

# *Short Articles Together*

If you are providing humane services for the very first time, reaching people with a simple message is one of the most important things you can do. Education should start in the very beginning.

Public service messages, whether they involve drunk driving or quitting smoking, need to be seen seven to ten times before people incorporate the message into their lives. **These articles are meant to be repetitive.**

Remember, you are asking people to change their behavior, so be prepared to explain why.

While getting newspaper space in a metropolitan area may be impossible, in small towns or rural areas, useful articles are often welcome at local publications. You may be welcome to send a graphic along.

These short articles are meant to be used in a sequence in order to get the message across. They are short and the responsible pet care message runs through each one of them. You can take them apart and use just a sentence or two to make them fit into a specific space.

**Remember to add your phone number at the end of each one.**

*Information blurb, 74 words, anytime*

Over 120,000 dogs and cats are euthanized in Oklahoma animal shelters each year because there are not enough homes for them. Additionally, over five million dollars is spent yearly on animal control in Oklahoma, a cost which can be prevented through good pet care habits. All taxpayers foot the bill for pet owners who do not get their pets spayed or neutered.

Responsible pet ownership includes having your pet vaccinated, sterilized and socialized. For information for low-income families who want to get pets “fixed” call.....

.....  
*79 words, rural-basic, all season*

Spaying and neutering your pet is one of the most important decisions you can make for your pet and for making your pet into a good “animal neighbor.” Most dog bites involve animals that are not spayed or neutered, and most “problem behavior,” including roaming and fighting in male pets, is directly related to intact (unneutered) animals.

Sterilization, vaccination and socialization are part of responsible pet care.

For information on our spay/ neuter program for low-income families call.....

.....  
*123 words, rural-basic, all season*

Responsible pet care is a year round task. In the summer your pet needs access to shade and shelter from rain, while in the winter a dry doghouse is important.

Heartworm prevention is necessary throughout the year.

Fleas and ticks are common in Oklahoma. You can get good flea and tick products at a feed store or a veterinarian. Sevin™ dust in your pets bedding will kill fleas and ticks. Tick borne diseases can be fatal to dogs and are dangerous to people as well.

Sterilization, vaccination and socialization are part of responsible pet care.

For information on our spay/ neuter program for low-income families call.....

\*\*\*\*\*

*Article responsible pet care 152 words, rural-basic, **fall***

Responsible pet care involves keeping your pets vaccinations current, having your dog or cat spayed or neutered and looking at the special needs your pet will have this winter.

The fall is a good time to check out your pet’s shelter arrangements. If your pet has a doghouse, be sure that the inside stays dry. If you have a home made doghouse be sure the roof does not leak. Seal up cracks along the side, your pet needs protection from wind. The doghouse should be two inches off the ground.

Remember to have your pet checked for parasites. Worms rob your pet of the nutrition needed to keep themselves warm.

This is a great time to have your pet spayed or neutered. Having a pet sterilized right now helps you avoid the problems that will arise next spring.

For information on programs to help low-income families get pets spayed or neutered call.....

\*\*\*\*\*

*Information blurb, 73 words, anytime*

Most dog bites involve intact animals (animals that are not spayed or neutered), and most “problem behavior,” including roaming and fighting in males, is directly related to mating instincts. Spaying and neutering your pet is one of the most important decisions you can make for your pets’ health and for making your pet into a good “animal neighbor.”

For information on programs to help low-income families get pets spayed or neutered call.....

\*\*\*\*\*

*Information blurb, 59 words, anytime*

Irresponsible pet care is a taxpayer issue. Roughly 90% of animal related complaints to police and other municipal agencies involve animals that have not been spayed or neutered. Animal control costs to clean up the mess exceed five million dollars a year in our state.

For information on programs to help low-income families get pets spayed or neutered call.....

\*\*\*\*\*

*Article on responsible pet care- 176 words, rural-basic, **early winter***

Remember the health and safety of your pet as winter comes closer. To stay comfortable in cold weather, pets must have adequate shelter and nourishing food. Have your pet checked for worms and catch up on scheduled vaccinations at the vet.

It takes extra calories for your pet to stay warm in cold weather and pets need clean water year round. Wind and cold will make your pet thirsty.

Shelter must keep your pet dry and out of the wind. A doghouse should be 2 inches off the ground and facing away from strong winds. Anti-freeze is poisonous, even in tiny amounts. Keep pets away from open containers.

Having your pet spayed or neutered now avoids roaming and breeding behavior that starts each spring.

Over five million dollars is spent on animal control in Oklahoma each year as taxpayers foot the bill for pet owners who produce unwanted litters of dogs and cats.

Responsible pet ownership includes having your pet vaccinated and sterilized. For information on our program to help low-income families get pets “fixed” call....

\*\*\*\*\*  
*Article on responsible pet care, 168 words, rural-basic, pre-Christmas*

While that cute puppy is a tempting Christmas present, remember that having a pet is a commitment that lasts for many years. Nationally, only one dog in five will remain in one home for life. Most adult animals that loose their homes in our region will never get a permanent home.

If you rent your home make sure you are permitted to have a pet BEFORE getting one. Consider the costs and who will take care of the pet. Unsupervised children under the age of 12 should not be in charge of caring for pets.

If you get a pet during the holidays, experts recommend bringing a pet home a couple days after Christmas to avoid the excitement of the holidays.

Think ahead and make sure the animal will continue to fit your lifestyle. Consider how big the pet will get when it is grown.

Responsible pet care includes vaccinations and having your pet spayed or neutered. For information on spaying and neutering programs for low-income families call.....

.....  
*Article on pet care, 150 words, rural-basic, early spring*

There’s no time like now to get your pet spayed or neutered!

Each year over 120,000 dogs and cats are put to death in Oklahoma shelters because there are not enough homes for them. Thousands more are abandoned to fend for themselves, often starving or killing livestock to survive.

Over five million dollars each year is spent on animal control in Oklahoma. All taxpayers foot the bill for the irresponsible pet owners who produce unwanted litters of dogs and cats.

There is no reason to start this cycle again each spring. Each animal that is sterilized before spring is prevented from producing litters that will add to this year’s tragedies.

Behavior associated with breeding, including roaming and fighting, often turn dogs into neighborhood nuisances and worse.

Sterilization and vaccination are part of responsible pet ownership.

For information on low-income opportunities to get pets spayed and neutered, or to schedule an appointment call....

\*\*\*\*\*

*Article, responsible pet care, 180 words rural-basic, **spring***

As spring approaches we begin to see ads for free kittens and puppies. Yet, in just a few months many litters will be abandoned on the side of the road. Most animals born in our region will not get lasting homes, over half will wind up abandoned or in pounds. Abandoned animals cannot feed themselves, many starve and others are killed by cars or are shot.

People often think they can get homes for the kittens or puppies produced by their pets. However, 120,000 dogs and cats are killed in Oklahoma shelters each year because there are not enough homes for them. If your pet is having unplanned litters that you give away, you can help stop this tragedy by having your pet “fixed.”

Spaying and neutering your pet is one of the most important things you can do for your pet, for your ability to enjoy your pet and for your community as well.

Responsible pet ownership includes having your pet vaccinated and sterilized. For information for low-income families who want to get their pet spayed or neutered call.....



*Article on responsible pet care, 185 words, rural-basic, **summer***

With summer upon us, remember that responsible pet ownership includes keeping your pet comfortable. The inside of a car can quickly get to 140 degrees on a hot day. A pet should never be left in a vehicle during the summer heat.

Your pet needs access to shade and clean water.

This is an important time to stay on top of fleas and ticks. There are a number of great products you can get from feed stores or vets. Dusting your pets bedding with Sevin dust helps keep fleas and ticks down. Ticks can cause serious and even fatal problems for dogs. Lemon juice in dish soap makes a cheap and effective flea killing shampoo that can even be used on kittens and puppies; however it has no residual effects.

Spaying and neutering your pet is one of the most important things you can do for your pet, for your ability to enjoy your pet and for your community.

Responsible pet ownership includes having your pet vaccinated and sterilized. For information for low-income families on who want to get their pet spayed or neutered call.....

*Article on responsible pet care- 166 words- rural, generic, **basic***

Spaying and neutering your pet is one of the most important things you can do for your pet, for your ability to enjoy your pet and for your community also. 76% of dog bites involve intact animals (animals that are not spayed or neutered), and most “problem behavior,” including roaming and fighting in males, is directly related to mating instincts.

National statistics reveal that behavior resulting from breeding instincts in dogs, including roaming, is related to the overwhelming majority of “animal complaints” that are made to municipalities. Responding to these complaints is a financial burden borne by towns and cities throughout Oklahoma.

Spaying and neutering pets reduces or eliminates the risk of diseases including uterine or prostate cancer. By eliminating roaming, sterilized animals are less likely to be killed by cars, stolen or encounter other dangers.

Responsible pet ownership includes having your pet vaccinated and sterilized. For information on our program to assist low-income families in Oklahoma to get their pets “fixed” call.....



*Information blurb, 71 words*

Spaying and neutering pets reduces or eliminates the risk of diseases including uterine or prostate cancer and helps your pet behave like a good canine citizen. By eliminating roaming, sterilized animals are less likely to be killed by cars, stolen or encounter other dangers.

Responsible pet ownership includes having your pet vaccinated and sterilized. For information on our program to assist low-income families in Oklahoma to get their pets “fixed” call.....

\*\*\*\*\*