

Proposal: K9HQ Force-Free Daycare

April 13, 2015

Who we are:

- ✓ K9HQ, reputation as the best doggy daycare in town.
- ✓ Following highest recommended standards of best practices in an unregulated industry.
- ✓ Our Pledge: "To give our customers' dogs the utmost care for safety and well-being by constantly educating ourselves in dog behavior."

What is force-free training:

- ✓ Definition of "force": to compel, constrain, or oblige someone to do something.
- ✓ Force-free allows dogs to vote with their feet and relies on cooperation and utilizing positive motivators to produce desired behaviours, including treats, play, and praise.

When to apply force-free handling in the daycare:

- ✓ Not just to look good on the cameras.
- ✓ Must be adhered to at all times.

Why:

- ✓ Effective training and handling procedures lay the foundation for an animal's healthy socialization, capacity for learning and will help with behavior problems.

- ✓ “Training should be conducted in a manner that encourages animals to enjoy training and become more confident and well-adjusted pets” – Niki Tudge, founder and president of Pet Professional Guild (PPG)
- ✓ “Fear is very easy to acquire via learning. Fear causes animals to remember things better. Fear is difficult, if not impossible, to fix, yet very easy to condition.” - Joseph Ledoux, PhD, Neuroscientist
- ✓ Enhance client trust; increase word of mouth referrals.
- ✓ Reduce behaviour challenges and stress-related behaviours
- ✓ Improve well-being for both the staff and the dogs

How:

- ✓ Thundershirts
- ✓ Rescue remedy
- ✓ Treats for being quiet & redirecting play
- ✓ Gentle leader for barking
- ✓ Time-outs used consistently
- ✓ Separate room at end of day for stressed dogs