In Closing

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.” —Margaret Mead
In Closing

As you learn about and engage with your community, you’ll improve conditions for animals by building trusting and genuine relationships with their human caregivers and making animal care resources and information more accessible to them.

All of the information in this toolkit is meant to provide assistance and guidance for you and your organization as you begin a Pets for Life-style community outreach program. If you already use this type of outreach or run this type of program, hopefully you have found something useful in this toolkit to make your work more efficient and effective. If implemented, these ideas and directions will provide you the opportunity to improve pet wellness and overall community health for people and pets. As our field shifts towards a keener understanding of how animal welfare issues fit within a complex set of human and social circumstances, we will be more successful in our collective efforts to save lives and reduce suffering. This resource is designed to help facilitate that shift.

As you learn about and engage with your community, you’ll improve conditions for animals by building trusting and genuine relationships with their human caregivers and making animal care resources and information more accessible to them. We must strive for understanding in all aspects of our work and adjust our approach to meet the needs of an ever-changing society. As you develop insights into the challenges facing the community you serve, you’ll have a better understanding of the companions in the companion animal equation and more you’ll be even more successful in your work. To create long-term change, lessen suffering, and save lives, we must embrace a new perspective. Thank you for caring about the people and pets in your community and for taking time to open your heart and mind to a new approach.

Together we will build a more humane community.
Glossary of Terms

**Base map:** Plotting of zip codes indexing high across poverty indicators.

**Canvassing:** Method of thoroughly covering an area, street-by-street, on foot in a community of focus.

**Client:** Pet and pet owner.

**Companion Animal:** Pet.

**Community Assessment:** Evaluation based on poverty, resources and animal welfare statistics to identify communities of focus.

**Community of Focus:** A neighborhood or area that does not have access to, or is not receiving, information about available services and resources.

**Community Outreach:** Taking information and services directly to the community.

**Community Outreach Toolkit:** A volume of information and tools to aid in the design, development and implementation of a community outreach program.

**Free:** No cost, no catch, no qualifications needed to be eligible.

**Grassroots:** Ground or street level of a community; meeting people where they are.

**Outreach:** Taking information and services directly to the community.

**Pediatric Spay/Neuter:** Performing an ovariohysterectomy (spaying) or orchidectomy (castration or neutering) on a kitten or puppy between the ages of 6 and 14 weeks.

**Resource Map:** Plotting of pet and people wellness and general care resources.

**Under-served:** For the sake of this toolkit, this is referring to residents living at or below the poverty level (~$23,000 for a family of four).
The below reading list is not required to carry out a community outreach program. However, as discussed many times in this Toolkit, the better understanding you have of the companions in the companion animal equation, the more successful you’ll be in your work. This list includes information and conversations on poverty, crime, incarceration, race, and animal welfare that will provide additional insight on issues that impact your work and your clients. So as you are able, peruse or study the articles, papers, and books and take from them what you can to better serve your community.

Part One: Understanding Challenges Facing Under-served Communities

Race, Class, Segregation

African-American Issues:


Latino-American Issues:


African-American–Latino Relations/ Cultural Differences


Mass Incarceration


Documentary: Jarecki, E. (2013). The House I Live In. (available on Netflix)


Addressing Our Own and Others’ Privilege


The Powers and Pitfalls of Working in Public Service


Calculating Poverty/Federal Poverty Line Issue


Website: “Getting By and Getting Ahead: The 2009 IL Self Sufficiency Standard.” (2009). IssueLab, a service of the Foundation Center. The Self-Sufficiency Standard is a tool that calculates how much income families need to pay for their basic needs based on where they live, as an alternative to the FPL. http://www.issuelab.org/resource/getting_by_and_getting_ahead_the_2009_illinois_self_sufficiency_standard

Economic Inequality

Part Two: Tools for Working with Under-served Populations

Motivational Interviewing


Community Change/Community Organizing


Race and Animal Welfare


Outreach


Domestic Violence and Hegemonic Masculinity/Machismo


Website: National Network to End Domestic Violence http://nnedv.org/

Website: National Resource Center on Domestic Violence: http://www.nrcdv.org/


Website: Stalking Resources Center: http://www.victimsofcrime.org/our-programs/stalking-resource-center

Understanding Addiction/Harm Reduction Theory and Practice


Website: Addiction Technology Transfer Center Network (ATTC): http://www.attcnetwork.org/index.asp

Website: Faces & Voices of Recovery: http://www.facesandvoicesofrecovery.org/

Website: Harm Reduction Coalition: http://harmreduction.org/

Website: International Harm Reduction Association: http://www.ihra.net
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