

Animals and the Internet



Human and canine passengers fleeing from wildfires in Fort McMurray, Canada

Canadian North opened the coach section to pets for wildfire refugees May 2016

“We were able to bend the rules [because] we understand the emotional impact that it would have had to leave them behind.”

- Canadian airlines spokesperson

Meow Meow



Meow Meow wears her official Canadian North ID badge

Meow Meow was safely kept by the airline when her owner went into labor

According to Twitter:

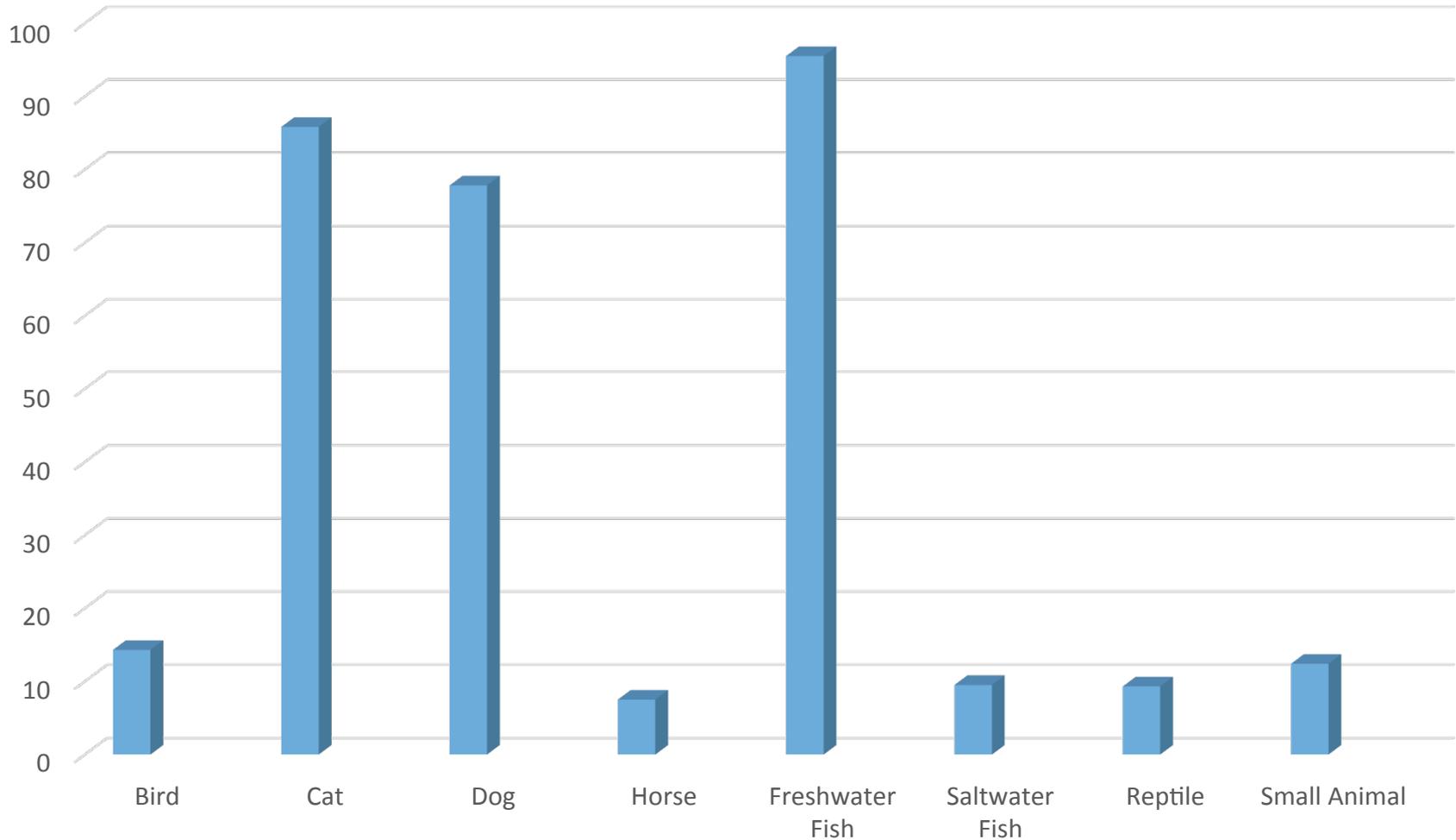


Shifting Roles



2015-2016 APPA National Pet Owners Survey

Total Number of Pets Owned in the U.S. in Millions



Money Talks



**In 2015 we spent \$60 Billion
on our pets**

Historically this has been more than:

Residential land lines

Men and boys clothing

Bottled water and coffee combined

Alcohol

The entire economic outputs of more
than half the world's countries

Pets are Becoming People Too!

“More than 1/3 of all Americans and 1/2 of all American singles say they rely more on their pets for companionship than they do other people...” (TIME)

Not all our children have to walk on two legs.

You don't have to be the same blood line, or even the same species, to be a parent.

PLEASE ADOPT...
it saves lives!



ONE VOICE
For Animal Rights



A Changing Legal Landscape

Pets are included in Trusts and Wills

Owner: Oprah Winfrey

Bequest: \$30 million

A sizable portion of her estate set aside as a trust reserved just for her five dogs.

She was once quoted as saying that the one personal possession she would grab is a photo album of her five dogs from her home in the event of an emergency.



Family portrait featuring the dog.

A Changing Legal Landscape

Increased animal-protection efforts

PETS Act (2005/2006)

Pets not mere property:
Oregon Supreme Court
upholds dog-starvation
conviction



*Top: Big Bend's DART Emergency Mobile Shelter
Bottom: Before and after of a 2015 Leon County, Florida neglect case*

Putting Pets to Work



Young boy with his service dog.

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TYPES OF

SUPPORT ANIMALS



SERVICE
DOGS

THERAPY
DOGS

EMOTIONAL
SUPPORT
ANIMALS

COMPARISON	SERVICE DOGS	THERAPY DOGS	EMOTIONAL SUPPORT
 ADA covered: Rights to bring animal into public establishments			
 Needs to tolerate a wide variety of experiences, environments, people			
 May live with their Disabled owners, even if "No Pets" policy in place			
 Primary function is to provide emotional support, through companionship			
 Specifically trained to assist just one person			
 Provide emotional support and comfort to many people			

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Putting Pets to Work

An Expanding Field



*Left: Girl receives comfort from courtroom therapy dog.
Right: Armed services working dog.*

Putting Pets to Work



Man's Other Best Friends?

Though not as readily accepted, many non-traditional animals are finding themselves trained for various services



*Top: Boa Constrictor trained to alert for oncoming seizures
Bottom: Capuchin Monkey in training to assist quadriplegics*

What Research Shows



How do pets help us?

CDC has established the presence of a pet offers health benefits:

- Lowers blood pressure and heart rate
- Appears to raise serotonin, dopamine, and oxytocin
- Reduces cortisol
- Provides stress relief and laughter

*Top: Therapy cat visiting a Rehabilitation Facility
Bottom: Therapy dog assisting in reading exercises*

What Research Shows



Promoting Healthy Communities

Pet ownership could save \$11.8 billion a year in healthcare costs, largely because frequent dog walking means lower levels of obesity (Human Animal Research Initiative)



Dog owners are 34% more likely to achieve the CDC recommended 150 minutes of moderate intensity aerobic activity a week. (Michigan State University)

*Top: A family walking their dog together.
Bottom: A busy dog friendly area in Orlando, Florida.*

What Research Shows



*Top: Ihara Misao and her cat, Fukumaru – the subject of a bestselling chronicle by Ihara Mikoyo
Bottom: An elderly gentleman taking his pup on a walk.*

Seniors and Pets

Pets can provide a continued sense of purpose and combat loneliness that can accompany aging

Reports of shorter hospital stays and faster recoveries – in order to get back to pets!

People who keep a pet require fewer visits to the doctor
(Journal of Personality and Social Psychology)

Staying Connected

Built-in bonding opportunities

Survey (2,700 people) Pet owners were 60% more likely than non-pet owners to get to know people in their neighborhood

(Harvard T.H. Chan School of Public Health)



*Top: People socializing at a dog park.
Bottom: Friends enjoying dinner out with their dog*

CONTACT



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