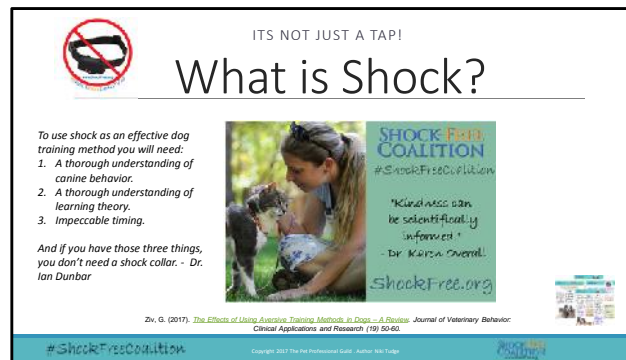


Hello everyone, welcome to this short presentation on the Shock-Free Coalition, what it is and what you can do to help



The primary reason shock collars are effective in stopping behavior is because they are painful, and it is time for pet professionals to stop inflicting pain masquerading as training, and take shock off the table once and for all.

It is important not be fooled by deceptive marketing terms (e.g. vibrating, e-touch, stimulation, tingle, static) for shock collars. Shock punishes, it is scary and can be very painful!

Pain is used to stop a behavior or creates fear to suppress a behavior. Animals exhibit behaviors to stop the pain or avoid the onset of the pain.

So we know that shock is a punisher. For a punisher to work there are three critical elements that must be fulfilled.

Meeting these three criteria is virtually impossible for a dog training professional, and most certainly for a dog owner.

So you ask, what are the three elements.

First, the punishment must occur every time the unwanted behavior occurs.

Second, it must be administered within, at most, a second or two of the behavior.

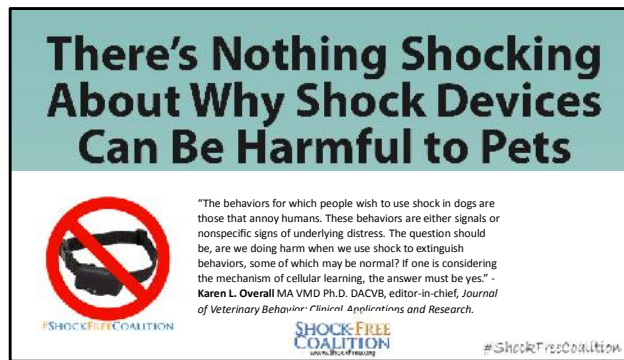
Third, it must be unpleasant enough to stop the behavior.

To reiterate, in the real world outside science laboratories, meeting these three criteria is virtually impossible for a dog training professional, and most certainly for a dog owner.

Citing a variety of studies, Ziv (2017) concludes that “even when experienced trainers operate [shock] collars, the welfare of the dogs could be compromised,”

Ziv also states that the dogs welfare is in greater risk when a shock collar is in the hands of unskilled dog owners.

Dr Ian Dunbar said “ read slide”



There's nothing shocking about why shock devices can be harmful to pets

In 2017, can there really still be a debate over the issue of using pain as a "method" of animal training?

Decades of peer-reviewed, scientific studies show, whether discussing dogs, humans, dolphins or elephants, that electric shock as a form of training to teach or correct a behavior is ineffective at best, and physically and psychologically damaging at worst. Renowned board certified animal behaviorist and veterinarian,

Ziv (2017) condenses a number of studies and surveys to review the data on the relationship between the use of electronic collars and dogs' behavior and concludes that, "given the available data and in order to avoid risking the dogs' welfare, trainers should avoid using electronic collars when training dogs."

### **Additional Text to supplement for audience**

Dr. Karen Overall (2005) states:

"There are now terrific scientific and research data that show the harm that shock collars can do behaviorally.

At the July 2005, International Veterinary Behavior Meeting, held in conjunction with the American Veterinary Society of Animal Behavior and American College of Veterinary Behaviorists research meetings, data were presented by E. Schalke, J. Stichnoth, and R. Jones-Baade that documented these damaging effects...There is no longer a reason for people to remain misinformed. Let me make my opinion perfectly clear: Shock is not training - in the vast majority of cases it meets the criteria for abuse."

So let's get shock off the table. This debate needs to end



## How is Shock Harmful?

Applying an electric shock provides no effective strategy for an animal to learn a new or alternative behavior;  
it simply inflicts pain and risks making him fearful, anxious and/or aggressive.

Generally speaking, a pet owner's main goals when shocking their pet are, firstly, to punish perceived misbehavior in the moment and, secondly, reduce future recurrences of the undesirable behavior.

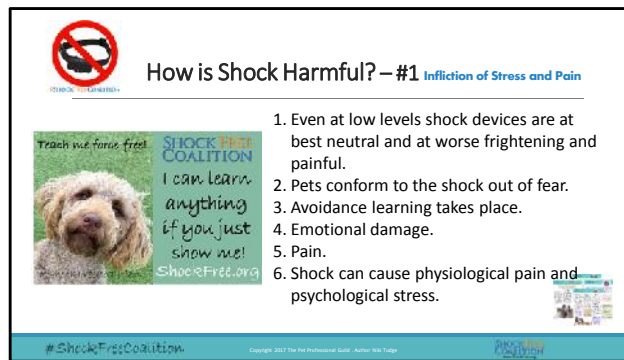
Most pet owners, if asked, would most likely say they do not punish their pets, or deliberately place them in frightening situations. Yet the same owners will unwittingly take advice from training professionals who practice "methods" such as shocking, hitting, and physically correcting a pet using a leash, or an array of aversive tools.

This is a key reason to advocate against the use of shock, a moral reason.

It is about the individual and collective reasoning about what we ought, in fact need to be doing. We need to be educating pet owners and providing them with full transparency so pet owners understand what shock is and what it can do! Then and only then can they make informed decisions!

By using different terminology, a professional may feel justified in physically punishing a pet while dispensing corresponding advice to pet owners, without acknowledging that he/she is, in fact, damaging the pet's physical and mental well-being.

Shock is harmful in many ways and we will review them now.



## How is Shock Harmful? – #1 Infliction of Stress and Pain

Even at the lowest setting, electronic stimulation devices present an unknown stimulus to pets which is, at best, neutral and, at worse, frightening and/or painful. In many instances the shock is completely unpredictable for the pet, who does not know when or why it is coming.

This can only add to overall levels of fear and stress.

Pets conform under the shock stimulus in order to escape or avoid the terrifying and/or painful electric shock.

Avoidance learning is very real and the threat of pain is just as capable of inducing stress, fear and emotional damage as the pain itself. By definition this makes the stimulus aversive. *(Note: Aversive means something unpleasant or frightening that the pet seeks to avoid or escape, as opposed to a pleasant stimulus that a pet seeks out voluntarily.)*

In addition, electronic stimulation regularly causes physiological pain and psychological stress, often exhibited by vocalization, urination, defecation, fleeing, or complete shut-down.

In extreme cases, electronic stimulation devices have also been known to cause muscle contraction and respiratory and cardiac paralysis (Overall, 2013).

**How is Shock Harmful? – #2 Global Suppression or “Shut Down”**

**SHOCK FREE COALITION**  
Shock collars and e-collars should be banned from the face of the planet. - Dr. Karen Overall, ShockFree.org

1. A pet repeatedly subjected to aversive stimulation may go into a state of “shut down,” or a global suppression of behavior.
2. In extreme cases, pets may refuse to perform any behavior at all, known as “learned helplessness.”

#ShockFreeCoalition

## How is Shock Harmful? – #2 Global Suppression or “Shut Down”

A pet repeatedly subjected to aversive stimulation may go into a state of “shut down,” or a global suppression of behavior.

This is frequently mistaken for a “trained” pet, as the pet remains subdued and offers few, or no behaviors.

In extreme cases, pets may refuse to perform any behavior at all, known as “learned helplessness.” James O’Heare (2011) states In such cases, pets may try to isolate themselves to avoid incurring the aversive stimulation.

This is evidently counterproductive to training new, more acceptable behaviors.

**How is Shock Harmful? – #3 Escalation**

**SHOCK-FREE COALITION**  
 You don't need to use pain to motivate your pet!  
 ShockFree.org

1. Punishment is escalated resulting in abuse.
2. The pet's behavior then compounds the problem.
3. Pets may habituate to fear, anxiety or pain.

#ShockFreeCoalition Copyright 2017 The Pet Professional Guild. All Rights Reserved.

### How is Shock Harmful? – #3 Escalation

If a change in behavior is not seen immediately, users of aversive tools and those inexperienced in behavior fallout often opt to increase the frequency, duration or intensity of the application.

Unfortunately, this can only result in the pet attempting to escape or avoid the stimulus with even greater intensity, thus often compounding or exaggerating the problem behavior for which the shock was applied to resolve.

This creates a counterproductive paradigm whereby the pet simply learns to fear the stimulus, the context, and/or the person delivering it.

In addition, some pets tend to be “stoic” and may fail to show any kind of fear response, irrespective of increased levels of anxiety or frustration.

There is also the risk that pets may become habituated to the sense of fear or anxiety, once again causing the trainer or owner to increase the level and/or frequency of the aversive stimulus.

It has been scientifically proven that fear and stress caused in such situations can have a significant effect on a pet's well-being due to increasing cortisol levels and heart rate, not to mention the psychological impact (O’Heare, 2005).

**How is Shock Harmful? – #4 Redirected or Suppressed Aggression**

1. Pets who are punished begin to associate the punishment with the punisher – the owner.

2. Studies suggest that aggression can redirect with the onset of shock training.

3. Aggression can be suppressed and not eliminated resulting in a ticking time bomb!

SHOCK FREE COALITION  
 Force free.  
 Shock-free training is supported by science.  
 ShockFree.org

#ShockFreeCoalition

## How is Shock Harmful? – #4 Redirected or Suppressed Aggression

Pets subjected to repeated aversive stimulation may be responsively conditioned to associate the fear and/or pain with certain contextual cues in their environment.

As an example, using an aversive sound such as an air horn to interrupt barking risks pairing the owner or trainer with the unpleasant stimulus and, in particular, the hand or arm that is reaching out while using the tool.

Repeated instances may generalize to the pet attempting to flee.

If the pet feels, however, that flight is not possible or a safe or reliable course of action, he may instead start acting aggressively toward any arm or hand movement, or any approach behavior whatsoever.

O’Heare (2007) discusses that “shock can create significant levels of frustration and reduce the dog’s bite threshold.” O’Heare cites a study by Polsky (2000) where data implies that electric shock containment fencing elicits redirected aggression in dogs with no aggressive history.

The use of aversive stimuli is counter indicated in pets with aggression. This is because the behavior may only be suppressed rather than extinguished, and may thus resurface at any time without warning, generally in a more severe display.

Using aversive stimuli (shock) to reduce behaviors, such as barking, lunging and growling may suppress signals that warn of a more serious, and potentially imminent behavior, such as biting. Without ritualized aggression behaviors, people and other pets will receive no warning before the pet subjected to punishment feels forced to resort to biting.



**How is Shock Harmful? - #5** Pets are Cognitive Intelligent Creatures Who Have Emotions

1. Pets are cognitive, intelligent creatures that experience emotions such as fear, anxiety, and joy.
2. They are subject to the same laws of applied behavior analysis (ABA) as any other living organism.

According to psychology professor, Dr. Susan Friedman, who has pioneered the application of ABA to captive and companion animals: "Punishment doesn't teach learners what to do instead of the problem behavior. Punishment doesn't teach caregivers how to teach alternative behaviors. Punishment is really two aversive events – the onset of a punishing stimulus and the forfeiture of the reinforcer that has maintained the problem behavior in the past." (Friedman, 2010).

© Harris, J. (2011). Empowerment Training. Ottawa, ON: BehaviorTech Publishing.  
Friedman, S. (2010). Methods. *Workshop on the Psychology of the Dog*. *Journal of Applied Behavior Analysis*.

#ShockFreeCoalition Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

## How is Shock Harmful? - #5 **Pets are Cognitive Intelligent Creatures Who Have Emotions**

Pets are cognitive, intelligent creatures that experience emotions such as fear, anxiety, and joy. They are subject to the same laws of applied behavior analysis (ABA) as any other living organism.

According to psychology professor, Dr. Susan Friedman, who has pioneered the application of ABA to captive and companion animals: "Punishment doesn't teach learners what to do instead of the problem behavior.

Punishment doesn't teach caregivers how to teach alternative behaviors.

Punishment is really two aversive events – the onset of a punishing stimulus and the forfeiture of the reinforcer that has maintained the problem behavior in the past." (Friedman, 2010).

Especially troubling for pet professionals is that punishment requires an increase in the intensity of the aversive stimulus for it to have any hope of maintaining behavior reduction.

Forcing dogs to comply to avoid being shocked does not enhance the canine-human relationship, nor does it create an environment where healthy learning can take place.



At PPG we have always believed, as do our membership that there is no place for shock in the training and care of our pets. But we can no longer just stand by and read and recite our own Guiding Principles our commitment to no shock, no choke, no prong as equipment and no force, no pain and no fear as approaches. We must live and breathe these Guiding Principles in a professional and informative manner.

So in 2016 The Pet Professional Guild Advocacy Committee began working on tools and resources and in 2017 we enacted the development of the Shock-Free Coalition.

Before we move on I want to speak for a moment about the label of force-free. I hear people saying its impossible to be force-free, its just a label. Well its impossible to be anything if it's not clearly defined and there is no shared meaning. So yes it's a label, a label that is clearly defined through a set of Guiding Principles that also has parameters of "do no harm while doing good and enabling professional autonomy". Most importantly it ties together a group of professionals that can help support the education of pets and their owners through their own unique skills, knowledge and talent with a commitment to not use specific equipment or approaches. This is a very clear definition!

One of the apposing arguments to force-free is the human hierarchy. A hierarchy that enables trainers and behavior consultants to, if they choose, continue to move all the way up when results are lacking, to the use of harmful punishment, yes shock!.

The bottom line is that it is entirely possible for pet industry representatives to support professional autonomy and the use of a humane hierarchy, while also taking a stand and position against the use and application of electric shock as a "training method."

So today and in the future we call on fellow industry professionals and associations, animal welfare organizations, and professional animal training and behavior bodies worldwide to stand together, to collectively reach out to, engage and educate pet owners in the implementation and practice of humane, kind and effective training tools and techniques.

We encourages all organizations to embrace the vast body of scientific research that details the many advantages of positive training methods, and publicly say "no" to any technique or equipment that delivers electric shocks. So to all the umbrella bodies in our industry please support The Shock-Free coalition. Say No to Shock! – sign the pledge and help spread the word.

## Strategic Approach

**SHOCK FREE COALITION**  
www.ShockFree.org

To build a strong and broad movement committed to eliminating shock devices from the supply and demand chain.

This goal will be reached when shock tools and equipment are universally unavailable and not permitted for the training, management and care of pets.



Copyright 2017 The Pet Professional Guild. Author: Niki Tudge #ShockFreeCoalition

The purpose of the Shock-Free Coalition is to build a strong and broad movement committed to eliminating shock devices from the supply and demand chain.

This goal will be reached when shock tools and equipment are universally unavailable and not permitted for the training, management and care of pets.


### Coalition Purpose & Function

The Shock-Free Coalition has been developed purposely to bring together parties that have mutual business interests and a personal investment in the welfare of pets.

The Coalition embraces stakeholders of similar values and interests, enabling all parties to combine their resources and become more successful in achieving the stated goals.

SHOCK-FREE COALITION  
Pet Professionals

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge



Promoting the best business practices and standards for pet owners and pet professionals to ensure the best possible outcomes for pet health and welfare.

The Shock-Free Coalition is committed to building a strong, broad movement of industry pet owners on the issue of shock devices and eliminating such devices from the market. This goal will be reached when shock tools and equipment are universally considered unacceptable for the behavioral management and care of pets.

Shock tools are a legacy of outdated training and behavior management. As an industry, we must separate into different roles. Help us create an ethical, professional standard of care. Join the Shock-Free Coalition and help us create the future of pet training and care. The future is shock-free.

iStock

The Shock-Free Coalition was rolled out by the Pet Professional Guild on September 25, 2017.

**The Coalition Purpose and Function is to** bring together parties that have mutual business interests and a personal investment in the welfare of pets.

The Coalition embraces stakeholders of similar values and interests, enabling all parties to combine their resources and become more successful in achieving the stated coalition goals.

**There's Nothing Shocking About Why Shock Devices Can Be Harmful to Pets**

**Shock Devices:**

- Can cause severe internal or external injuries
- Can cause behavioral problems
- Can and often cause injury when used incorrectly, particularly around the face

**Key Goals**

The Coalition will work diligently together to achieve the following:

1. To engage and educate pet owners and shelter/rescue workers to help them make informed decisions about the management, care and training of the pets in their charge.
2. To build a worldwide coalition that provides pet owners access to competent, professional pet industry service providers.
3. To create widespread pet industry transparency and compliance regarding how professionals implement their services and communicate their philosophy to pet owners.

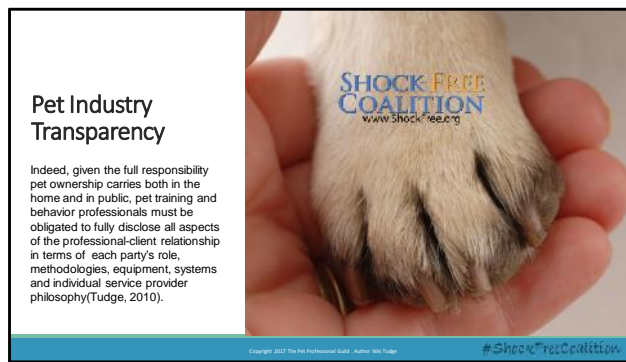
**SHOCK-FREE COALITION**  
www.ShockFree.org

The goals of the Shock-Free Coalition are threefold:

**Key Goals**

The Coalition will work diligently together to achieve the following:

1. To engage and educate pet owners and shelter/rescue workers to help them make informed decisions about the management, care and training of the pets in their charge.
2. To build a worldwide coalition that provides pet owners access to competent, professional pet industry service providers
3. To create widespread pet industry transparency and compliance regarding how professionals implement their services and communicate their philosophy to pet owners.



Frieden (2013) states that: “Free and open information empowers people to make informed choices and reduces the likelihood that misinformation or hidden information will endanger health.”

It is not unusual and, in many cases, is mandated, that providers and manufacturers of potentially dangerous services and products place warnings on said products, thus providing transparent details to the end user regarding any risk from use.

Tobacco, alcohol, gardening equipment, power tools, and even some children’s toys all come with warnings intended to ensure transparency regarding the potential fallouts of use.

Further, many individual products are labeled with mandated warnings regarding their correct use. Indeed, it could be argued that all manufacturers and service providers have a legal liability to disclose any potentially injurious side effects and advise consumers of any inherent risks of using a particular product or service; that, in fact, they would be negligent if they failed to do so.

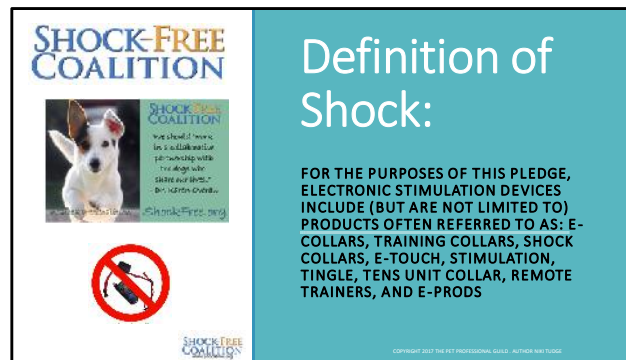
It is absolutely baffling, then, that professional dog trainers and canine behavior consultants currently have no legal responsibility whatsoever to disclose any information to their clients or the general public regarding the methods they use. At present, the only obligation is an ethical one, which, sadly, many elect not to acknowledge. This can be and, indeed, is very misleading to unsuspecting pet owners who have no knowledge of the pet industry’s lack of standards and regulation, or the differences between training methods and equipment. In many cases, pet owners only find out about these differences – and the fallout associated with them – when they find themselves encountering behavior problems caused by the use of outdated aversive techniques and equipment.

Open information equates to transparency, which is an enormously important concept in the business of pet training and behavior consulting. This is – or should be – an environment founded on the principles of behavioral science, where practitioners are working with living beings, both human and four-legged.

Informed decisions will not only be to the enormous benefit of pets and their owners, but also to the professionals who are engaged in the training, behavior, management and care of pets, local communities, and the public at large. The time to achieve this, and to shape the future, is now.



Before we go any further we need to highlight some very important definitions. First what is shock, and second, what is a pet?



### **Definition of Shock**

For the purposes of this Pledge, electronic stimulation devices include (but are not limited to) products often referred to as: e-collars, training collars, shock collars, e-touch, stimulation, tingle, TENS unit collar, remote trainers, and e-prods.





### **Definition of Pets**

For the purposes of this Pledge, a pet is any domesticated animal kept for companionship, work or pleasure.

This applies to pets already in homes, as well pets in shelters and rescue organizations waiting to find new homes.



The Pledge: A Call to Action

**#1**

*The Shock-Free Coalition believes that pets have an intrinsic right to be treated humanely, to have each of their individual needs met, and to live in a safe, enriched environment free from force, pain and fear.*



**SHOCK-FREE COALITION**  
www.ShockFree.org

**#SHOCKFREECOALITION** #ShockFreeCoalition

#1 The Shock-Free Coalition believes that pets have an intrinsic right to be treated humanely, to have each of their individual needs met, and to live in a safe, enriched environment free from force, pain and fear.

The Pledge: A Call to Action

**#2**

*Members of the Shock-Free Coalition consider it to be their responsibility and utmost obligation to be vigilant, to educate, to remain engaged and work toward eliminating shock as a permissible tool so it is never considered a viable option in the training, management and care of pets.*



**SHOCK-FREE COALITION**  
www.shockfree.org

**#SHOCKFREECOALITION** #ShockFreeCoalition

#2 Members of the Shock-Free Coalition consider it to be their responsibility and utmost obligation to be vigilant, to educate, to remain engaged and work toward eliminating shock as a permissible tool so it is never considered a viable option in the training, management and care of pets.

The Pledge: A Call to Action

**#3**

**SHOCK-FREE COALITION**  
www.ShockFree.org

*Actively work together to locate individuals who feel the same and will sign the pledge and help us move to a shock-free world for our pets*



**Sign the Pledge!**  
Our Pledge to Eliminate Electric Shock in the Training, Care and Management of Pets  
**SHOCK-FREE COALITION**  
www.ShockFree.org  
**#SHOCKFREECOALITION**

#ShockFreeCoalition

#3 Actively work to gather individuals who feel the same and will sign the pledge and help us move to a shock-free world for our pets



Many experts have much to say about shock and its use and application in training and care of pets – these are just a few

What the Experts Say




**SHOCK-FREE  
COALITION**  
www.ShockFree.org

*"Electric shock has no place in modern dog training and behavior management. It is never necessary, and is inhumane and side effect laden. I know of no valid argument for the continued sale of these devices." Jean Donaldson, founder and principal instructor, The Academy for Dog Trainers and author of The Culture Clash.*

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

#ShockFreeCoalition

*Read Jean Donaldson's quote*



**SHOCK-FREE  
COALITION**  
www.ShockFree.org

### What the Experts Say

*"I've witnessed firsthand the destructive power of shock collars in dog training. Shock collar and electric fence companies will tell you they're not harmful when used 'correctly,' but this is false. What they don't tell you is that the damage these devices can do, both to the human-canine bond and to a dog's emotional health, is the effectiveness of these tools in terms of emotional/behavioral issues is common and research has also effectively shown that using shock to train dogs is ultimately harmful and should be avoided at all costs."*

*— Victoria Stilwell, dog behavior expert and trainer, host and presenter of Animal Planet's It's Me or the Dog*

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

#ShockFreeCoalition

*Read Victoria Stilwell quote*



What the Experts Say



**SHOCK-FREE  
COALITION**  
www.ShockFree.org

*"The behaviors for which people wish to use shock in dogs are those that annoy humans. These behaviors are either signals or nonspecific signs of underlying distress. The question should be, are we doing harm when we use shock to extinguish behaviors, some of which may be harmful if one is considering the mechanism of cellular learning, the answer must be yes."*

Karen L. Overall MA, VMD, PhD DACVP, editor in chief, *Journal of Veterinary Behavior: Clinical Applications and Research*.

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

#ShockFreeCoalition

*Read Dr Karen Overall Quote*



**SHOCK-FREE COALITION**  
www.ShockFree.org

### What the Experts Say

*"It is morally reprehensible to use shock to control the behavior of the sentient, sensitive beings we call our best friends. Shock collars work because they hurt and it is absolutely possible to train dogs successfully and effectively without using them. If you don't have to hurt and frighten your dog in the name of training, why on earth would you?"*

- Pat Miller CBCC-KA CPDT-KA, director, Peaceable Paws Trainer Academies.

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

#ShockFreeCoalition

*Read Pat Miller Quote*

**Scientific Training Methods: “Do No Harm”  
must become aligned with “Do Good”**

- The good news is that we do not need to use any training or behavior modification protocols that utilize escape or avoidance behavior, or that cause fear or pain.
- All animals are motivated by food. Food is necessary for survival. It is therefore a powerful primary reinforcer and a critical component when used correctly as part of a strategic training or management plan.

 Industry Best Practices

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge


## **Do no harm is not enough – we need to be aligned with Do Good**

**The good news is that we do not need to use any training or behavior modification protocols that utilize escape or avoidance behavior, or that cause fear or pain.** Instead, we can reference the growing body of knowledge and findings of the scientific community who advocate for humane, positive reinforcement based protocols, which are known to promote a positive emotional state and therefore improve an animal’s ability to learn new things. In addition, they set an animal up for success, build his confidence, allow him to think for himself, and empower him to make good choices.

**All animals are motivated by food.** Food is necessary for survival. It is therefore a powerful primary reinforcer and a critical component when used correctly as part of a strategic training or management plan. For behavior consultants who engage in behavior change programs where it is necessary to change a pet’s emotional reaction to a problematic stimulus, food is essential. When modifying observable behaviors such as growling, lunging and biting that are often manifestations of a fearful and/or anxious emotional state, the goal must be to change the underlying emotional response, thus enabling the dog to learn a new, more appropriate behavior.

### **It is frequently misunderstood that fear is an emotion and not a behavior.**

One cannot simply “train it out.” Indeed, fear is often the underlying emotional state to aggressive behavior, and requires the implementation of a different set of scientific protocols and a greater understanding of emotional learning and animal behavior. A review of the scientific literature recommends the use of food as a reinforcer in desensitization and counterconditioning protocols that are specifically aimed at addressing the underlying emotions of fear and/or anxiety. In reality, using food to counter condition emotional responses is the most widely accepted method for treating fear-based behaviors (Overall, 2013).



Conclusion

In civilized society, it is generally agreed that physical behavior is not an effective or acceptable way for adults to resolve their differences. Bearing this in mind, it should come as no surprise that physically correcting pets, like hitting children or adults, causes more problems than it solves

**We now have enough research to conclude that using fear or physical punishment in the name of training or care of our pets is ineffective and potentially harmful**

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

Indeed, we now have enough research to conclude that using fear or physical punishment in the name of training or care of our pets is ineffective and potentially harmful (in some cases, lethal). We also know that countless professional organizations and industry experts condemn physical punishment and urge pet owners to seek professionals who advocate for and, instead, practice positive behavior modification.

In civilized society, it is generally agreed that physical behavior is not an effective or acceptable way for adults to resolve their differences. Bearing this in mind, it should come as no surprise that physically correcting pets, like hitting children or adults, causes more problems than it solves, such as the many outlined above. It is time to stop physically harming our pets in the name of training. By working together, professional animal training and behavior associations have the ability to achieve this, and successfully reach the ultimate goal, which must be to *do no harm* to the animals in our charge, and improve the welfare of pets all over the world.

## What Can You Do?



*How can you help, what can you do?*



Sign the pledge and post the graphics onto Facebook and other social media platforms  
Distribute the pledge PDF so others know that you support the coalition and what it stands for  
Incorporate the pledge into your business – use it to help you educate clients

**Distribute The Shock-Free Coalition News Release**

**I Signed the Pledge!**  
 Our Pledge to Eliminate Electric Shock in the Training, Care and Management of Pets  
**SHOCK-FREE COALITION**  
[www.ShockFree.org](http://www.ShockFree.org)

- Circulate it to your local media
- Share with your social media contacts
- Email it to your clients

**Two News Releases Available**

- News Release #1 - I Support The Shock-Free Coalition
- News Release #2 - I Signed The Pledge

COPYRIGHT 2017 THE PET PROFESSIONAL GUILD. AUTHOR NIKI TUDGE

Send out a SFC news release letting your local media, your audience and your clients know that you support the Shock-Free Coalition and that you have Signed the Pledge. They are all ready to go, just insert your name, business name and a quote if you like. The email text to accompany them is included

**An Open Letter to County Commissioners**  
 A national survey of 100 shelters...  
 Author: Niki Tudge

**How Our Pets Learn The Science of Force-Free Learning**  
 How do our pets learn?...  
 Author: Niki Tudge

**How to Train Your Dog to Stop Barking**  
 Barking is a natural...  
 Author: Niki Tudge

**ShockFree.org**  
 A Selection of Educational Articles & Tools To Share  
 DISTRIBUTE, BLOG, HANDOUT ONE OR MORE OF THE NUMEROUS OPEN LETTERS OR SHOCK-FREE TOOLS  
 Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

There are numerous open letters, and other educational tools you can use. Download them, cross post them or hand them out in your business.





## Join Project Trade

Project Trade is the Pet Professional Guild's (PPG) international advocacy program that promotes the use of force-free pet equipment by asking pet guardians to swap choke, prong and shock collars (and any other devices that are designed to change behavior or care for pets through pain or fear).

Because we want all pets and their guardians to experience the huge advantages and long-lasting effectiveness of force-free training and pet care, Project Trade offers great discounts on popular, effective, fun and pain-free training and pet care services in exchange for old gear.

A complete Tool-Kit that comes with the verbiage, artwork, logos to get your website updated and off you go.

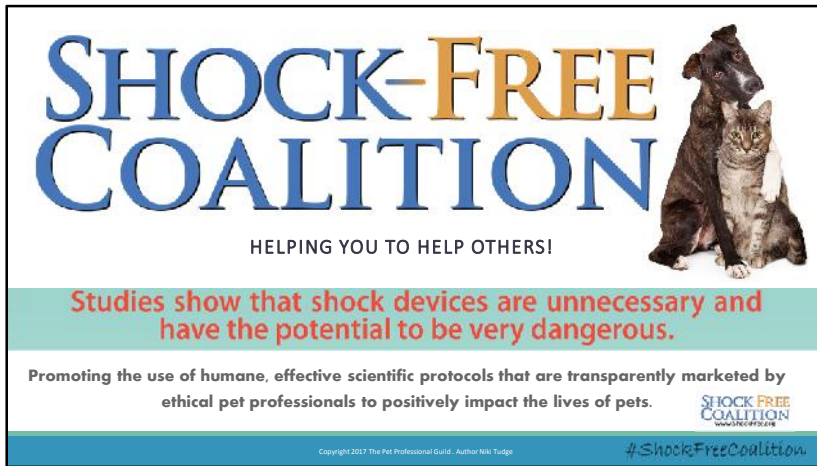
Project Trade if used correctly can be a marketing tool, it helps you reach across and start the conversation with clients who may not otherwise approach you



Distribute social media graphics and incorporate the #Shockfreecoalition into your social media campaigns. There are numerous on the website for you to select from



Distribute the Shock-Free Coalition Rack Cards. You can personalize them with your own business name. Use a credible expert to help you explain why shock is not a preferred tool or method!



Use the blue prints being developed to educate other professionals and pet owners. Such as this presentation here. It will be available for you as a PDF inclusive of the notes that will help you present it.

We are also developing a Blue Print geared towards pet owners and one geared towards legislators in your local community. This is just the beginning, we have just stepped off, now we have to keep moving forwards



Help us by focusing on education and advocacy to ensure a better-informed pet owner who seeks out humane alternatives, consumer demand would automatically be reduced, and real progress could be made in reaching the end goal.

Help us educate pet owners, Industry associations, veterinarians and government legislators. . Only when we all unite and join together around this common goal will we make the progress that our pets deserve and need!

## Resources



**Resources**

Azrin, N.H., Rubin, H.B., & Hutchinson, R.R. (1968, September). *Biting Attack by Rats in Response To Aversive Shock*. *Journal of the Experimental Analysis of Behavior* 11(1)633-639.

Beerd, B., Schilder, M., van Hooff, J., de Vries, H., & Mola, J. (1998, July). *Behavioral, saliva cortisol, and heart rate responses to different types of stimuli in dogs*. *Applied Animal Behaviour Science* 58(3)65-381.

Blackwell, E., & Casey, R. (2006). *The use of shock collars and their impact on the welfare of dogs*. University of Bristol.

Dale, S. (2000). *Version Behavior Problems, Never Use Shock Collar*.

Englert, K. (n.d.). *The Use of Electric Shock Collars vs. Other Training Methods: Efficacy, Stress, and Welfare Concerns*.

Hiby, E.F. Rooney, N.J., & Bradshaw, J.W.S. (2004, February). *Dog training methods: their use, effectiveness and interaction with behaviour and welfare*. *Animal Welfare* 13(1) 63-69(7).

Miller, P. (2006, February). *Shock or Awc*. *Whole Dog Journal*.

Miller, P. (1999, May). *Electronic devices and aversive-laden collars are NOT the ideal fence*. *Whole Dog Journal*.

Pet Professional Guild. (2012). *Guiding Principles*.

Pet Professional Guild. (2012). *Defining, Determining and Maintaining Best Practices within Our Force Free Organization*.

Schalke, E., Stichnoth, J., Ott, S., & Jones-Baade, R. (2007, July). *Clinical signs caused by the use of electric training collars on dogs in everyday life situations*. *Applied Animal Behaviour Science* 105(4) 369-380.

Schilder, M., & van der Borg, J. (2004). *Training dogs with help of the shock collar: short and long term behavioural effects*. *Applied Animal Behaviour Science* 85(3) 319-334.

[https://www.pdha.org/professional/resources/behavior\\_management\\_guidelines.aspx](https://www.pdha.org/professional/resources/behavior_management_guidelines.aspx)

Copyright 2017 The Pet Professional Guild. Author: Niki Tudge

#ShockFreeCoalition

Embrace, Educate and Empower others!

As Winston Churchill once stated

The truth is incontrovertible. Malice may attack it, ignorance may deride it, but in the end, there it is.

And Nelson Mandella "It always seems impossible until it's done."

Questions?

**SHOCK-FREE  
COALITION**  
[www.ShockFree.org](http://www.ShockFree.org)

**Sign the Pledge!**

Our Pledge to Eliminate Electric  
Shock in the Training, Care and  
Management of Pets



**SHOCK-FREE  
COALITION**

COPYRIGHT 2017 THE PET PROFESSIONAL GUILD. AUTHOR NIKI TUDGE