

**On the Positive Side**

**Building on animal welfare advances**

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On Jan. 13, the Coalition for Pets and People Council monthly meeting committed to an additional step toward successfully achieving its "Zero in Seven" goal. While reaffirming efforts for low-cost, high-volume pet spaying and neutering and expanding the pet microchipping programs, the coalition initiated steps for strengthening and combining the "No Kill Equation" to dramatically address those animals entering the Animal Service Center of Mesilla Valley. The meeting viewed the film "Redemption" by Nathan Winograd in which the no-kill effort is described.

Winograd founded the No Kill Advocacy Center in 2004 and has dedicated its work to promote the no-kill equation, which consists of volunteers, rescue partnerships, foster care, sterilization and release, comprehensive adoption programs, medical and behavior prevention and rehabilitation, pet retention, public relations and community involvement, high volume sterilization and compassionate, dedicated, capable leadership.

This wide-reaching approach provides a humane and effective response for almost every animal and every situation entering our shelter. This methodology assures every healthy, treatable animal has an alternative that replaces killing. It is important to understand that while shelter leadership is critical to driving the initiative, the community must stand ready and provide the safety net for this effort.

A no-kill shelter openly embraces the community and public in a cooperative and collaborative manner to achieve the "no-kill equation." Addressing the facets listed above, together the shelter and community transforms the animal welfare effort to expand and improve the quality of life throughout our homes and communities.

The Coalition for Pets and People is arranging a showing of "Redemption" at the Fountain Theatre sometime in March. Proceeds will support the efforts for implementation of the no-kill program.

On another positive note, it was reported the Field Return to Owners effort by the Doña Ana County and Las Cruces Animal Control Departments returned 1,770 pets in the field to pet homes during 2015. This contributes to reduction of animals taken to the Animal Service Center of Mesilla Valley thereby reducing the euthanasia numbers, saves costs to pet owners and operation for the shelter while promoting pet owner responsibility. The staff of these two departments deserve congratulations and a thank you for this tremendous accomplishment.

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