEMENTS ON COMPANION ISSUES TOO)

- Elective surgery
- Euthanasia
- Guard animals
- Tethering
- Positive training
- Animal transport
- Outdoor cats
- Any topic you are regularly asked about

Photo credits: ASPCA, www.aspca.org/are-you-positive

BENEFITS OF POSITION STATEMENTS

- You're ready when the issue comes up.
- Clear frameworks encourage creativity.
- It's a start: the issue is now "in" your organization.
FARTHER DOWN THE CONTINUUM

WHY ADVOCATE ON ISSUE X?

• Trusted humane leaders in our communities
• Tremendous numbers of animals suffering
• “What if”
• Signs of the times
• We cannot be the last ones messaging for these animals
WHY – PROGRESS, RELEVANCE

Euthanasia per 1,000

~20 million animals

3.4 million animals

WHY NOT ADVOCATE ON ISSUE X?

• Diverts resources and bandwidth from core priorities
• Dilutes message
• Adds to already-rampant brand confusion
• Interferes with relationships needed (now or later) for core priorities
• Draws new (and potentially viral, unfair, and damaging) opposition
• Result may not justify these costs
ANIMALS IN ENTERTAINMENT, ZOOS, AQUARIA

"The circus is coming to town."

TYPES OF ACTIVITIES

- Circuses
- Zoos and aquaria
- Roadside, traveling or fixed exhibits
- Greyhound racing
- Horse racing / shows
- Animal fighting

Photo credits (t-b): ASPCA
PROTECTION ISSUES

- Cruel conditions – training
- Cruel conditions – transport
- Injuries, death
- Animal value related to entertainment
- Denial of basic freedoms, improper care
- Surplus animals
- "Retirement"

Photo credits (t-b): ASPCA, The Elephant Sanctuary

TRENDS

- SeaWorld
- 30 countries ban animal acts
- 50 states ban cockfighting
- Ringling
- 20 greyhound tracks remain
- Defunding of horse slaughter
- Roadside exhibits outlawed

Photo credits (t-b): ASPCA
RESOURCES

- ASPCA – dog racing, cockfighting
- Grey2K usa
- The Elephant Sanctuary
- Born Free USA

AWARENESS:

- Have literature in shelter
- Humane education integration
- Write op-eds
- Communicate to staff, volunteers
- Contact organizers
- Social media
FACTORY FARMING, ANIMALS FOR FOOD AND CLOTHING
TYPES OF ACTIVITIES

- Factory farming
- Transport
- Slaughter
- Backyard chickens
- Religious slaughter
- Fur farms

Photo credits (t-b): The HSUS

PROTECTION ISSUES

- 9 billion animals impacted in USA/year
- 45-75 million animals/year in fur factory farms
- Cruel conditions – intense confinement
- Denial of basic freedoms, improper care
- Genetic manipulation, rapid growth
- Destruction of male offspring
- Cruel conditions – transport
- Slaughter
- Antibiotics
- Lack of legal protections

Photo credits (t-b): ASPCA, The HSUS
TRENDS

- Phase out of battery cages
- Phase out of gestation crates
- Laws
- Explosion in animal alternatives
- Increasing public awareness
- 215 shelters are food for thought shelters
- Bill Gates / WHO / environmental ban of seal pelts
- Austria, UK ban fur-farming
- Armani goes fur-free

Photo credits (t-b): ASPCA, The Elephant Sanctuary

RESOURCES

- ASPCA – Truth About Chicken Campaign
- Become an endorser of Certified Humane
- Food for Thought Campaign
- Born Free USA
- Fur Free Alliance

Photo credits (t-b): http://www.furfreealliance.com/, http://www.prweb.com/
RAISING AWARENESS:

- Have literature in shelter
- Humane education integration
- Write op-eds
- Communicate to staff, volunteers
- Contact organizers
- Social media
HI, BUDDY

What About Us?
WHAT CAN YOU DO

• Reduce

• Refine

• Get Active

*Chance to make change three times a day*
Field Guide to Telling Animal Fur from Fake Fur

With recession-era fur being a hot trend in London, a new campaign is teaching the public how to tell the difference between real and fake fur. The campaign, which is being run by the Humane Society International, is calling on the public to help them identify other fakes—like those made from plastic or synthetic materials—by using a simple test.

1. **Check the base of the fur for signs of animal hair.** Look for the roots of the hair on the base of the fur. If the base material is not visible or distinct, and you cannot see the fur with your own eyes, then it is most likely fake fur. However, if the base material is visible or distinct, and you can see the fur with your own eyes, then it is most likely real fur. In this case, you can check the color of the fur by looking at the base of the fur, being sure to peel away all of the layers of hair.

**ANIMAL FUR:** The color of the fur is usually white or tan, but possibly the color of the fur if it has been dyed.

**FAKE FUR:** The color of the fur is not visible and it is not possible to see the true color of the fur.

2. **Check the tips of the hairs for signs of animal hair.** Both real and fake fur come in many different colors and lengths. However, only animal fur has natural tips—these are not dyed or treated with chemicals. Therefore, if you cannot see a natural tip, you may be able to examine the type of the hairs and see that they appear to be a natural color—like a cat's whisker or a dog's hair. Good lighting and a magnifying glass are helpful, as well as asking the furrier for help.

**ANIMAL FUR:** Animal hairs—especially the thicker guard hairs—are often be seen.
LEGISLATION

- Labeling laws
- Fur farm laws
- Trapping laws – local

TRAPPING, HUNTING, SPORT
PROTECTION ISSUES

• Trophy & sport hunting
• Fur hunting
• Egregious hunting practices
• Canned hunts
• Trapping methods, non target species

Photo credits (t-b): HSUS Brent Stapelkamp; HSUS

TRENDS

• Global outcry over Cecil
• Importation bans
• Ivory bans
• Airlines refuse to fly trophies

Photo credits: nationofchange.org
RESOURCES

- Born Free USA
- Fur Free Alliance

AWARENESS:

- Speak out
- Write op-eds
- Literature in shelter
- Communicate to staff, volunteers
- Contact organizers
- Social media
- Legislation

Photo credits (t-b): ASPCA, The Elephant Sanctuary
LEGISLATION

ADVOCACY

CRUEL THEN
CRUEL NOW
YES ON SCR175
THE FARTHER YOU GO DOWN THE CONTINUUM:

• The more impact you should be realistically planning for, because . . .
• The more real cost to the rest of your work

ACTIVELY TRYING TO change LAWS:

• If it's a difficult issue at all, this is a huge time commitment
• Adds pressure to coalition relationships
RAISING AWARENESS:

• “They’re just dogs and cats, Bob.” Many legislators automatically vote against all positions taken by organizations who prominently raise awareness around agriculture and/or hunting
• Effective awareness-building draws opposition – do you have the resources to respond?
• More awareness means more calls and e-mails to your organization – do you have the resources to respond?

DON’T TAKE THESE RISKS ON REACTIVELY!

You need a proactive advocacy framework
HOW TO ESTABLISH YOUR ADVOCACY FRAMEWORK IN TWO NOT-EASY STEPS

STEP ONE

Get clear on who you are and what your core priorities are.

Let’s try it.
STEP TWO

**Turn to issue X and ask three questions:**

1. **Begin with the end in mind** – what do you want to happen?

2. **What can we realistically do** to make that happen and at what cost to core priorities (now or later)?

3. **Where does that result fit** with our core priorities?
YOUR ADVOCACY FRAMEWORK

- Outer circle
- Middle circle
- The center
- Clear positions
- Raise awareness
- Legislation

BOOKS

- Advocacy books, tip sites
- Useful, actionable books:
  - “Change of Heart” by Nick Cooney
  - “Animal Impact” by Caryn Ginsberg
HAVE POLICIES:

No downside. Do it.

THANK YOU

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