



Spay-A-Day Keeps the Litter Away

Project #
15-034

County: Prince George's

Number of Cats Spayed:	75	Number of Dogs Spayed:	104
Number of Cats Neutered:	65	Number of Dogs Neutered:	121

Amount Received: \$49,580	Amount Remaining (to be returned to MDA): \$4,780
---------------------------	---

Project Synopsis:

The Spay-A-Day Keeps the Litter Away Campaign provided free spay and neuter for 365 Prince George's County dogs and cats. The intent of the Campaign was to bolster the spay and neuter of animals already in the low-income communities and not those adopted from the Prince George's County Animal Management Division. The campaign targeted low-income areas designated through the County Executive's Transforming Neighborhoods Initiative to include: East Riverdale/Bladensburg, Langley Park, Hillcrest Heights/Marlow Heights, Glassmanor/Oxon Hill, Suitland/Coral Hills, and Kentland/Palmer Park. The Campaign was a success and met its goal!



Project Description:

The Prince George's County Animal Management Division operates under the County's Department of the Environment. AMD is housed in a 37,000 square foot facility and is responsible for animal enforcement and kennel operations. The kennel is staffed with 33 animal care staff, who care for the animals between the hours of 7:00 a.m. until midnight, seven days a week. We have volunteer staff as well who assist in caring for the animals. In FY 2014 AMD's intake was over 11,000 animals with more than 4,600 being euthanized. These figures supported our need to continue educational and aggressive facilitation of spay/neuter programs.

Our Campaign's goal was to provide free spay/neuter and rabies vaccinations for 365 Prince George's County dogs and cats in targeted low-income areas that were currently undergoing various economic and physical transformations. We also wanted to educate the public on the benefits of spaying and neutering their pets and reduce the intake/euthanasia of dogs and cats entering the shelter.

AMD pushed through setbacks in the beginning and began an aggressive campaign spanning from May through December 2015 to ensure its goals were met to reduce animal intake of dogs and cats and euthanasia rates by 2%.



MARYLAND DEPARTMENT OF AGRICULTURE
SPAY AND NEUTER GRANTS PROGRAM



Summary of Approach:

We zeroed in on our targeted areas through radio and bus ads (staggered for maximum effect from April through September), Facebook, County website and CTV, Animal Watch website; public forums and placed flyers throughout the shelter advertising our campaign. The response was slow at first, but as awareness of the campaign began to increase so did the requests for spay/neuter.

Accomplishments:

We completed our goal of 365 total spay/neuters while increasing awareness of the reasons to spay/neuter pets. We had anticipated 219 dogs and 146 cats would be spayed/neutered and the results were 225 dogs and 140 cats, which was very close to our prediction. Our plan to utilize the money we saved from limiting production and distribution of flyers in the community (using social media instead) for additional spay/neuters was not realized due to such a late start and "no shows". Additionally, Last Chance provided neuter services for our cats for \$60 instead of \$70 to allow us to stretch our dollars.

We were able to increase knowledge of our shelter and its services. There was also a 6% reduction in intake for FY 2015 which we attribute to the inception of the program and public awareness. The public was very receptive to the Campaign and its goals; however, there were drawbacks concerning unforeseen expenses such as blood work for dogs and cats over five years old.

Our euthanasia rates remained the same; however, we remain optimistic that with increased public education and awareness of our spay/neuter services this too will decrease.

We would like to thank the Maryland Department of Agriculture for this opportunity as well as the veterinarians and staff of the Spay Spot, operated by the Last Chance Animal Rescue, as well as our own staff who worked tirelessly to ensure our goal was realized and more animal lives are saved.

Lessons Learned:

How to process grant monies through the County's new financial system - SAP; estimate "no shows"; improve invoicing process with the Spay Spot.

The pickup/drop off locations did not provide sufficient service to seniors and others without transportation; therefore, we provided door-to-door services to citizens in need.

Attachments:

Grant Monies Overview
Invoices from CBS Radio/Outdoor
Invoices from May - November from Last Chance Animal Rescue

For More Information Contact:**Name:**

Rodney C. Taylor, (301) 780-7247

Organization Name and Address:

Prince George's County
Department of the Environment
Animal Management Division
3750 Brown Station Road
Upper Marlboro, Maryland 20772

Email: rctaylor@co.pg.md.us



MARYLAND DEPARTMENT OF AGRICULTURE
SPAY AND NEUTER GRANTS PROGRAM

