Program Development

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National Animal Control Association

Assess the Needs and Resources

Describe the makeup and history of the community to provide a context within which to collect data on its current concerns.

• Comment on the types of information that best describes the community (e.g., demographic, historical, political, civic participation, key leaders, past concerns, geographic, assets).

Assess the Needs and Resources

• Describe the sources of information used (e.g., public records, local people, internet, maps, phone book, library, newspaper).
• Comment on whether there are sufficient resources (e.g., time, personnel) available to collect this information.
Assess the Needs and Resources

- Describe the methods (e.g., public forums, listening sessions, focus groups, interviews, surveys, observation) used to collect descriptive information.
- Assess the quality of the information
- Describe the strengths and problems you heard about

Assess the Needs and Resources

Describe what matters to people in the community, including a description of:
- Animal-related issues that people in the community care about (e.g., safety, health)
- How important these issues are to the community (e.g., perceived importance, consequences for the community)

Assess the Needs and Resources

- Methods the group will/did use to listen to the community (e.g., listening sessions, public forums, interviews, concern surveys, focus groups)
Assess the Needs and Resources

Describe what matters to key stakeholders, including:
• Who else cares about the issue (the stakeholders) and what do they care about?
• What stakeholders want to know about the situation (e.g., who is affected, how many, what factors contribute to the problem)

Assess the Needs and Resources

• Prioritized populations and subgroups that stakeholders intend to benefit from the effort
• Methods you will/did use to gather information (e.g., surveys, interviews)

Assess the Needs and Resources

For each candidate problem/goal - Describe the evidence indicating whether the problem/goal should be a priority issue, including:
• The community-level indicators related to the issue
• How frequently does the problem (or related behavior) occur?
Assess the Needs and Resources

• How many people are affected by the problem and the severity of its effects?
• How feasible it is to address the issue?
• Possible impact and/or consequences of addressing the problem/goal

Assess the Needs and Resources

Describe the barriers and resources for addressing the identified issue(s), including:
• Barriers or resistance to solving the problem or achieving the goal (e.g., denial or discounting of the problem) and how they can be minimized (e.g., reframing the issue)

Assess the Needs and Resources

• What resources and assets are available and how can the group tap into those resources to address the issue?
• Community context or situation that might make it easier or more difficult to address this issue
Assess the Needs and Resources

Based on the assessment - Select and state the priority issue (or issues) to be addressed by the group

Planning the Program

The Physical Area – Determine the physical area to be served by the organization. The agency may also wish to expand services into neighboring areas, either now or in the near future.

Planning the Program

The Facility – What facilities, if any, are provided in the service area for the impoundment of animals. Such facilities should be inspected and a detailed study of their method of accepting and caring for impounded animals. Would it be practical for an existing facility to be modified, or would it be more affordable to build a new facility?
Planning the Program

Laws Applicable to Animals – Obtain copies of all laws applicable to animals, to include federal, state and tribal. Most laws may be obtained via the Internet at www.searchlaw.com or similar sites.

Understand the Resources

- NACA
- ASPCA
- HSUS
- AVMA
- CDC
- USDA
- FEMA
The Goals of the Program

• To increase responsible pet ownership
• To protect the community from rabies and minimize animal-to-human transmission of disease and illnesses
• To improve conditions for animals in the community

The Goals of the Program

• To inform the public of needed animal immunizations
• To reduce uncontrolled animal breeding and promote spaying and neutering of companion animals
The Goals of the Program

- To return stray and lost animals to their owners along with programs to prevent animals from entering shelters
- To place adoptable pets in responsible homes
- To enforce local animal ordinances justly and fairly

The Goals of the Program

- To shelter animals in such a way as to minimize stress on the animals, protect them from the elements, and provide a place of safety and comfort
- To provide a humane death to the surplus animals for which there are no alternatives with most current humane recommendations

The Goals of the Program

- To make the animal facility a place that is attractive, convenient and safe to the community
- To collaborate with individuals and organizations for alternative placements of adoptable pets
- To use enforcement as a last resort
Providing Professional Services

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The Government Role

Successful programs are characterized by:

- Local government support, both political and financial
- A comprehensive, regularly updated animal control ordinance and the authority and ability to enforce it
The Government Role

Successful programs are characterized by:
• Adequate, well-maintained facilities and equipment
• Policies to ensure that all animals adopted from shelters are sterilized

The Government Role

Successful programs are characterized by:
• Laws and programs that create incentives for citizens to have their pets sterilized, and adjunct programs to ensure that all pet owners have access to affordable sterilization services

The Government Role

Successful programs are characterized by:
• Animal Control Officers and animal care staff professionally trained to quickly and humanely handle animals at minimum risk to personnel
The Government Role

Successful programs are characterized by:
• Good working relationships with, and the general support of, local veterinarians, law enforcement, social services, and animal-advocacy organizations
• A proactive education program
• A mandatory registration program for both dogs and cats

Strategic Issues

• Obtaining and retaining competent, compassionate staff
• Providing excellent, sensitive customer service
• Renovating or building decent and adequate facilities to replace the old warehouses built for housing, euthanizing and disposing of the surplus animals in communities

Strategic Issues

• Sharing the public demand with local politicians for an end to killing animals as a way to control the pet over-population
• Developing programs to change the philosophy of the general population about key issues in animal control and protection
Strategic Issues

- Formalize programs with foster homes, rescues and transport and volunteer programs
- Provide more public subsidized spay/neuter and micro chipping clinics