



**The Hillsborough Animal Health Foundation
Proudly Introduces AWAKE!**



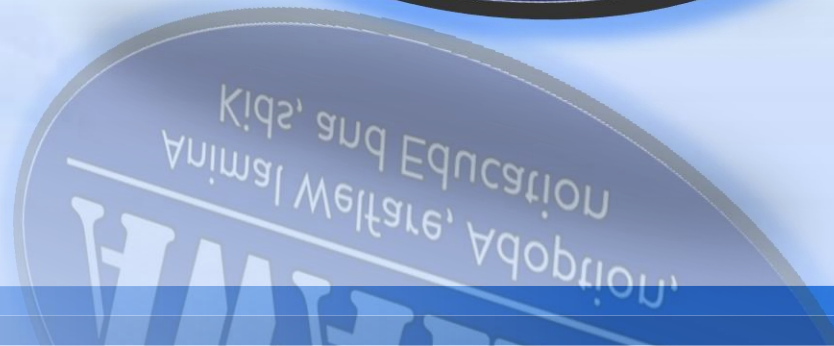
The Solution for all things animal in Hillsborough County, Florida!

The Overall Answer!

ALL ABOUT AWAKE!

AWAKE! is the total focus on Animal Welfare, Adoptions, Kids (Health) and Education. With AWAKE! we ensure our county remains the leader around the country in Animal Welfare – and we don't sacrifice basic public health principles to do it!

It is vital that all stakeholders in animal welfare join together to make this plan work. With a total team effort, there is no doubt that we can address and solve all our animal control challenges!



Education Comes First!

SHARING THE MESSAGE VIA:

Cable TV

Internet

Social Media

Radio

Print Ads

Every Vet Hospital, Not-for Profit,
Shelter, and Rescue Group!

Billboards

New Articles



Animal Welfare

- ✿ While increasing save rates at our shelter:
 - ✿ Avoid warehousing
 - ✿ Ensure all animals are properly exercised and stimulated to protect their mental health
 - ✿ Maintain proper shelter population numbers consistent with shelter medicine standards
 - ✿ Require micro-chipping of all animals picked up and returned to owners
 - ✿ Adopt with caution – Responsible Pet Ownership!
 - ✿ Maintain Open Shelter Policy for visitors
 - ✿ No limited intake – no unwanted animals turned away – ever!



Animal Welfare

- ✿ Develop programs to minimize owner surrenders
 - ✿ Behavior and Training Assistance
 - ✿ Assistance with food aid if appropriate
 - ✿ Assistance with veterinary care if appropriate
- ✿ Enforce existing ordinances
 - ✿ ALL pets indoors, contained, or on a leash
- ✿ New ordinance – all dogs and cats micro-chipped



Animal Welfare

- ✧ Work with Rescue Groups
 - ✧ Register, inspect and monitor rescue groups to ensure quality of care and prevent hoarding
 - ✧ Utilize Adopt-A-Pet efforts to aid and assist Rescues
 - ✧ Veterinary hospitals endorse and support rescues



Feral Cat Welfare Policy

AVMA Feral Cat Policy

Encouragement of State and Local Ordinances

The AVMA strongly supports reducing the number of unowned free-roaming abandoned and feral cats through humane capture (with placement in homes where appropriate)...All free-roaming abandoned and feral cats that are not in managed colonies should be removed from their environment and treated in the same manner as other abandoned and stray animals in accord with local and state ordinances. State and local agencies should adopt and enforce ordinances that:

- * **Prohibit sale or adoption of intact cats by humane organizations and animal control.**
- * **Require licensing, rabies vaccination, and (microchipping) of all cats.**
- * **Encourage that owned cats be kept indoors, in an outdoor enclosure, or on a leash.**
- * **Prohibit public feeding of free-roaming abandoned and feral cats.**



Managed Cat Colonies

Should managed cat colonies be established, natural or artificial restrictive barriers should be employed to protect both cats and native wildlife.

If sanctuaries for feral cats exist or are to be built, the AVMA encourages properly designed and maintained facilities. High quality care is imperative and overcrowding must be avoided.

The Feral Cat Solution



✿ **TENVAC!**

- ✿ **Trap – Evaluate - Neuter – Vaccinate - Adopt – Contain**
 - ✿ Start in high risk areas – schools, hospitals, nursing homes, etc
 - ✿ Funding by tag fees/donations
 - ✿ Feral cat “spay days”
 - ✦ Adopt / Foster Programs where possible
 - ✦ Establish suitability for Sanctuary based on health/wildness

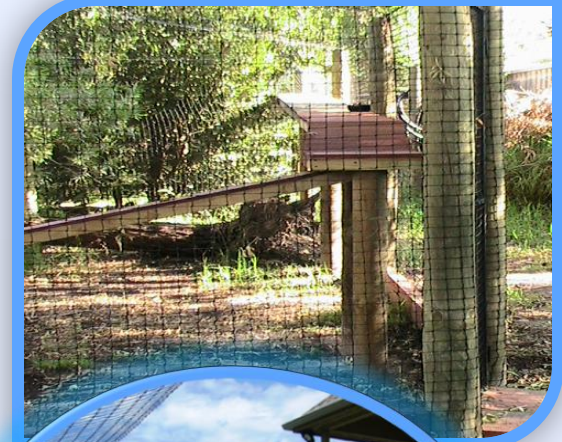
✿ **Ordinance change - Stop Outdoor Feeding!**

- ✿ This is the single biggest problem with TNR!
- ✿ Leads to interaction with wildlife
- ✿ Increases mating opportunities and disease spread
- ✿ Feeding any species always increases the population!



HAHF Sanctuary Plan

- ✿ Two Options:
 - ✿ 1-5 acre (donated by county)
 - ✿ Small “shelters” w/enclosed perimeter
 - ✿ “Caregiver” Sanctuary Program
 - ✿ where appropriate (zoning, etc)
- ✿ Carefully monitored (vet techs/vet)
- ✿ All inhabitants sterilized, tested, vaccinated, dewormed, and micro-chipped
- ✿ Heavy focus on kittens and adoption efforts prior to sanctuary!
 - ✿ Coupled with other foster programs



The Long Term Solution: AWAKE!

- ✿ Major Sustained local campaign about “Cats Indoors”
 - ✧ No outdoor feeding!
 - ✧ Contained or on a leash – just like dogs
- ✿ Major Sustained local campaign about adoptions
 - ✧ Drives traffic to shelter, vet hospitals, and rescues
 - ✧ Will not compromise Responsible Pet ownership principles!
 - ✧ Critical element of plan for all animals!
- ✿ HAHF provides more PSA's
 - ✧ Partner with all other agencies and clinics in **Long Term** effort to change public perceptions!
 - ✧ Three primary messaging campaigns:
 - ✧ Cats Indoors!
 - ✧ Save a life, Adopt a Pet!
 - ✧ Spay/Neuter your Pet!

