

The Siberian Husky Club of NSW

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To the Secretary & Committee  
of all Australian Dog Clubs

**RE: Invitation to provide free resources for download**

Dear Committee,

I am writing to you on behalf of Husky Rescue and The Siberian Husky Club of NSW Inc to invite your club to add electronic versions of Dr Ian Dunbar's books *BEFORE and AFTER You Get Your Puppy* for free download from your web site.

We understand that updating your web site will require additional effort but we still ask that you give this opportunity as much time and attention you can, and hope you will ultimately join us in providing these books to the widest audience possible, for the benefit of dogs and owners throughout Australia.

This invitation is an initiative of Husky Rescue, and is aimed at giving new dog owners free access to vital knowledge on how to properly raise and train puppies of any breed, as a way to prevent the estimated 180,000 dogs currently dying in Australian pounds each year because of behavioural problems that could have been prevented in puppyhood.

We are extremely grateful to the author, Ian Dunbar, for giving his unrestricted permission to all Australian dog clubs to post his books online, and we are pleased to provide you with assurance that there is no fee or cost payable by you to offer his books for download, and there are no organisations or individuals who will profit from this initiative.

The books are freely available from <http://books.shcnsw.org.au> and we have provided the enclosed information kit to help assist you with updating your web site, and also ask that your Committee please reply to us when possible, by completing the brief questionnaire enclosed and sending it back to us, using the reply paid envelope provided. This will assist us with setting up campaigns in the future to drive owners to the books.

We offer our thanks in advance for supporting the welfare of dogs in this way, and hope the books will be of value to you and your members' puppy packs, as well as to all visitors to your web site.

On behalf of dogs and owners everywhere, and with very best regards,

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Andrew Peterson  
Secretary, SHCNSW Inc

# About This Initiative

We invite you to offer electronic versions of Dr Ian Dunbar's books *BEFORE and AFTER You Get Your Puppy* for free download from your web site, as part of an initiative run by Husky Rescue on behalf of The Siberian Husky Club of NSW Inc.

(An electronic copy of this document is available at <http://tinyurl.com/shcnsw100216>)

## Goal

The goal of the initiative is simple: to prevent puppies becoming shelter dogs in later life.

To achieve this we have sought permission from Dr Ian Dunbar to allow two of his books to be offered free in electronic (PDF) form via the Internet, as a way to provide dog owners with access to reliable and trustworthy information about how to raise and care for puppies and young dogs, either before they purchase their new pet, or after they bring their new pet home. The books will help prevent an estimated 180,000 unwanted dogs that end up destroyed in pounds and shelters around Australia every year, because their owners did not know how to raise them or care for them in the first 22 weeks of life.

## Why Dog Clubs Are Important

Without adequate training and husbandry advice, more than one third of dogs in Australia will develop behavioural problems that will see them end up in pounds and shelters.

In 2008-09, a number of owners who had approached Husky Rescue for behavioural advice or re-homing assistance were polled about where they had sought help for their dog's behaviour. They reported that they had used the following resources, in the order shown:

- 1) They asked their vet for advice during a consult
- 2) They used the Internet to research for solutions to behavioural problems
- 3) They asked their local council for information on nearby training groups
- 4) They approached dog clubs or breeders for advice or referrals to trainers
- 5) They requested their dog be re-homed, or took their dog to the pound

Owners only reached option 5 if they received nothing useful from any of the other sources.

Options 2 and 4 showed the importance of having reliable training information available online. Owners approached dog clubs because they naturally considered them experts on dogs, or on particular breeds.

It is important for dog club listings to come up first in Google search results, and for those clubs to provide quality behavioural training information, because that is where owners are already seeking information, but to date, perhaps not yet finding it easily.

## About the Books

Prior to January 2009, Ian Dunbar's *BEFORE You Get Your Puppy* book was available for free download from a number of web sites, including Ian's own [www.dogstardaily.com](http://www.dogstardaily.com). After Husky Rescue approached Dr Dunbar in early 2009, he agreed to allow *AFTER You Get Your Puppy* to also be offered for free on the SHCNSW web site, and simultaneously launched Shelter Dog Prevention Month (Jan 09) on Dog Star Daily. The campaign was so successful that Dr Dunbar gave permission for his books to be made available from all Australian breed club web sites, to ensure they benefit the widest audience possible.

*BEFORE You Get Your Puppy* describes the process of selecting a puppy and preparing for their first days at home, as well as the key developmental deadlines including socialisation and bite inhibition. It also offers training advice on topics every owner needs to know about, like toilet training and chew toy training.

*AFTER You Get Your Puppy* offers proven, time-tested and practical knowledge to guide owners through all the early developmental stages from puppyhood to adolescence, including how to manage the critical socialisation window between 8 and 12 weeks and the importance of learning bite inhibition before 22 weeks of age.

Dr Ian Dunbar DVM, Ph. D. is a renowned veterinarian, veterinary behaviourist, author and lecturer on canine behaviour – who still delivers seminars around the world. He founded the Association of Pet Dog Trainers (USA) in 1993 and its presence and membership has since spread to more than 26 countries worldwide, including Australia. Dunbar is credited with launching what is now commonly regarded as the modern era in dog training, based on training, socialising and handling puppies before 6 months of age, to prevent behavioural problems in later life.

Dr Dunbar receives no financial benefit from the electronic distribution of his *BEFORE & AFTER* books, however owners who wish to purchase a hard copy may still do so from most good book outlets, or directly from James & Kenneth Publishing <http://www.jamesandkenneth.com/>.

### **About SHCNSW Inc and Husky Rescue**

SHCNSW Inc is a registered not-for-profit breed club, affiliated with Dogs NSW in 1992. As well as conducting dog shows and exhibitions, promoting breed awareness and providing breed information to the public, the club also has an active breed rescue programme known as Husky Rescue, whose mission is to foster and re-home dogs from pounds & shelters, as well as help re-home eligible dogs on behalf of their owners by providing written resources, one-on-one advice and adoption listings.

In 2009 Husky Rescue considered the question of why so many dogs were ending up in pounds, and concluded:

- 40% of dogs in Australia die by lethal injection in the pound each year<sup>1</sup>. This is almost 3 puppies from every litter born.
- An estimated 90%<sup>2</sup> of dogs end up at pounds for preventable behavioural reasons, because their owners did not know how to prevent undesirable behaviours, or address them when they occurred.

These statistics correlated with case histories seen by Husky Rescue between 2006 and 2009, and indicated that owners lacked critical information on husbandry and training, particularly during the puppy months. Two new initiatives, Leash on Life <http://leashonlife.shcnsw.org.au> and Dunbar's books / Shelter Dog Prevention Month were born.

In 2010 Ian Dunbar spearheaded National Train Your Dog Month with APDT USA and Husky Rescue is again pleased to be able to assist with this campaign via <http://tinyurl.com/nationaltrainyourdogmonth>.

### **Educational Campaigns**

Husky Rescue is dedicated to finding ways to help dogs in need, and part of this is preventing shelter dogs in the first place. Dr Dunbar's books provide owners with free dog husbandry information to help them through the first 12 months of their dog's life, but Husky Rescue also provides information to owners already experiencing behavioural problems with their dogs, and referrals to behavioural trainers from Delta Society Australia and when needed, to veterinary behaviourists. We hope to continue to campaign for awareness of both preventative as well as remedial behavioural training strategies in the future.

If you would like to be notified of additional free educational materials you can include on your web site as they become available, please check the box on the questionnaire when you return it.

If your club does not already have a formal policy on training methods used by or promoted by your club members, we invite you to take a positive stance in favour of dog-friendly training methods, which are ones that make preferential use of rewards and positive reinforcement to modify behaviour. If you would like more information about why a position on training methods is important, please email [rescue@shcnsw.org.au](mailto:rescue@shcnsw.org.au). If you would like to create a page your own web site to set out your position on training, we offer all the wording on our own Training page at <http://training.shcnsw.org.au> for your use, free of copyright restrictions.

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<sup>1</sup>RSPCA National Statistics 2007-2008, PetRescue publications (various) inc Madison Dec 2009

<sup>2</sup> Mike Arms, Helen Woodward Animal Center, Sep 2009

# Web Site Update Kit

Use this guide to add Dr Ian Dunbar's *BEFORE and AFTER You Get Your Puppy* books to your own web site.

(An electronic copy of this document is available at <http://tinyurl.com/shcnsww100216>)

## To Update Your Web Site

- 1) Obtain PDF copies of the two books (in Adobe Acrobat format) at any time from <http://books.shcnsww.org.au> and upload them to your own web server.
- 2) Update your pages to link directly to the books. We recommend adding the link to your Resources, Puppies or Training pages as applicable. You may freely use any wording from the following pages in your posting:
  - <http://books.shcnsww.org.au>
  - <http://tinyurl.com/nationaltrainyourdogmonth>
- 3) Please make sure you acknowledge Dr Ian Dunbar as the author of the books somewhere on each page you add the download links to.
- 4) Please acknowledge the Dog Star Daily web site on the same pages as well.
  - You can do this by including a link <http://www.dogstardaily.com>.
- 5) Please acknowledge SHCNSW Inc on the same pages well.
  - You can do this by linking to us at <http://www.shcnsww.org.au>
  - Or by including the text "Dr Dunbar's *BEFORE & AFTER* books above have been made available free of charge courtesy of the author, through an initiative of The Siberian Husky Club of NSW Inc"
- 6) Include a link to help visitors obtain the free Acrobat PDF Reader software so they can open the PDF files.
  - The recommended link is <http://get.adobe.com/reader/>

## We want to link to you too!

We believe it's important for people to be able to find the information they need to help themselves and their dogs.

We are asking you to link to the SHCNSW Inc web site ([www.shcnsww.org.au](http://www.shcnsww.org.au)) specifically to help improve our ranking in Google search results. Although we don't support undirected link exchange schemes with commercial enterprises, we do support it between not-for-profit breed clubs, as we all share the common goal of providing the public with information on each of the breeds we represent, and the canine species in general.

If you are a not-for-profit organisation, and you add the books to your own web site, then **we want to link to you too**, just let us know the full web address of the page you created, and we'll add a link to it.

You can let us know the web address when you return the questionnaire, or you can email it to us at any time at [secretary@shcnsww.org.au](mailto:secretary@shcnsww.org.au).


## Suggested Wording

You can use the sample wording below to help create a page on your own web site, for people to download the books. You are also free to use any other wording you wish, consistent with the recommendations set out above.


**Free Books on Puppy Training**

We encourage everyone who's thinking of getting a puppy, or who's recently acquired one to download and read Dr Ian Dunbar's two free books, *BEFORE and AFTER You Get Your Puppy*.

Click below to download:



Get Adobe Reader



These books are essential reading for all owners of dogs under 12 months of age and will show you how to prevent problems like house-soiling and destructive chewing, and how to raise a dog that is quiet, calm and well-mannered as well as obedient and confident around people.

Visit [www.dogstardaily.com](http://www.dogstardaily.com) and click on Training Textbook for more free advice on training and behaviour. Dr Dunbar's *BEFORE & AFTER* books above have been made available free of charge courtesy of the author, through an initiative of The Siberian Husky Club of NSW Inc <http://www.shcnsw.org.au>.

## If You Don't Have a Web Site

You can still help! Just spread the word by including any or all of the following links in your printed materials, in emails, on forums & message boards or in chat rooms:

- "Free Puppy Books" <http://books.shcnsw.org.au>
- "Free behavioural training resources for dogs" <http://www.dogstardaily.com/free-downloads>

## Additional Resources

In addition to adding Ian Dunbar's books to your web site, here are some other resources you may wish to create pages for:

- Ian Dunbar's Behavioural Blueprints
  - Customisable for your own club, and available from <http://www.dogstardaily.com/free-downloads>
  - Also available at <http://tinyurl.com/shcnswbehaviourblueprints>
- Link to Delta Society Australia, to help people find a qualified behavioural trainer near them

- [www.deltasociety.com.au](http://www.deltasociety.com.au), or
- <http://www.deltasociety.com.au/instructors>
  
- Link to the Association of Pet Dog Trainers Australia, to help people find a training group near them
  - <http://www.apdt.com.au/>, or
  - <http://www.apdt.com.au/trainers-directory/find-a-trainer.html>
  
- Cheryl Bolton's Life Skills Book – essential reading for all dog owners
  - \$15 from <http://tinyurl.com/shcnswlifekillsbook>
  
- Link to the AVSAB Position Statements on Dominance & Punishment, to help educate people about alternatives to outdated training methods involving dominance and punishment:
  - <http://www.avsonline.org/avsonline/>, or
  - <http://tinyurl.com/6bt4bo>, or
  - [http://www.avsonline.org/avsonline/index.php?option=com\\_content&task=view&id=80&Itemid=366](http://www.avsonline.org/avsonline/index.php?option=com_content&task=view&id=80&Itemid=366)

## Can We Help?

If you have any questions or would like help adding the books to your web site please let us know!

Email at [rescue@shcnsw.org.au](mailto:rescue@shcnsw.org.au).

Write to us at

The Secretary  
SHCNSW Inc  
P.O. Box 3187  
North Turramurra NSW 2074

# Questionnaire

Please return this in the reply paid envelope provided, after committee has discussed the invitation to add Dr Ian Dunbar's books to your web site.

Breed Club Name:

Committee contact completing this questionnaire:

*(Please include name, email address or phone number, and committee position if applicable)*

Will you be adding Dr Ian Dunbar's books to your web site for download?

Yes

No

*If YES, can you estimate by which date?  
(We understand this may take some time)*

*If NO, can you let us briefly know your reasons?*

Does your club have an active rescue programme?

Yes

No

Do you promote the use of dog-friendly training methods  
(based on positive reinforcement)?

Yes

No

Would you like to hear about other free educational  
materials you can offer owners in the future?

Yes

No

If you have already added Dr Ian Dunbar's books to your web site, please let us know the full web address so we can add a link back to it:

Is there anything else you would like us to know?

Questions and comments are also welcome by email to [secretary@shcnsw.org.au](mailto:secretary@shcnsw.org.au) or by post to the address below.

This form should be returned to:

SHCNSW Inc  
P.O. Box 3187  
North Turrumurra NSW 2074