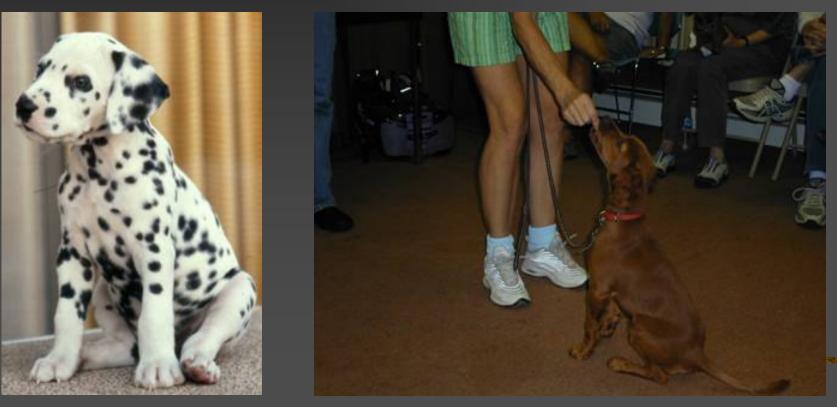
The Puppy Intensive

Suzanne Hetts, Ph.D., Certified Applied Animal Behaviorist (CAAB) www.AnimalBehaviorAssociates.com

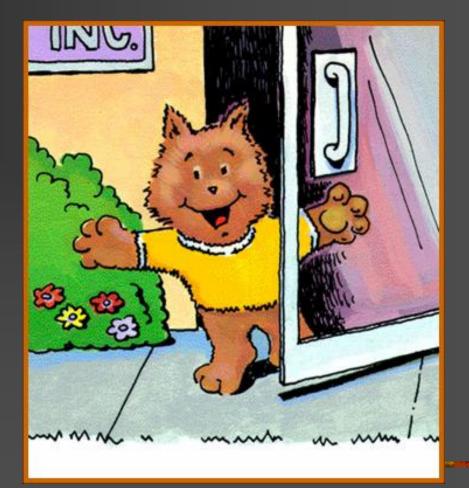


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How many are doing puppy classes now?

Benefits of Veterinary Puppy Classes

- Socialization
- Create stronger bond
- Accustom to handling/restraint



Benefits of Veterinary Puppy Classes

Associate clinic with 'good things'

Educate owners about

Positive reinforcement and how their pets learn

- Normal puppy behaviors
- Behavioral needs
- Realistic expectations
- Basic training



Benefits To The Veterinary Practice

- Create a relationship with practice
- Patients are easier and safer to handle



- Improved job satisfaction and staf retention – puppies are fun!
- Additional opportunity to promote services
- Attract new clients marketing tool
- A profit center for the practice

Quality Is Important

 An example of worst-case scenario
 Pets and owners must enjoy themselves

- Both must learn something
- Must give accurate information
- Must have a plan



Logistic Challenges

Availability for 4-7 weeks staff and clients consistent attendance a problem Consistent availability of space Timely delivery of information Iecture schedule different from when info is most needed Varying ages of puppies

An Alternative – The Puppy Intensive

- What is The Puppy Intensive?
- One day class with optional drop-in follow-up sessions



Advantages

Ease of scheduling Mirrors changes in human medicine Can offer more often, so puppies closer in age More like "a day in the life of" > Observe behaviors you might not see in a 1 hour session

 "Information Dump" – get it all, can refer back to



Prevent "bad habits"Know what NOT to do from the beginning

Potential Disadvantages

Could be overwhelming if not well managed
 Doesn't provide repeated socialization

Small class size may require increased fee



Syllabus

■ 9am – 9:15 > Welcome, Intro, Puppy Play 9:15 – 9:45 > COME <u>9:45 – 10</u> Intro to socialization stations which will be available throughout the day 10-10:15 – Potty break 10:15 – 10:45 "Catching" and clicker training



10:45am – 11:15

- Intro to crate training and practice + staggered potty breaks
- **11:15 11:45**
- Puppy naps + 5 Step Positive Proaction Plan
- 11:45 -12:15
 - Introduce "Sit", "Down", "Touch"

Syllabus

- 12:15 1:45
 - Staggered lunches and behavior assessments
 + Socialization Stations
- 1:45 2:15
 - Managing play, practice tug, teach "give"
- 2:15 2:45
 - > Handling and Grooming Practice
- 2:45 3:00 Potty break

Syllabus

■ 3:00 – 3:30

- Puppy naps, Housetraining Discussion and How to Teach Loose Leash Walking (intro to head collars)
- 3:30 3:45
 - Practice leash walking
- 3:45 4:00
 - Nipping, introduce "gentle"
- 4 4:30
 - "What's next", left-over Q&A, Wrap-Up



Regular potty breaks every 60-90 minutes Puppy naps Chance to practice crating Play interspersed Behavior Assessments Socialization Stations

Behavior Assessments

 Individual Discussion and Observation
 "red flags" we've observed + their "issues"
 Based on Behaviorally Healthy Characteristics and normal puppy behavior development

Set realistic expectations

Socialization Stations

 Vacuum, hair dryer, other noises

Wading pool

Stairs

Grooming tools, exam table

 Puppy agility equipment



Drop In Follow-up Sessions

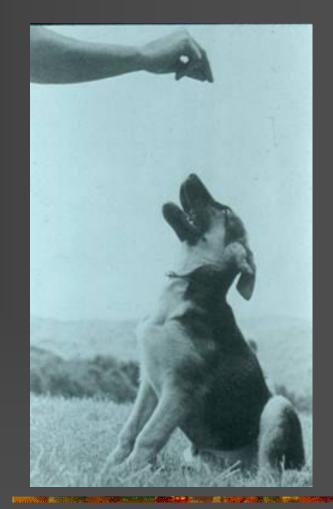
Integration of Intensive with veterinary hospital drop in sessions

 Rotating series of discussion topics and training exercises

Discussion – behavior and veterinary topic

Drop In Follow-up Sessions

- Each week focuses on different behavior – rotating basis
 - Gentle
 - Sit
 - Down
 - Come
 - Loose-leash walking
 - Give / Leave it



Drop In Follow-up Sessions

Puppy behaviors
Housetraining
Chewing
Nipping
Play
Handling



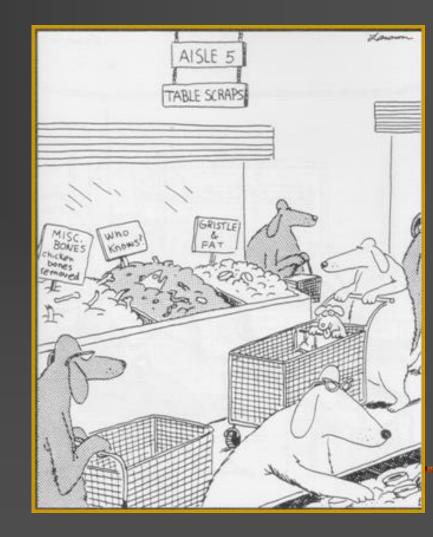
Each week –
 Socialization station
 Play time
 Veterinary Care Topic

Other Follow-up

- Phone consult
- By veterinarian, technician or trainer, depending on what is needed
- Protocols for who does what determined by veterinarian
- Fee based

What Reinforcement To Use In Class?

Food Highly palatable Small, soft Controlled access Vary – trail mix Toy – same criteria Opportunity to Play with other Be picked up Vary the reinforcer



Positive Techniques for Teaching Behavior

Tidbit used first as lure to prompt behavior

When the behavior is displayed, lure turns to reward/reinforcement

Will use to teach sit, down, come, looseleash walking (some) and give Prompting and fading✓ Lure reward training



Eliciting Behavior Using Positives

Targeting



Pup taught to touch the target object

Object is moved so dog is manipulated into performing the desired behavior

Can be used to teach loose leash walking, pay attention

Use side of fist as target

Eliciting Behavior Using Positives

Clicker training



What we say to dogs You stay out of the garbage! You stay out of the garbage! Understand, Ginger? Stay out of the garbage, or else! What they hear blah blah GINGER seah blah blah GINGER seah blah blah GINGER seah blah blah blah blah.

Proper use of
"commands" (cues")
Inserting too early
"Good sit"

Negative Punishment



E.G. – Rather than P⁺ (kneeing in chest, squeezing paws, stepping on back feet) –withhold attention/petting until dog gets off

5 Step Positive Proaction Plan

Catch/Help your pet do something right Minimize chances for "mistakes" Meet pet's behavioral needs Use the "take away" method to discourage unwanted behavior Minimize "discipline" and use correctly when necessary

Video Training Staff/ Practice Classes

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- Space
- Introduce clicker click=treat
- Catching 1 & 2
 - Needs coaching!
- Lure to sit
- Reggie has trouble
- Reggie does it right
- Lecture

Implementation Issues

Resources Needed

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 Staff availability and interests Space – where will you do it? Safe environment Time constraints – Sat. or Sun Interested client base – do you have or can you create? Expertise – partner with CCPDT



Staff Issues

Staff assignments Staff training Supervision Compensation/pay Evaluation By staff By clients Debrief staff



Products/Equipment

What do you need?

- Where will you get it?
- Who will be responsible for ordering and inventory?
- Changes to inventory program

Areas That Require Planning

Marketing/Advertising?
How will you let clients know?
Stick to in-house clients first?
Newsletter
Direct mailing
Disseminate info during puppy appointments

Put in telephone advertising/website

Legal/Liability

Check with insurance carrier to see if covered

- Waiver/release form for clients to sign
- Vaccination requirements
- Keep drugs locked
- If allowed into 'non-public' areas, make sure equipment, instruments, etc. safe
- Will clients be disturbed by any sights/sounds?



- What will you charge?
- How will you determine the fee?
- Changes in invoicing, computer program, paper forms?
- Will you consider bundling into vaccination package?
- What will you charge for products?

Implementation Plans

What do you see as barriers to implementation?

Who will be responsible for troubleshooting, or what happens when things go wrong?

Time-Line

What is your target implementation date?
What will you do in the next week?
The next 2 weeks?
The next month?
Have time-line for each area of implementation