Back Where They Belong

Getting Pets Home with Better Approaches to On-Pet IDs and ID/Microchip Tracing

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Maddie's® Million Pet Challenge
UC Davis Koret Shelter Medicine Program

Agenda

- Microchips
- Tags and Collars
- Targeted outreach

Every Pet Gets Scanned Twice, By 2 Different People

- Even owner surrenders get scanned and followed up on
- Scan on intake and outcome/prior to new chip

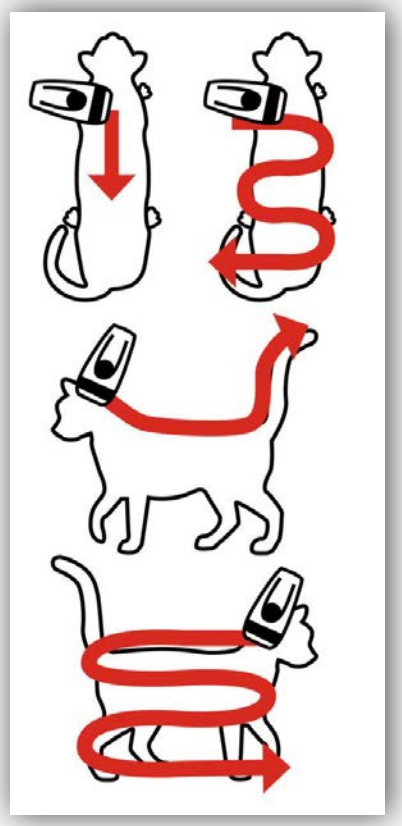


Image Credit: Alley Cat Allies

http://tinyurl.com/D2B2Resources

Tracing Microchips

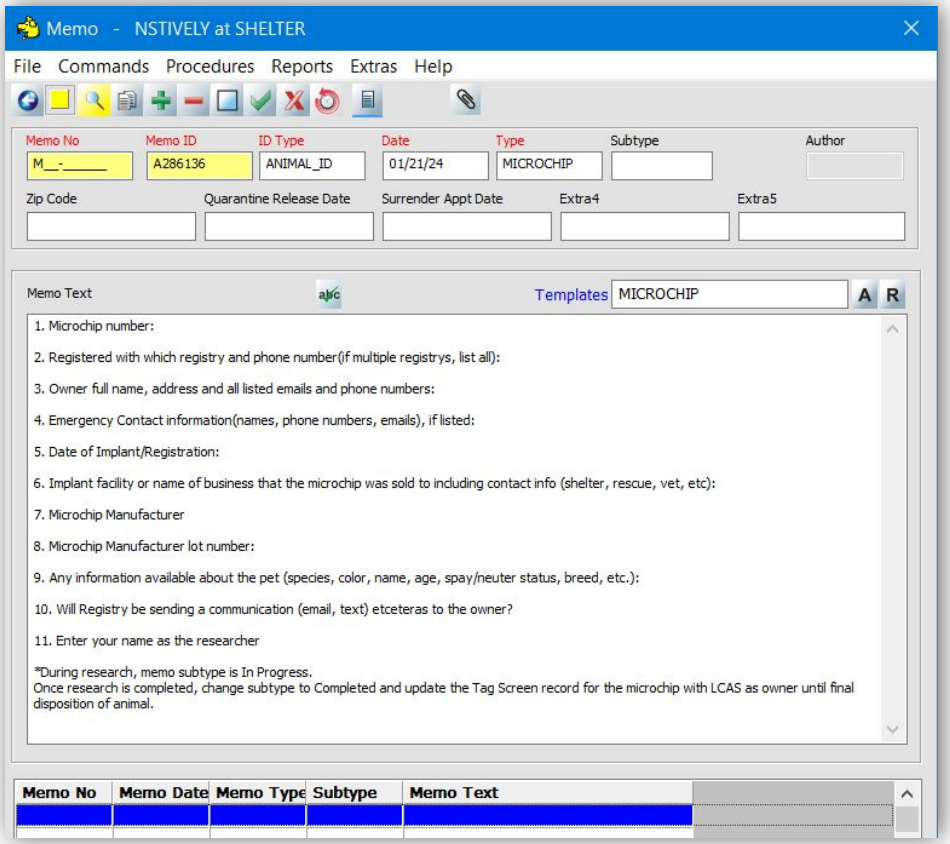
"Not registered" is not an answer.

Reputable vendors maintain records of:

- Sale Date
- Registration Date
- Basic animal info- age, name
- Implant facility

Establish Standard Chip Tracing Processes

And discuss outstanding RTOs every day.



Internet Sleuths Wanted

- Embrace the keyboard warriors and sleuths when at a dead end
- Cross post whatever info you have
- Use non-judgemental language in attached text
- Use microchiphelp.com
- TruePeopleSearch and BeenVerified.com
- When you have an address, but are getting ghosted:
    - Go to the address with a smile and surrender paperwork

Don’t Contribute to the “Dead End” Microchip Problem

- NEVER use chips starting with 900
- ALWAYS register chips for the client
- BEFORE you transfer out, implant a chip
- OBTAIN multiple phone numbers

Choose Your Emergency Contact Wisely!

- The auntie who has had the same phone number since 1991
- No boyfriends/girlfriends
- Spouses ok, but cousins are better
- Phone number AND email

When possible, include emergency contacts on licenses and adoption records too.

Tags Are a Shelter's Best Friend

- More visible
- No language barrier
- Costs of a tag or costs of intake?
- Consider QR codes on rabies or license tags

Don’t Underestimate Licensing Programs in RTO

- How can you increase your dog licenses?
- Are lifetime licenses worth it?
- Evaluate third party license providers
- Have officers sell licenses in the field
- Make sure tags say more than “dog license”
- In Chameleon, try “Find Waldo”

Escape Artists and Repeat Offenders?

- Send them home with an AirTag or GPS collar
- Set it up for owners BEFORE they leave
- Tractive GPS has a shelter program- check it out!

The #1 Most Important Rule of Tag Programs

- The animal must be wearing the tag before they leave your sight.
- (Alternative for the anti-jingle crowd: Sharpie on the collar)

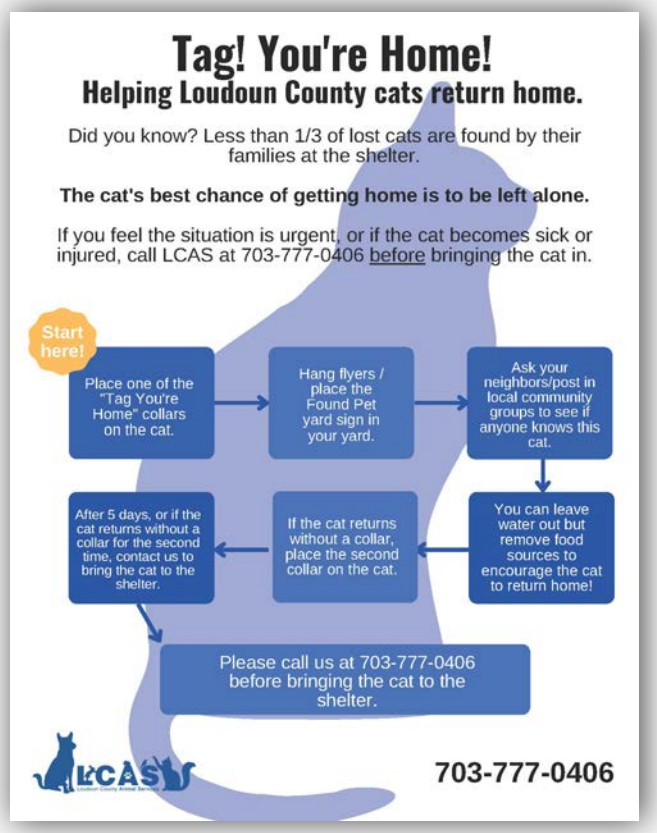
Channel Your Inner Politician When "Campaigning" to Get Them Home

- Yard signs
- Posters
- NextDoor
- Local business connections (pizza boxes, trunk or treats)

What About Outdoor Cats?

- Develop a flowchart for consistent communication
- Consider a poster and collar program prior to intake

Helping Cats Get Home



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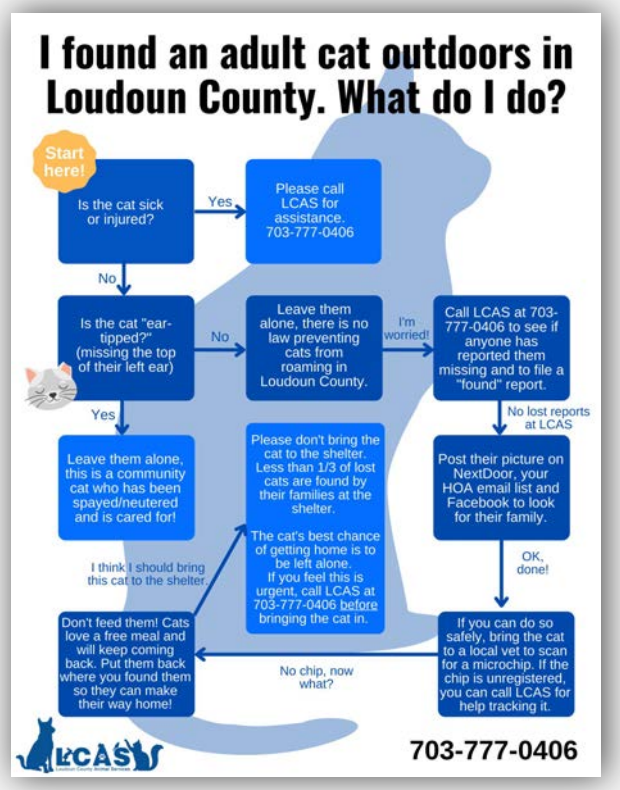
Flowcharts and Protocols = Consistency

Adult cat flowchart.



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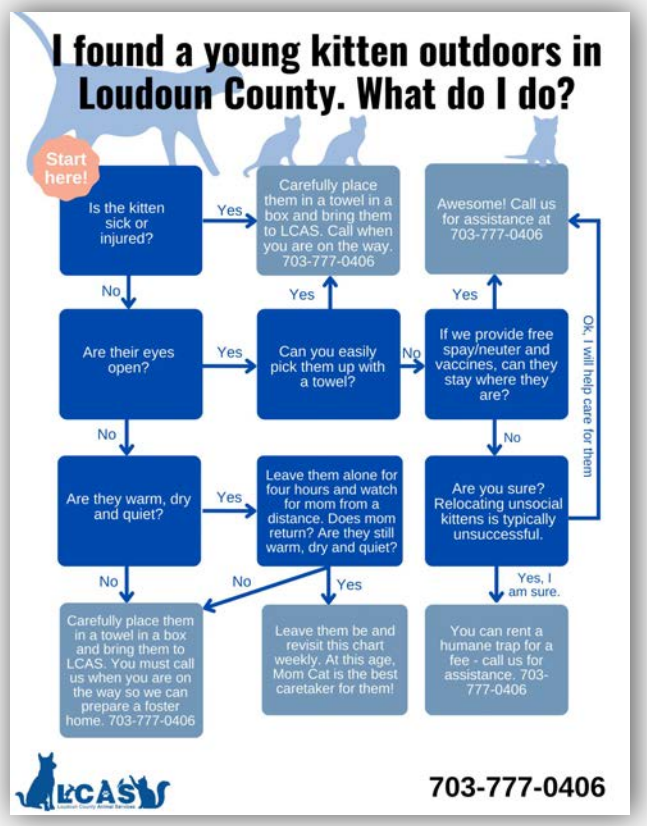
Flowcharts and Protocols = Consistency

Young kitten flowchart.



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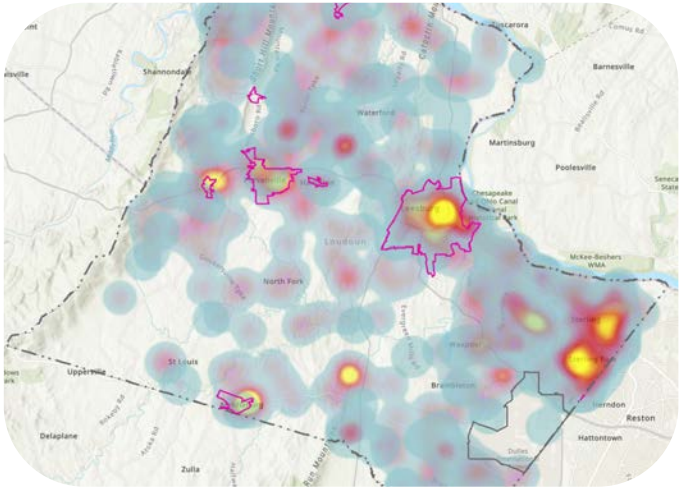
Target Your Outreach

- Where are your strays coming from?
  - Use data, not anecdotes
- Where are your unclaimed strays coming from?
- Use languages other than English on materials
- Representation on your team matters!



24/7 Service Without 24/7 Staff

- Tag machines in novel places
- Chip scanners at fire stations
- Online services (mobile and translation friendly please!)

Microchipping Events

- Check local regulations on who can chip, and where
- Offer free microchipping at events - parks, festivals, pool parties
- If you cannot chip offsite, offer “coupons” for onsite use
- Scan-a-pet table at mobile food pantries

Provide Collars and Tags in the Community

- Join forces with another scheduled service
  - Mobile food pantry
  - Health Department
  - Faith-based programs
  - Human service programs
- Same time, same place, same service every month

Reduce Unclaimed Strays

- Accessible intake policies
- Non-judgmental intake staff
- Explain why an owner surrender is “better” than a stray
- Shorter hold time
- More info on the animal
- Better chance at finding them a home that will love them as much as you do

Resources

1. Found Adult Cat Flowchart
2. Found Kitten Flowchart
3. Tag You're Home Flowchart
4. How to Scan Cats Guide

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Need More Info?

Call or email any time!

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