



# ***Back Where They Belong***

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

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Loudoun County Animal Services

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



# Agenda

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- 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.

Memo No: M\_... Memo ID: A286136 ID Type: ANIMAL\_ID Date: 01/21/24 Type: MICROCHIP Subtype: Author:

Zip Code: Quarantine Release Date: Surrender Appt Date: Extra4: Extra5:

Memo Text Templates: MICROCHIP A R

1. Microchip number:
2. Registered with which registry and phone number (if multiple registries, list all):
3. Owner full name, address and all listed emails and phone numbers:
4. Emergency Contact information (names, phone numbers, emails), if listed:
5. Date of Implant/Registration:
6. Implant facility or name of business that the microchip was sold to including contact info (shelter, rescue, vet, etc):
7. Microchip Manufacturer
8. Microchip Manufacturer lot number:
9. Any information available about the pet (species, color, name, age, spay/neuter status, breed, etc.):
10. Will Registry be sending a communication (email, text) etceteras to the owner?
11. Enter your name as the researcher

\*During research, memo subtype is In Progress.  
Once research is completed, change subtype to Completed and update the Tag Screen record for the microchip with LCAS as owner until final disposition of animal.

Memo No	Memo Date	Memo Type	Subtype	Memo Text

# 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

**FOUND CAT**



GREY AND WHITE,  
FEMALE CAT FOUND  
NEAR PEBBLE RUN PL. IN  
STERLING, VA.  
MICROCHIP LINKS TO  
MIKE JONES OF ASHBURN  
BUT WE HAVE BEEN  
UNABLE TO REACH HIM.  
DO YOU KNOW MY  
FAMILY?

HELP ME GET HOME!  
CALL 703-777-0406  
CAT ID: A257252







## 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)



**FOUND  
CAT**

**CALL  
703-777-0406**

FOUND ON HUNTINGTON SQ, STERLING VA 20166

If you know this CAT or their owner, please call Loudoun County Animal Services at 703-777-0406. Reference number: A267297

Si conoce a este gato o su dueño, llame a Servicios para Animales del Condado de Loudoun al 703-777-0406. Referencia: A267297

Found Cat 703-777-0406 Ref: A267297	Found Cat 703-777-0406 Ref: A267297	Found Cat 703-777-0406 Ref: A267297	Found Cat 703-777-0406 Ref: A267297	Found Cat 703-777-0406 Ref: A267297
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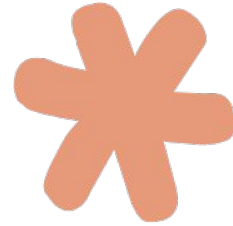
**FOUND PET | 703-777-0406**

Here is my information:  
Brown + White Male Dog  
Perro marron y blanco

**Am I your pet?  
Do you know my family?  
Call 703-777-0406**

**MASCOTA ENCONTRADA**

# What About Outdoor Cats?



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





# Helping Cats Get Home

## Tag! You're Home!

### Helping Loudoun County cats return home.

Did you know? Less than 1/3 of lost cats are found by their families at the shelter.

**The cat's best chance of getting home is to be left alone.**

If you feel the situation is urgent, or if the cat becomes sick or injured, call LCAS at 703-777-0406 before bringing the cat in.

**Start here!**

Place one of the "Tag You're Home" collars on the cat.

Hang flyers / place the Found Pet yard sign in your yard.


Ask your neighbors/post in local community groups to see if anyone knows this cat.

You can leave water out but remove food sources to encourage the cat to return home!

If the cat returns without a collar, place the second collar on the cat.

After 5 days, or if the cat returns without a collar for the second time, contact us to bring the cat to the shelter.

Please call us at 703-777-0406 before bringing the cat to the shelter.



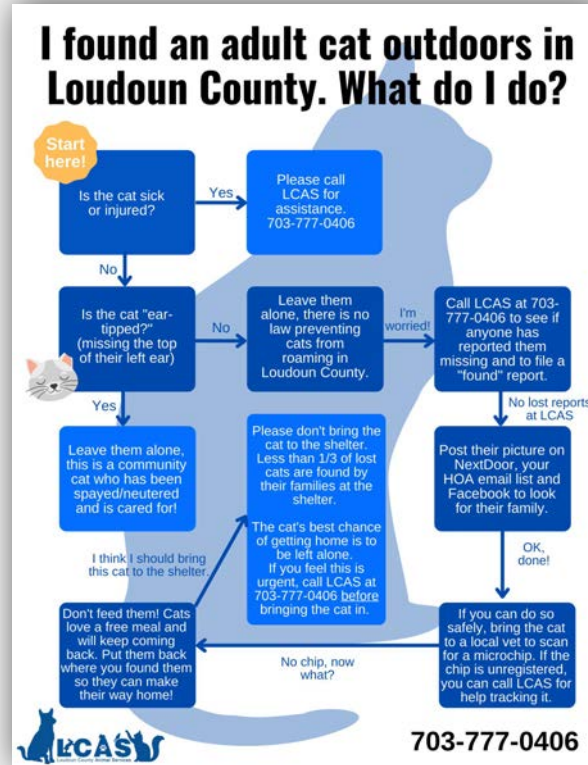
703-777-0406



<http://tinyurl.com/D2B2Resources>

# Flowcharts and Protocols = Consistency

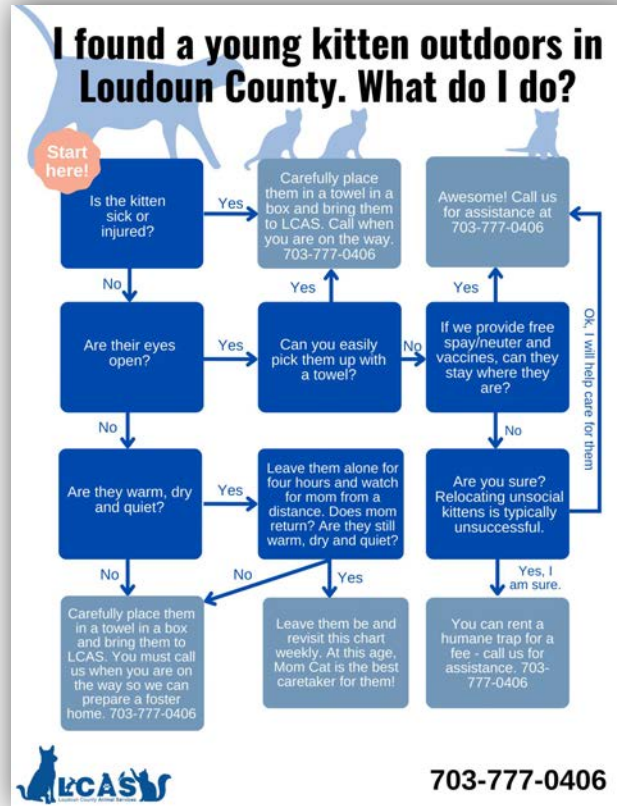
Adult cat  
flowchart.



<http://tinyurl.com/D2B2Resources>

# Flowcharts and Protocols = Consistency

Young kitten  
flowchart.

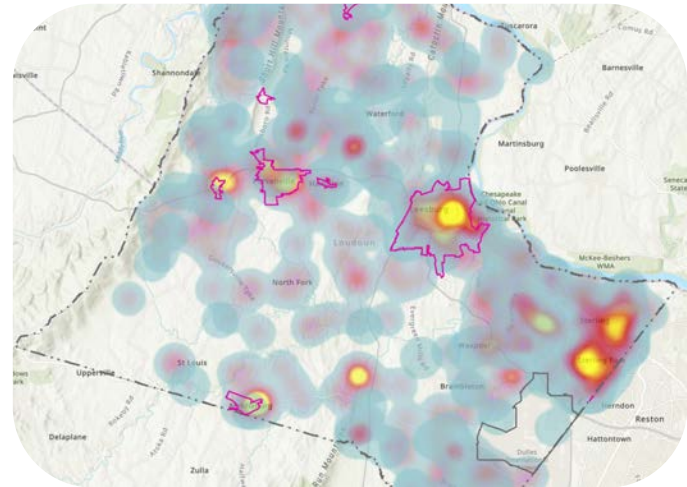


<http://tinyurl.com/D2B2Resources>



# 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!



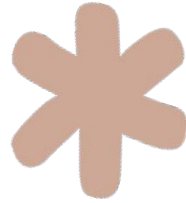


## 24/7 Service Without 24/7 Staff

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

# Microchipping Events

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- 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

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- 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

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



<http://tinyurl.com/D2B2Resources>



# Need More Info?

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Call or email any time!

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**Organization:** Loudoun County Animal Services

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<https://www.loudoun.gov/4118/Animal-Services>

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