



JACKSON GALAXY'S  
**CATCAMP**

# Ready Player 1

## How to Talk to Others About Trap Neuter Return (TNR)

ARTHUR MOISE

TNVR COORDINATOR, MIAMI-DADE ANIMAL SERVICES

# Miami-Dade Animal Services Dept. TNVR Success

2012  
Launched TNR Program



From a **39%** save rate for cats in **2012**  To a **90%** save rate for cats in **2020**

## TNVR's Completed 2020

ASD Staff	1,133
CATTI Members	2,884
Good Samaritans	7,958
<b>Total</b>	<b>11,975</b>



“

Communication can sometimes  
be a challenge but is key to our  
success

ARTHUR MOISE

”

Initiating the Conversation



# Initiating the Conversation



- ▶ In a **diverse community** you will find that the way animals are cared for can differ based on **culture and values**.
- ▶ **Educating citizens** on best practices and benefits of TNVR and the active Anti-Cruelty Laws of your local government is crucial.
- ▶ **The initial conversation** with a caregiver, home or business owner is the **most important** aspect of conducting TNVR successfully.

# Know your Audience

## Passionate Pamela

- Will care for the cats at all cost
- Will stop traffic if she sees a kitten on the highway
- Will pay for their medical needs
- Will provide shelter and feed 2 to 3 times a day every day.



## Neutral Nick

- Does not mind cats on his property.
- May even feed periodically.
- Indifferent if cat is there or not



## Despising Dave

- Seriously does not like cats.
- May have past cat trauma
- May be allergic to cats.
- Cats may be taking over his property and personal belongings
- May be using property in lieu of a litter box



# Obstacles to TNVR

- ▶ Community buy-in
- ▶ Property access
- ▶ Weather
- ▶ Convince to allow cats to come back in
- ▶ Feeding during trapping efforts





# Better Together

Working with  
community  
partners and  
stakeholders



- Community Caretakers
- Property owners
- Landlords/Tenants
- Law enforcement
- Volunteers/Good Samaritans
- County/City/Municipal Animal Services

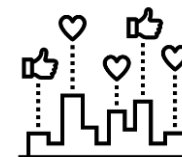


# Overcoming Obstacles

## Building Trust & Rapport



- ▶ Community outreach
- ▶ Community educational workshops
- ▶ Participation in townhall Meetings
- ▶ Participation in HOA Meetings
- ▶ Marketing Materials
- ▶ Online Media Presence
- ▶ Working with Community stakeholders
- ▶ Working with local government officials

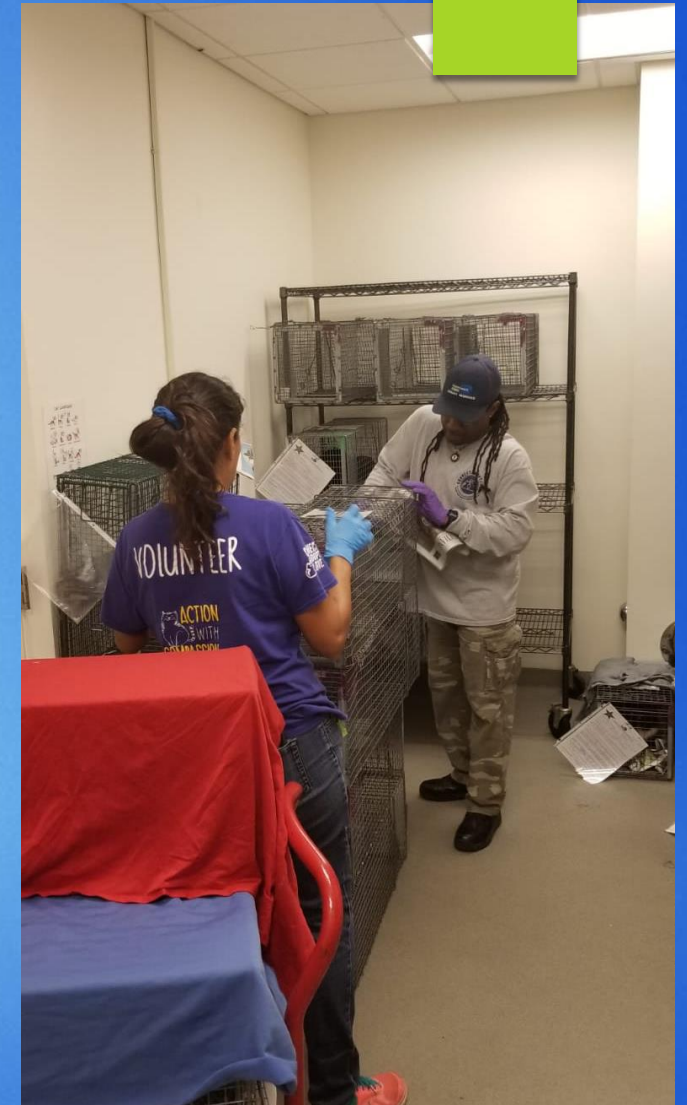




## Thinking outside of the box- Innovative ideas



- ▶ One such initiative MDAS launched is the Community Action Targeted Trapping Initiative (CATTI).
- ▶ Its purpose is to mobilize, recruit, and train teams of TNVR volunteers.
- ▶ Volunteer Tools :
  - ▶ T-Shirts and I.D. to identify them as assisting ASD.
  - ▶ Loaner equipment (traps)
  - ▶ Cat food for bait, as available
  - ▶ Trap covers (sheets /towels)
  - ▶ Room at our facility to drop off cats overnight (PAWS Room)
- ▶ Priority Animal Welfare Services Room



# Thinking outside of the box- Innovative ideas cont'd



## TIP Program

MDAS has created a unique stipend program for our “community cat trappers”. Residents can earn up to \$15 per cat brought in and returned to its original community by the trapper.

# Helpful Trapping Tips

- First lay the groundwork by communicating with the community your intentions and the process.
- Establish a feeding pattern if not adopt the schedule set by the caregiver.
- Withhold food for 24 to 36 hours increase your chances of success.
- Ensure all traps are sanitized and functioning correctly prior to loading your vehicle.
- Count all traps prior to starting and again once your done and insure you have the same amount.
- Using fishy cat food, tuna, maceral, or chicken also increases your chances.
- Position traps where you can see them all then remove yourself from the area.
- Once the easy low hanging fruit (cats) have been caught, only then do you bring out the drop trap for the wiser and more skittish cats.
- Once trapped, immediately cover the trap completely to keep the cat calm and place in transport vehicle with AC running.
- While waiting, log all by marking cages and complete intake paperwork.
- If trapping in several locations at the same time, ensure all cages are labeled accordingly to avoid mix-ups and relocation.





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## Talking TNR with community members

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