

# Outreach Basics: It Starts with Attitude (the *good* kind)



B.J. Rogers, CAWA  
Chief Communication Officer

2019 Tennessee Animal Care & Control Conference

- 7 Clinics in Central Texas, Houston, & Philadelphia, PA
- Over 120,000 pets served annually
- 350,000+ S/N surgeries since 1999
- In 2019 we'll serve our 1,000,000 animal in 20 years





EMANCIPET

# NEW SCHOOL



STRATEGIES FOR  
CHANGE MAKERS

- ✓ Seminars
- ✓ Private Training
- ✓ Consulting Services



## UPCOMING SEMINARS



**So, You're a Manager Now:**  
Tools to Become a  
Better Supervisor  
*in Austin, TX*



**Next Generation  
Leadership:**  
Creating & Holding  
Space for Success  
*in Austin, TX*



**Turn Up the Volume:**  
Safely Increasing Clinic  
Efficiency & Capacity  
*in Austin, TX*



**Big Impact:**  
Design Thinking for Social  
Change Makers  
*in Austin, TX*



**So, You're a Manager Now:**  
Tools to Become a  
Better Supervisor  
*in Boston, MA*



**Veterinarian to Leader:**  
Leadership & Management  
Skills for Veterinarians  
*in Davis, CA*



[www.emancipetnewschool.org](http://www.emancipetnewschool.org)



Why “outreach?”



As so much  
changes in our  
field, so  
too will our  
priorities.



**6.5 million pets enter shelters**

**3.2 million are adopted**

**.7 million are returned/reunited**

**1.5 million are euthanized**



**Shelter Intake – 1 million**



**Euthanasia – 1.2 million**



**Adoptions – 500,000**

+/- 75 million owned dogs

+/- 80 million owned cats

155 million

65% of  
U.S. households own a pet



An estimated 28,000,000 pets live with – and are loved by – people who are living in poverty.

Many millions more are living in homes where one unexpected expense can tip the scales.

# Income Impacts S/N Status



**Household Income  
over \$35,000**



**Household Income  
under \$35,000**



***More than 90% sterilized***



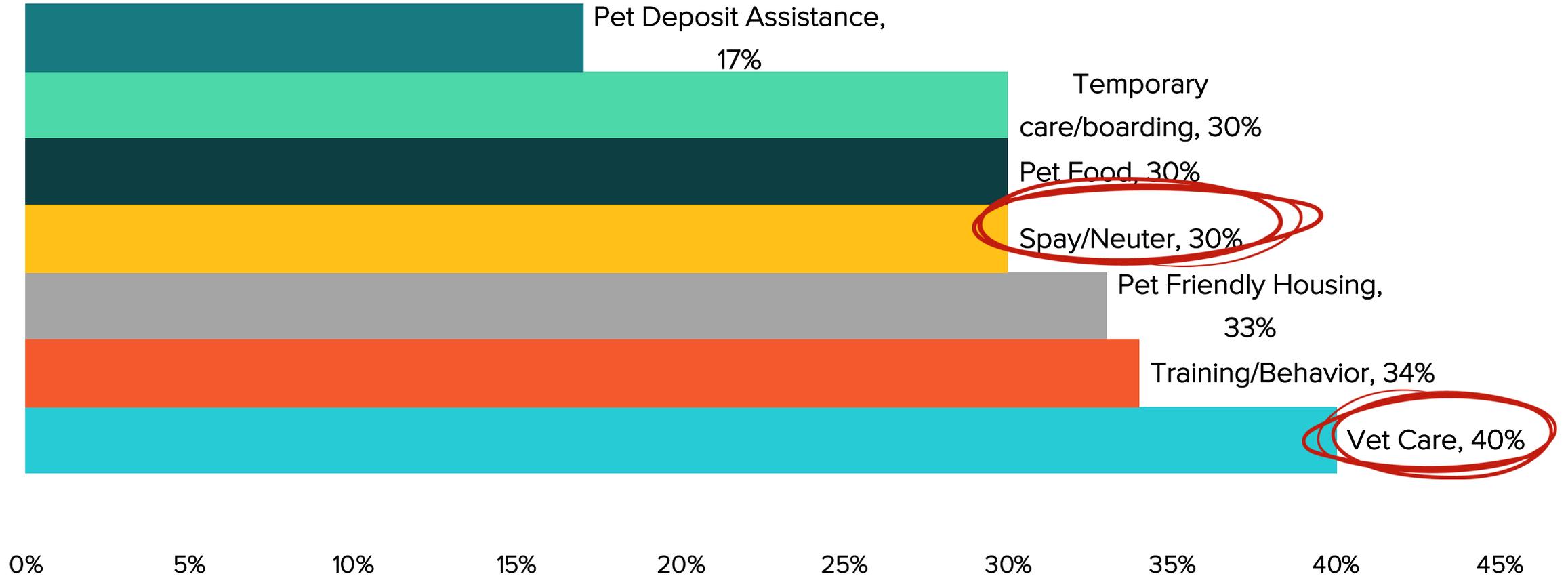
***Fewer than 60% sterilized***



# Access to Care Matters

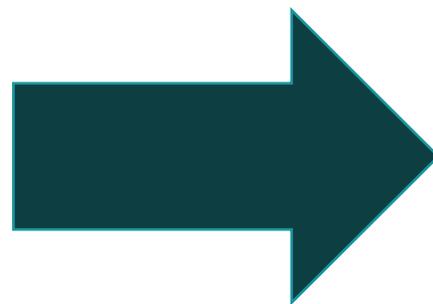
## ASPCA Re-Homing Study

“What low cost/free resources would have helped you keep your pet?”



# NOW WHAT ?

*Bringing people  
and pets together*



*Keeping people  
and pets together*



What is the  
impact we envision?

# SOCIAL CHANGE

Shifts in the behaviors and norms of groups of people – entire communities and even the overall population.



**SOCIAL CHANGE**  
has happened when there is a  
**SIGNIFICANT AND**  
**SUSTAINED**  
**TRANSFORMATION**  
in  
**SOCIETAL BEHAVIOR**  
**PATTERNS, CULTURAL**  
**NORMS, AND VALUES**  
over a period of time.

# Social Good



# Social Change



# Social Good

Programs and efforts that meet a need and improve the lives of those people who they are meant to serve.

These organizations and their work provide critical services that enhance – and even save lives.





## Social Change

Programs or organizations that generate movements in efforts to create and sustain significant transformation of societal behavior and cultural norms over time.

# Why does the difference matter?

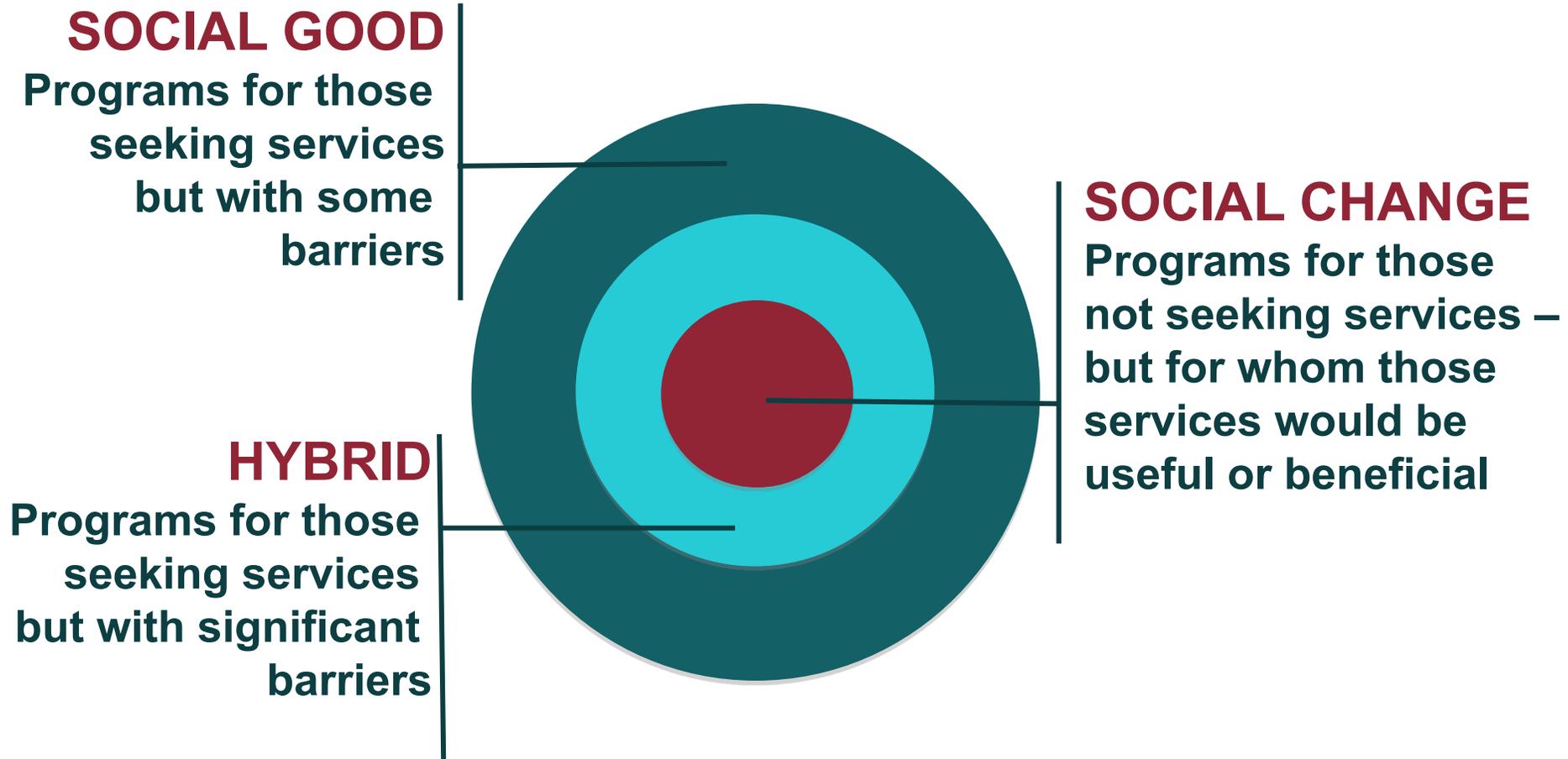
Providing a service or program that people know about, need, and want, but simply don't have access to, is important.





If real change is our goal, then our work is to truly understand the most pressing challenges we face – and to develop and deploy thoughtful and effective strategies to address them.

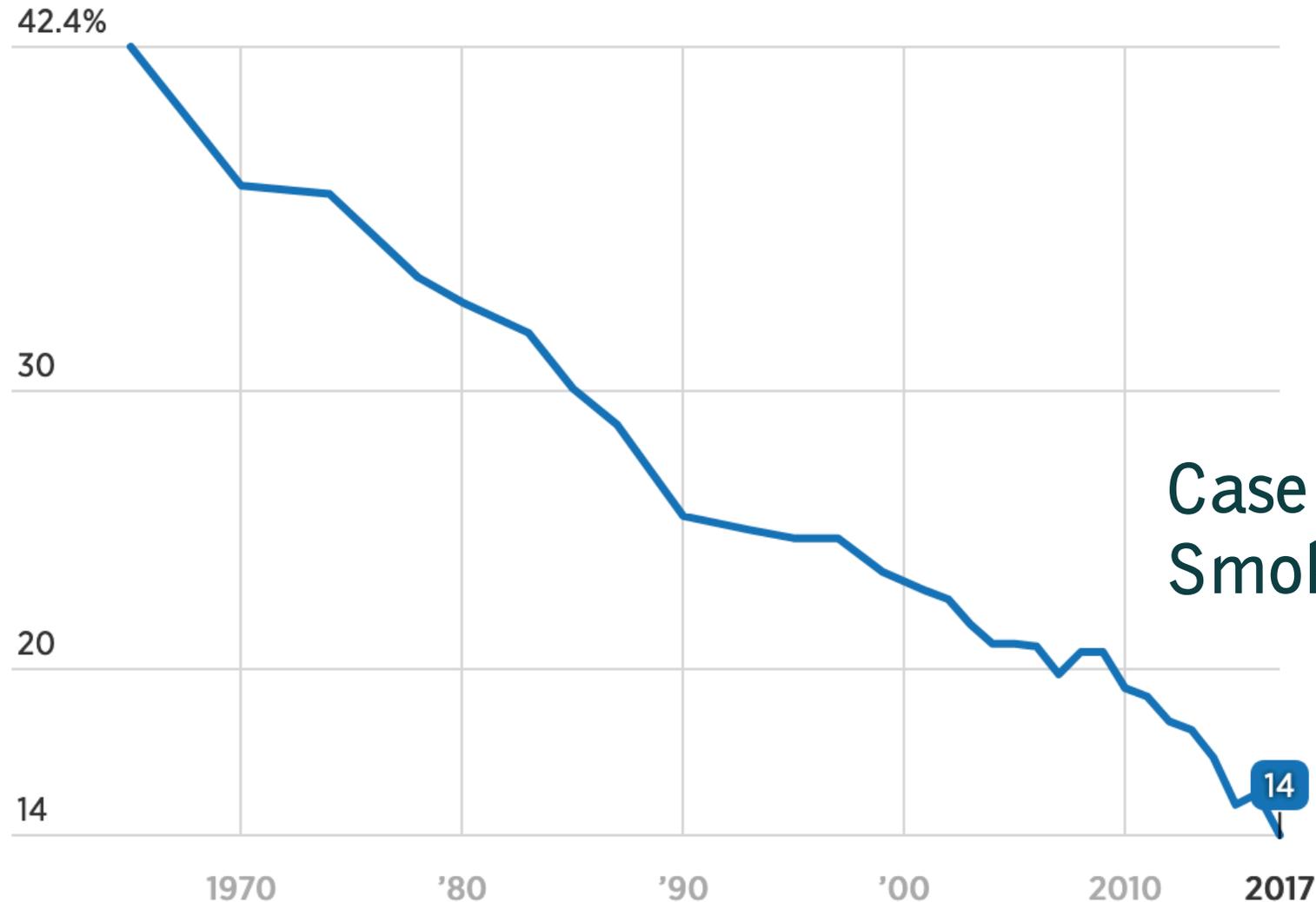
# Social Good, Social Change, & the Social Sector: A Program Model



# Smoking rates have fallen to a record low

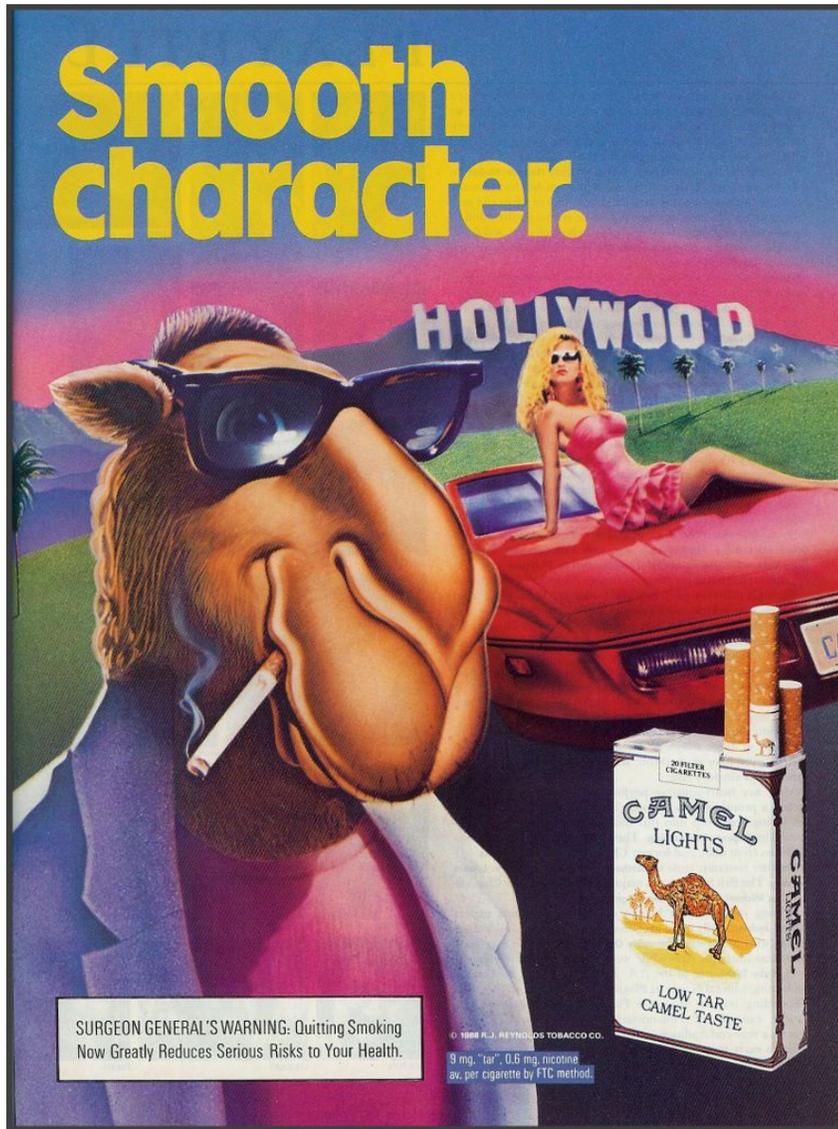


The cigarette smoking rate reached 14 percent in 2017, a record low and a 67 percent decline since 1965, when 42.4 percent of U.S. adults smoked cigarettes.



Case Study:  
Smoking in the U.S.

# 1998 Master Settlement Agreement



- Forbid participating cigarette manufacturers from directly or indirectly targeting youth;
- Imposed significant prohibitions or restrictions on advertising, marketing and promotional programs or activities;
- Banned or restricted cartoons, transit advertising, most forms of outdoor advertising, including billboards, product placement in media, branded merchandise, free product samples (except in adult-only facilities), and most sponsorships

# Changes in Behavior, Changes in Norms



# Social Good, Social Change, & Smoking Cessation

## **SOCIAL GOOD**

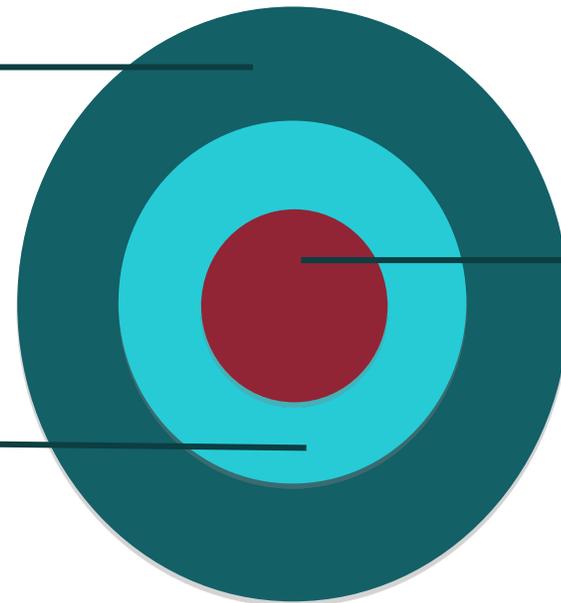
People want to quit  
but need some  
amount of help

*Discounted services &  
products, EAPs, etc.*

## **HYBRID**

People want to quit  
but face significant  
barriers to being  
successful

*Free services & products*

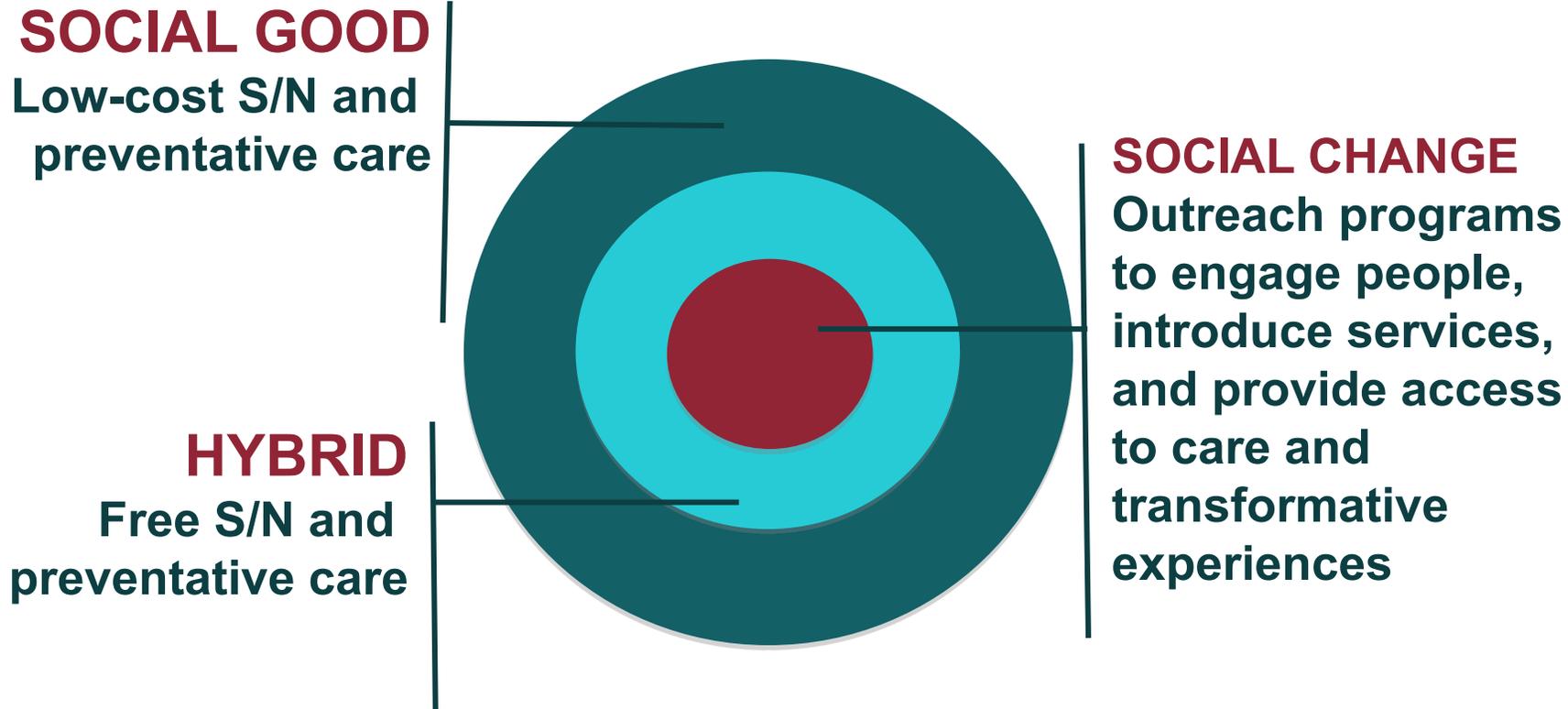


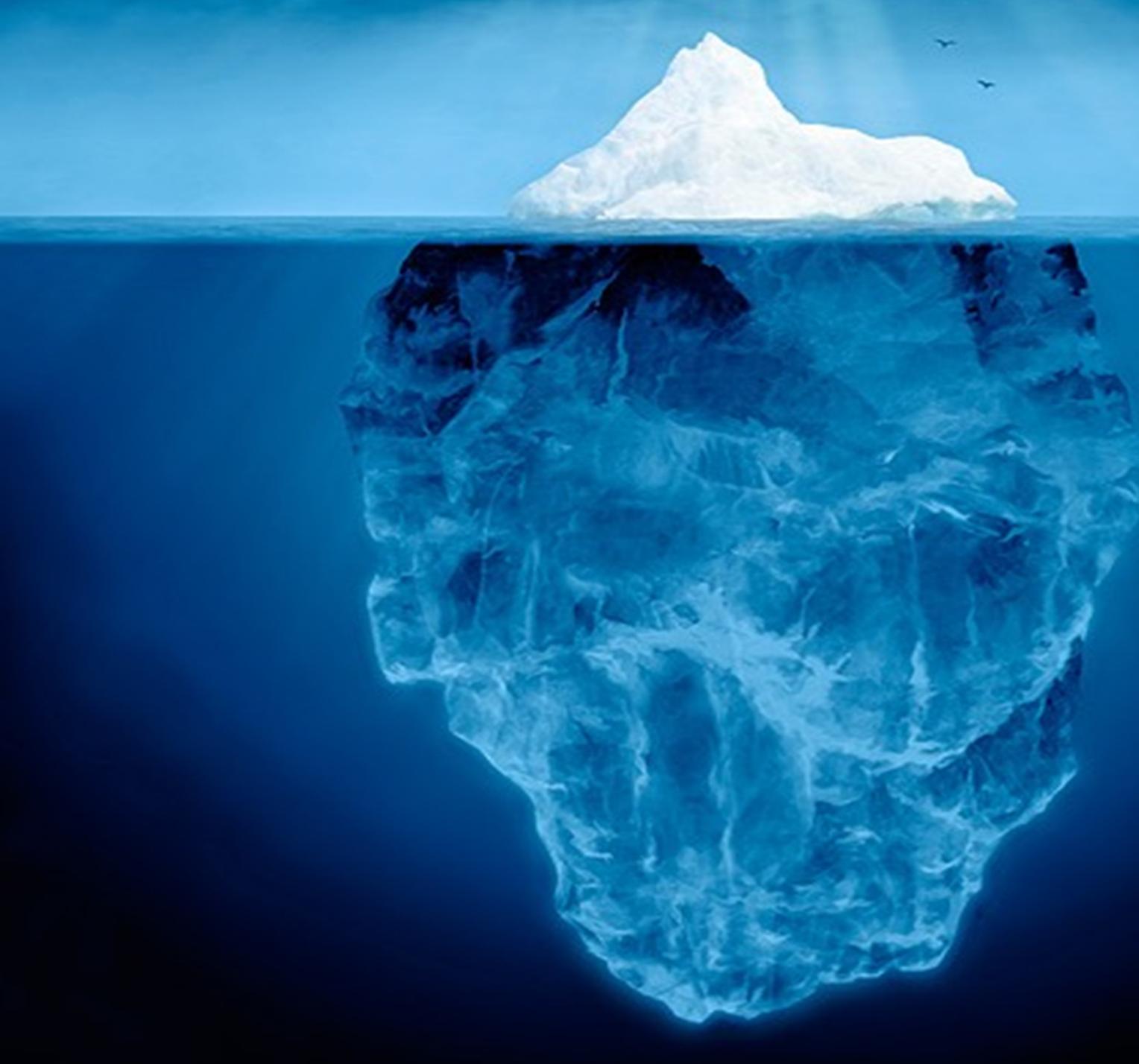
## **SOCIAL CHANGE**

People for whom  
quitting  
isn't even on their  
radar

*Changes in legislation;  
transformation through  
education & outreach*

# Social Good, Social Change, & Access to Care





# Behavior Patterns

Underlying Causes of Behavior Patterns:

- Cultural Norms
- Values
- Beliefs
- Traditions



## Step 1: Exposure to new messages

- Delivered by a trusted source
- Non-judgmental
- Respectful
- Accessible
- Authentic
- Relevant



## Step 2: Transformative Personal Experience

Outreach is meaningless if we lack the capacity, will, or inclination to follow our messaging with complementary action.



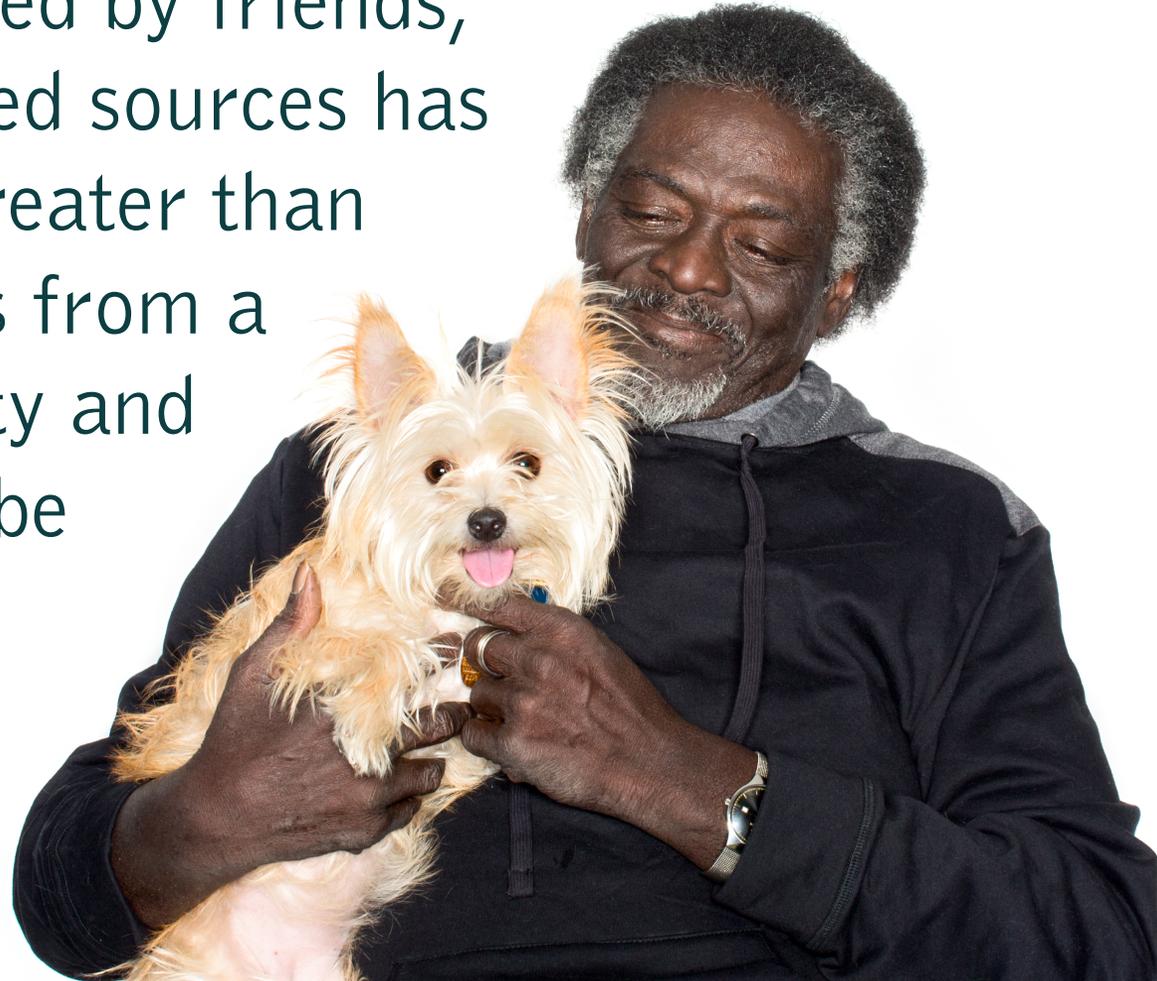


## Step 3: Change in Behavior

This is where the rubber meets that road – and it's the hardest part to sustain. Figuring out how your organization can help support and sustain these changes will increase the likelihood of success.

## Step 4: Sharing the Experience

Information shared by friends, family, and trusted sources has a weight much greater than that which comes from a questionable party and is more likely to be passed on.





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over a period of time.

# FOUNDATIONAL BELIEF:

The grounding belief or philosophy that guides everything you do and represents the very purpose and reason your organization exists.



EMANCIPET

LOW COST. BIG HEART.

We believe that people love their pets and will do what is best for them when given the opportunity.



We serve people and animals with kindness, warmth, and compassion.



We believe we are changing the world and approach our work with joy and positivity.



We empower ourselves and others by sharing information and encouraging learning.



We work hard to demonstrate care for our patients, clients, coworkers, and all stakeholders while striving for the best possible outcomes.



Quality  
Medical Care



Transformative  
Service



Sustainable  
Finance

Emancipet is on a mission to make spay/neuter services veterinary care affordable and accessible to all pet owners.

# Change the stories you tell:



## 30 DAY STORY CLEANSE

The 30-Day Story Cleanse is a challenge to elevate the stories we tell ourselves, each other, and the rest of the world about the relationship between people and their pets. Like a juice cleanse, it can help you feel lighter, more hopeful, and more energized!

### Tell only stories that:

- Celebrate the bond between people and their pets
- Include only happy images of people and their pets together
- Do not reflect negatively on people or use negative language to describe people



# Ask. Listen. Empathize.

- Tell me about your pet.
- Where did you get your pet?
- What resources do you have now to keep your pet healthy?
- Where do you go for information or support when your pet is sick or injured?
- What concerns do you have about pets in your neighborhood?
- How can we help?

# What makes a message transformative?

- If it includes new information
- If it “meets people where they are”
- If it is emotionally engaging
- If it is shared at a receptive moment
- If the language is clear
- If it is shared by the right messenger





The Messenger Matters

The first job of the Leaders is to get:

**'the right people on the bus...**

**...the wrong people off the bus,**

**... and the right people in the right seats'**



Jim Collins, Good To Great.

If you wanted to ensure failure – that messages were not resonant and that service was never transformational – what would you do?



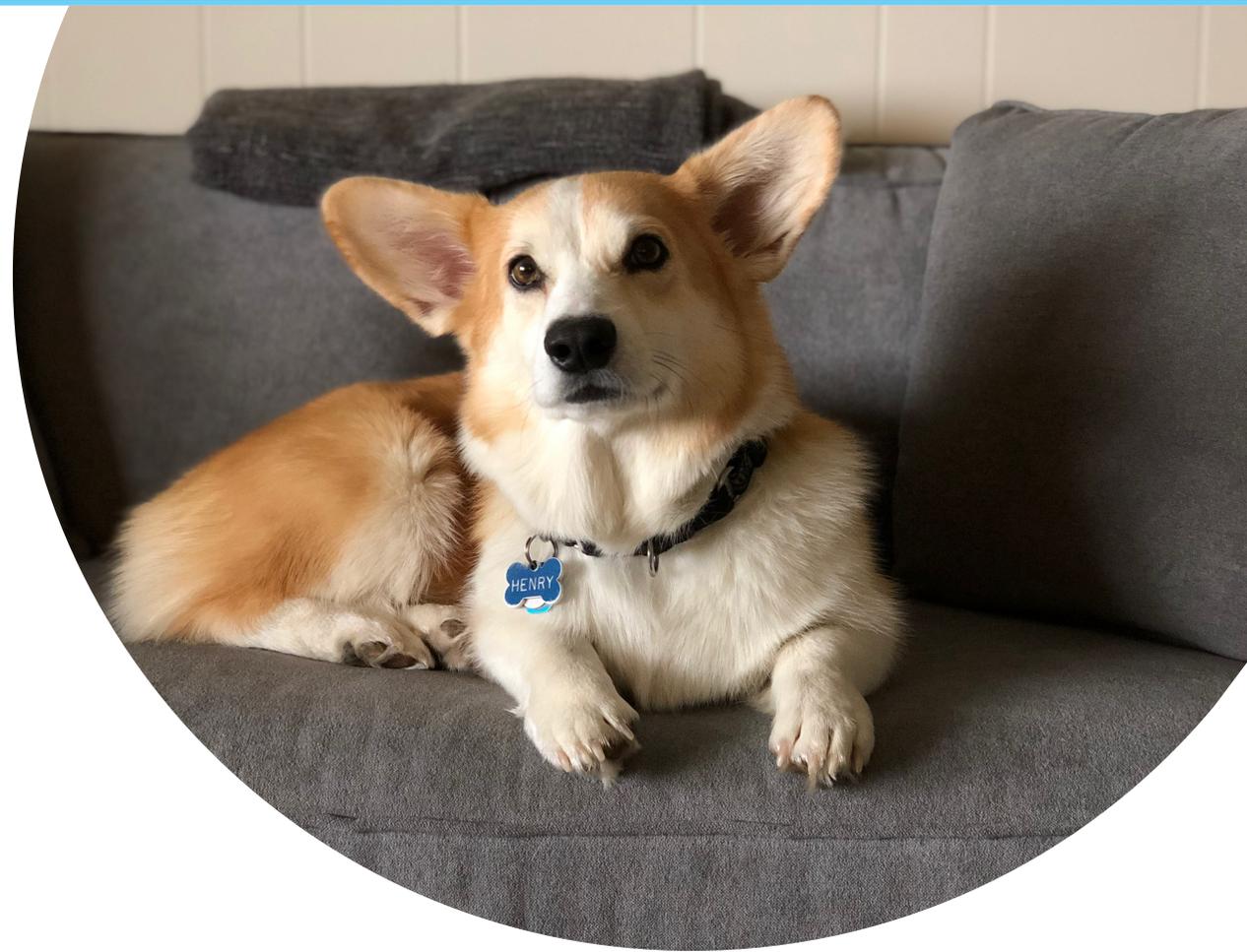
# em·pa·thy

- ✓ Assume people know what is best for them and for their family
- ✓ Assume people love their pets
- ✓ Assume you know less than you might think
- ✓ Assume people are doing the best they can

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**EMANCIPET** 20  
CELEBRATING 20 YEARS OF HEALTHY PETS