

Pets for Life

Dog Training



THE HUMANE SOCIETY
OF THE UNITED STATES

What is Pets for Life Dog Training?

Pets for Life uses a relationship-based approach to enhance and elevate the bond between dogs and their human companions. The PFL approach focuses on understanding why dogs exhibit specific behaviors and how strengthening the relationship and improving communication between human and dog can create a healthy, happy, and lifelong partnership. Pets for Life dog training is inclusive, not exclusive, and employs techniques that do not use fear, pain, or intimidation as motivation.

As developed by world-renowned dog trainer and behavior specialist Pam Reid, there are four quadrants of dog training:

Positive Reinforcement:

ADDING a GOOD stimulus to INCREASE the likelihood of a behavior: The stimulus can be a treat, praise, petting, toy, etc.

- Reward
- Shaping
- Marker
- Modeling
- Motivation
- Capturing
- Proofing
- Back Chaining
- Luring
- Counter Conditioning
- Jack Pot

Positive Punishment:

ADDING a BAD stimulus to DECREASE the likelihood of a behavior: The stimulus can be a choke, pinch, or electric collar; shouting; hitting; hand/foot corrections; or other dogs (in the case of anti-social/under socialized behavior).

- Compulsion
- Dominance
- Alpha Roll
- Correction
- Aversive
- Consequence
- Learned Helplessness
- Flooding (Exposure and Response Prevention)



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Negative Reinforcement:

REMOVING a BAD stimulus to INCREASE the likelihood of a behavior: The stimulus can be a toe/ear pinch, physical handling, or an electric collar.

- An electric collar to reinforce a come when called.
- Toe or ear pinch when teaching a retrieve.
- Physically pushing/pulling a dog into position.
- Releasing tension after choking on a choke collar.

Negative Punishment:

REMOVING a GOOD stimulus to DECREASE the likelihood of a behavior: The stimulus can be ignoring jumping until it stops.

- Extinction
- Extinction Burst
- Removing a toy, treat, praise and attention

Although the relationship-based approach of Pets for Life Dog Training is different from the four quadrants above, it does fit into the Positive Reinforcement quadrant. Positive reinforcement-based dog training builds confidence in dogs and trust in the human handler, which elevates the bond between dog and handler. This is one of the fundamental principles of PFL Dog Training. The PFL approach teaches dogs what they should do instead of what they should NOT do. On the other hand, positive punishment approaches teach dogs what not to do without providing an alternative behavior. PFL Dog Training does not practice this type of training because of the obvious physical pain, discomfort, and emotional trauma for the dog, and because undesired behaviors often return when the punishment stops. These approaches damage the trust between the dog and the handler, breaking their bond. With PFL's goal of keeping dogs in their homes for life and providing sustainable training tools, PFL Dog Training considers the long-term connection between human and dog.

PFL's relationship-based training teaches the dog to focus on his handler and not on his environment. The PFL method teaches dogs non-reaction in the face of distractions through the Focus on Handler approach and does not push socialization with others. Not every dog enjoys or desires social interaction with other dogs and people, and not every dog has the appropriate social skills to engage in these interactions. Forced socialization creates stress and breaks down trust between dog and handler, while the Focus on Handler approach enhances communication, understanding, and confidence and avoids stress for the dog. For dogs who enjoy social interaction with people and other dogs, PFL training teaches and facilitates appropriate greetings and social conduct to give both dogs and handlers the best skills for real-life experiences.

Why Pets for Life Dog Training?

PFL works to keep dogs in their homes and with their families for life and to provide tools to ensure the highest quality of life. The PFL approach shares information with dog owners about common behavior concerns, such as house breaking, chewing, transitioning dogs indoors, leash walking, dog-to-dog interactions, and many more. Through dog training, PFL identifies new ambassadors and advocates, creates a platform for issues such as spay/neuter, and creates a new audience that historically has not viewed rescue or adoption as an option. Furthermore, it fosters positive relationships with the community.



Goals:

- To elevate the human-animal bond
- To keep dogs in their homes and decrease shelter intake and euthanasia
- To provide pet owners with positive and fun activities to share with their dogs
- To provide dogs a mentally and physically stimulating lifestyle
- To share information with dog owners about broader animal welfare issues such as shelter overpopulation, spay/neuter, general pet wellness, and ways to get involved in animal welfare
- To extend dog training services to pet owners in under-served communities where the luxury of training has been limited or nonexistent
- To provide a new, fresh training approach for animal professionals as an alternative to the traditional industry standards

How to do Pets for Life Dog Training

PFL Dog Training includes in home training sessions and community dog walks, but the foundation is group training classes that are free and open to all dogs with any level of experience. There are two types of training class, Basic and Advanced, both with a nine-week curriculum.



- Six weeks of classroom instruction
- One week Canine Good Citizen testing
- One week guest presentation (veterinarian, dog sports, wellness, larger animal welfare topics)
- One week graduation celebration

PFL Dog Training utilizes treats, toys and praise as motivators. Luring, shaping and capturing appropriate behaviors are reinforced with the same positive motivators. **To learn more about how to identify a community of focus, how to market for the free training classes or additional details on the Pets for Life Dog Training approach and curriculum, please contact Pets for Life Program Manager, Kenny Lamberti, at klamberti@humanesociety.org or download our free Community Outreach Toolkit at humanesociety.org/pfl-toolkit.**

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