



PRESS RELEASE

FOR IMMEDIATE RELEASE:

Be a Tree Dog Bite Prevention Program Now Available Free to Local Schools

Asheville, NC, January 2016 – The “Be a Tree” program is an innovative and interactive dog bite prevention education program created by the non-profit organization Doggone Safe. Half of all children are bitten by a dog by the time they are 12 years old. Dog bites are considered to be a serious public health problem by the American Veterinary Medical Association and by the Canada Safety Council. Most bites are by the family dog or other dog known to the child and can be prevented through education. Thanks to the generosity of Charlotte Street Animal Hospital, the Be a Tree program is available free of charge to local classrooms. The presentations will be given by Leah and Brittany of Charlotte Street Animal Hospital.

The “Be a Tree” program is available in communities across Canada and the US and is delivered by Doggone Safe presenters, veterinary technicians, dog trainers, dog behaviorists, public health nurses, emergency medical services personnel, animal control officers, police officers, teachers and humane educators. Presenters use a teacher kit produced by the company Doggone Crazy! which contains large format full colour photographs showing dog body language signs. The script is written on the back of each photograph for convenient reference. The kit also contains games and activities and can be supplemented with learning materials such as coloring books, paint sheets, a story book, poster, stickers, bookmarks and fridge magnets. These materials can be branded with a sponsor’s logo to allow local companies to become involved with community dog bite prevention.

“The Be A Tree program is fun and terrific. The kids and teachers loved it”, said Jennifer Shryock – Dog Bite Prevention Educator and Dog Behavior Specialist – Family Paws - North Carolina.

“I believe your program [Bea Tree] is the best dog bite prevention program available”, said Sherri Utter – Retired Elementary School Teacher, Animatch Volunteer – Quebec.

Children learn to read dog body language and how to act safely around dogs by looking at large format photographs and by playing interactive games. The Be a Tree program is unique in its use of several different teaching strategies, its focus on physical activity and its emphasis on positive messages. Instead of telling children “don’t do this and don’t do that”, the Be a Tree program empowers them with the knowledge they need to make safe decisions based on the body language and the actions of the dog and the situation at hand. The central message of the program is “Be a Tree” (stand still and quiet and don’t look at the dog) if a strange dog approaches or any dog is causing concern or becoming too frisky.

“Experts agree that public education has an important role to play in reducing dog bite risk to children, and the Be a Tree program is one of the ways Doggone Safe is contributing”, said Joan Orr, president of Doggone Safe.

Doggone Safe is well regarded in the humane education community and all materials were created and reviewed by experts. The Be a Tree program is endorsed by The Ontario Association of Veterinary Technicians (OAVT) and Doggone Safe bite prevention educational materials are used in the programs of many humane societies and by dog bite prevention educators across the US and Canada.

For additional information about Doggone Safe or to get information about becoming a Be a Tree program sponsor please visit the Doggone Safe website at www.doggonesafe.com, call 1-877-350-3232 or email doggonesafeinfo@doggonesafe.com.

For information about booking a Be a Tree program in the Asheville area please contact Leah or Brittany at 828-232-0440 or email info@csahmail.com

About Doggone Safe

Doggone Safe is a non-profit corporation registered in Canada and Ontario, with offices in Canada and the US. Doggone Safe’s mandate includes dog bite prevention education and dog bite victim support. Educational seminar programs offered by Doggone Safe are Be a Tree™ (for school-aged children), Be Doggone Smart at Home™ (for parents), Be Doggone Smart with Your New Baby™ (for expectant parents) and Be Doggone Smart at Work™ (for workers who come into contact with dogs on the job)

CONTACT INFORMATION:

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