MODERATING THE CHAT

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WEBINAR PRESENTERS

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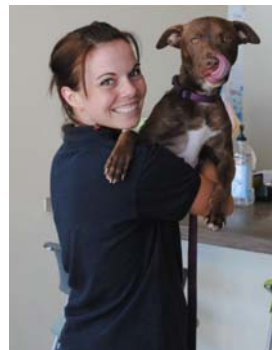
Targeting Risk
Preparing to Use GIS to Save More Lives
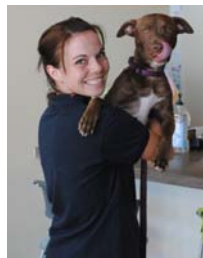June 7, 2012

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ASPCA X Maps Spot Team

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Poll Question

(answer on Poll Panel on right side of screen – select choice and then hit submit)

What are your feelings on utilizing GIS?

1. Already using GIS

2. Want to use GIS in the future

3. Need to know more before deciding

4. Not interested in using GIS

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Overview

1. Why GIS?

2. Community Big Picture

3. What are you going to look at with GIS?

4. Nuts and Bolts

5. Dive Into Your System

6. What Needs Buffing

7. How to know you are ready to proceed

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"GIS"

"A geographic information system (GIS) integrates hardware, software, and data for capturing, managing, analyzing, and displaying all forms of geographically referenced information.

GIS allows us to view, understand, question, interpret, and visualize data in many ways that reveal relationships, patterns, and trends in the form of maps, globes, reports, and charts." (www.gis.com)

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Why utilize GIS?

With limited resources available for spay/neuter, adoption, and safety net programs, it is prudent to maximize impact by directing those resources not only in the right areas, but also towards the appropriate populations.

Ultimately we can develop targeted programs and track their progress over time.

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How do we find those at risk?

Can we better target and focus on risk?
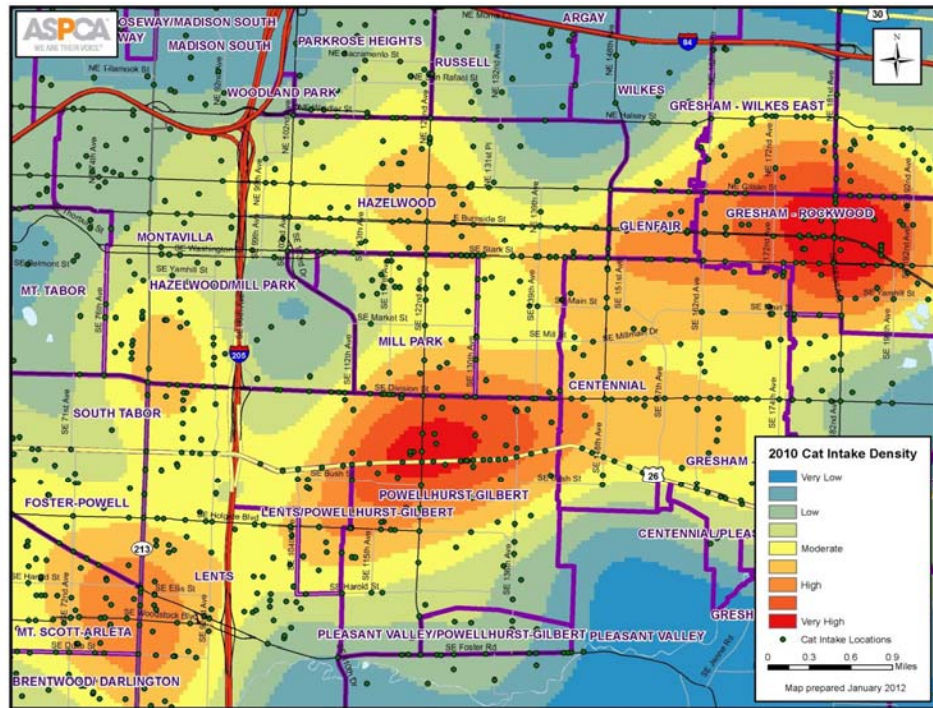
First Steps Towards GIS

So we want to use GIS,
now what?

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First Steps Towards GIS

Develop a community "big picture"

✓ Collect community summary data

✓ Identify the issues most critical to the community

✓ Create a baseline to measure progress

✓ Consider the need for individual animal data that provides a complete picture of the community (ex: at least 85% of community-wide intake)

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First Steps Towards GIS

What are you going to look at with GIS?

- ✓ Intake
- ✓ Outcomes
- ✓ Spay/Neuter
- ✓ Dogs, Cats
- ✓ Strays, Owner Surrender
- ✓ Specific breeds

First Steps Towards GIS

We can look at questions such as

- ✓ What locations have the highest rate of intake that result in euthanasia?
- ✓ What areas have the highest saturation of unaltered pets entering the shelter?
- ✓ Where are your adopters located within the community?

Nuts and Bolts

Species

Breed

Age
- – Adult
- – Juvenile (5 months)

Gender

Altered Status at Intake

Animal Address
- – Crossing
- – Exact Address
- – Should include city, zip, state

Animal ID

Outcome Type and Date
- – RTO
- – Adoption
- – Return to Field
- – Transfer to adoption facility
- – Euthanasia (including ORE)
- – Died in care
- – Lost in care

S/N and Date
- – Targeted S/N
- – TNR

Intake Type and Date
- – Stray
- – Owned
- – Returned within 30 days
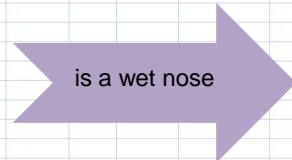- – Other (seizures etc)

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Nuts and Bolts

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Species	Primary Breed	Intake Type	Intake subtype	Intake Date	Age	SEX	Altered Status at Intake	Address	CITY	STATE	ZIP	ANIMAL ID
2	CAT	SIAMESE	OS	OTC	12/18/2011	2 MONTHS	F	INTACT	234 10th ST	PALM BEACH	FL	33401	A0206362
3													
4													
5													
6						Every number							
7													
8													
9													
10													
11	DOG	PIT BULL	OS	OTC	12/13/2011	3 YEARS	S	ALTERED	1441 Brandy RD	PALM BEACH	FL	33409	A0177564
12													
13													
14													
15													
16													
17													
18			is a wet nose										
19													
20													
21													
22													
23													

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Clean

	A	B	C	D	E	F	G	H	I	J	K	L
1	Species	Primary Breed	Intake Type	Intake Date	Age Group	Altered Status at Intake	CROSSING	STREET_ NO	STREET_NAME	CITY	STATE	ZIP_CODE
2	CAT	DOMESTIC SH	STRAY	06/25/2011	Juvenile	INTACT	1000 WESTCHESTER DR			WEST PALM BEACH	FL	33407
3	CAT	DOMESTIC SH	STRAY	07/03/2011	Juvenile	INTACT	17430 66TH CT N			Miami	FL	33470
4	DOG	PIT BULL	STRAY	07/24/2011	Juvenile	INTACT	1st and Blane Blvd			Tampa	FL	33408
5	DOG	COCKER SPAN	STRAY	10/03/2011	Juvenile	INTACT	580 EXECUTIVE CENTER Dr			Hollywood	FL	33401
6	DOG	PIT BULL	STRAY	09/20/2011	Juvenile	INTACT	St Andrews Rd and 101st St			Miami	FL	33470
7	DOG	WHIPPET	STRAY	05/19/2011	Juvenile	INTACT	1 DAVIS RD			LAKE WORTH	FL	33461
8	DOG	GREAT DANE	STRAY	04/15/2011	Juvenile	INTACT	8200 NORTHLAKE BLVD			LOXAHATCHEE	FL	33470
9	DOG	BASSET HOUND	STRAY	06/22/2011	Juvenile	INTACT	Mardi Gras Blvd and LB Landry			RIVIERA BEACH	FL	33407
10	DOG	SCHNAUZER MIN	OWNER SURR	02/06/2011	Adult	ALTERED		383	ELLAMAR Rd	Fort Lauderdale	FL	33405
11	DOG	BORDER COLLIE	OWNER SURR	04/06/2011	Adult	ALTERED		1830	EMBASSY Dr	WEST PALM BEACH	FL	33401
12	DOG	POODLE MIN	OWNER SURR	05/25/2011	Adult	INTACT		4400	EMERALD Vis	LAKE WORTH	FL	33461
13	DOG	JACK RUSS TERR	OWNER SURR	09/10/2011	Adult	INTACT		6530	EMERALD DUNES	Hollywood	FL	33411
14	CAT	SIAMESE	OWNER SURR	12/02/2011	Juvenile	INTACT		821	CROTON Dr	Hollywood	FL	33411
15	CAT	DOMESTIC SH	OWNER SURR	05/26/2011	Juvenile	INTACT		417	DATE PALM Dr	LAKE WORTH	FL	33461

80% of your data needs to be Clean!

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Dirty

	A	B	C	D	E	F	G	H	I	J	K	L
	Species	Primary Breed	Intake Type	Intake Date	Age Group	Altered Status at Intake	CROSSING	STREET_ NO	STREET_NAME	CITY	STATE	ZIP_CODE
	CAT	DOMESTIC SH	STRAY	06/25/2011	Juvenile	Unknown	backyard			WEST PALM BEACH	FL	33407
	CAT	DOMESTIC SH	STRAY	07/03/2011	Unknown	INTACT	17430 66TH CT N				FL	
	DOG	PIT BULL	STRAY	07/24/2011	Juvenile	Unknown	don't know			Tampa	FL	33408
	DOG	COCKER SPAN	STRAY	10/03/2011	Juvenile	Unknown	580 EXECUTIVE CENTER Dr				FL	33401
	DOG	PIT BULL	STRAY	09/20/2011	Unknown	INTACT	near route 41			Miami	FL	33470
	DOG	WHIPPET	STRAY	05/19/2011	Unknown	Unknown	1 DAVIS RD			LAKE WORTH	FL	
	DOG	GREAT DANE	STRAY	04/15/2011	Juvenile	INTACT	8200 NORTHLAKE BLVD				FL	
	DOG	BASSET HOUND	STRAY	06/22/2011	Unknown	INTACT	Unknown			RIVIERA BEACH	FL	
	DOG	SCHNAUZER MIN	OWNER SURR	02/06/2011	Adult	Unknown		PO Box 1	ELLAMAR Rd		FL	33405
	DOG	BORDER COLLIE	OWNER SURR	04/06/2011	Unknown	ALTERED		1830	EMBASSY Dr	WEST PALM BEACH	FL	33401
	DOG	POODLE MIN	OWNER SURR	05/25/2011	Adult	Unknown		4400	EMERALD Vis		FL	
	DOG	JACK RUSS TERR	OWNER SURR	09/10/2011	Unknown	Unknown		6530	EMERALD DUNES	Hollywood	FL	
	CAT	SIAMESE	OWNER SURR	12/02/2011	Unknown	Unknown		821	CROTON Dr		FL	
	CAT	DOMESTIC SH	OWNER SURR	05/26/2011	Juvenile	INTACT		417	DATE PALM Dr	LAKE WORTH	FL	33461

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Nuts and Bolts

Nuts **without** Bolts

✓ Collecting ages on all animals?

✓Who is determining altered status at intake and is it accurate?

✓If a person brings in a stray are we getting the address the animal was found at or the finders' address?

✓ If a cat is feral, are we collecting the address of the cat or the address of the trapper?

✓Is the staff making sure all addresses are accurate and entered in a consistent manner?

Dive Into Your Data Systems

✓ Does your intake staff collect all the data or does your vet staff collect some?

✓ Does your kennel staff record everything that needs to be recorded?

✓ How is this data being collected by field officers?

✓ If you are performing spay/neuter (S/N) for the public, are you collecting this data (including addresses)?

✓ Are there standard operating procedures for data collection?

Huh?

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Are you making it easy?

🐾 **Pet Information**

❏ Dog   ❏ Cat

Date Found _____

Address or Location found _____
(ex. Kmart on NW 27 St. or 37 Ave and US1)

Zip Code _____

1. To your knowledge has this pet bit or scratched a human within the last 10 days?
   ❏ Yes   ❏ No

2. Has your pet shown any signs of aggression with ❏ Dogs ❏ Cats ❏ Adults ❏ Children?

3. Is this pet friendly with ❏ Dogs ❏ Cats ❏ Adults ❏ Children?

4. Do you have any information that would be helpful to Animal Services about this pet?
   _____

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Or are you making it hard?

🐾 **Good Samaritan Information**

Name _____

Address_____

Phone _____

Driver's License number _____ State (if other than FL) _____

🐾 **Pet Information**

❑ Dog   ❑ Puppy   ❑ Cat   ❑ Kitten

Location found_____   Date Found _____

1. To your knowledge has this pet bit or scratched a human within the last 10 days?
   ❑ Yes   ❑ No

2. Do you have any information that would be helpful to Animal Services about this pet?
   _____

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Dirty Data…

✓ No sex recorded

✓ Changing the sex of an animal after it has s/n surgery at your facility

✓ Not accurate Breed identification

✓ No age recorded

✓ No city information for strays

How Clean is Your Data?

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Where are Dirty Animals Coming From…

- ✓ Found on ABS
- ✓ "112th and 1st" "112th/1st"
- ✓ Lakeshoor Dr
- ✓ Garage
- ✓ P.O. Box 121
- ✓ Unknown City
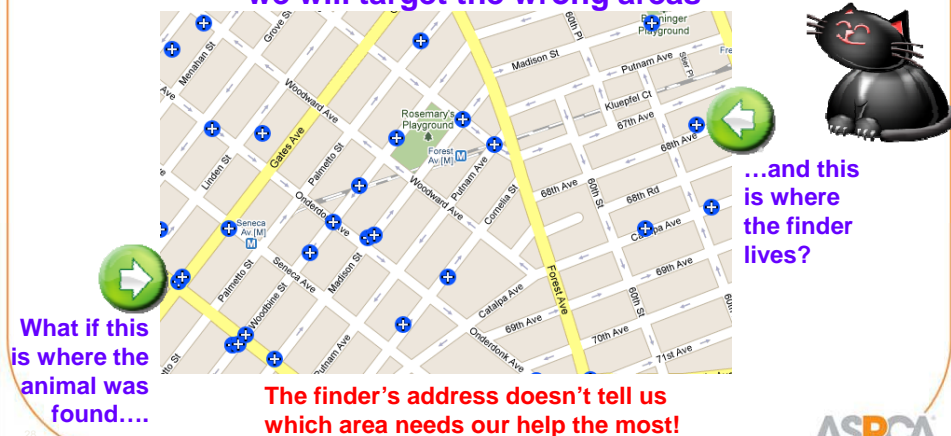- ✓ Finder's Address
- ✓ Shelter's Address
- ✓ Trapper's Address

Why??

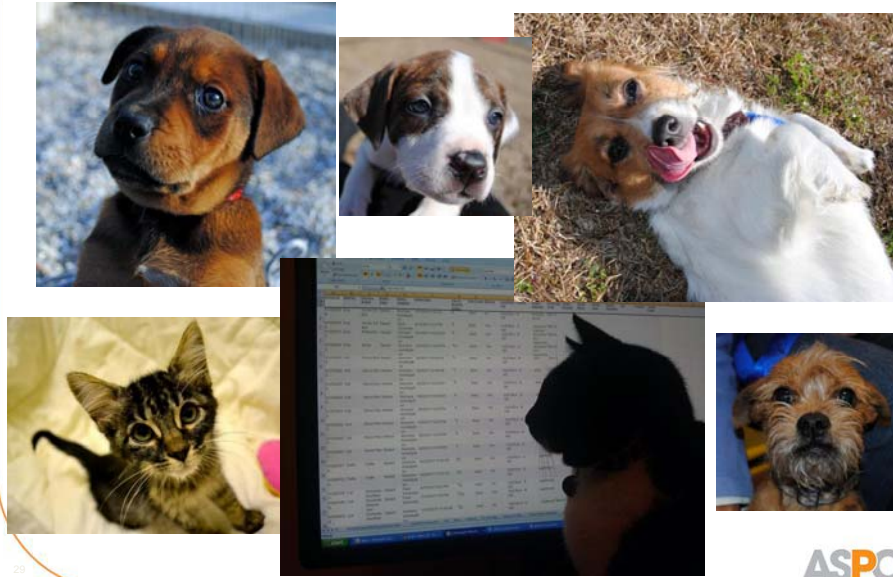**If we're using the wrong addresses, we will target the wrong areas**

What if this is where the animal was found….

…and this is where the finder lives?

The finder's address doesn't tell us which area needs our help the most!

Clean Data Speaks For Them

First Steps Towards GIS

How do we know we are ready?

✓ You need at least 80% of your data subset to be clean before you can use GIS to create maps of your community

✓ That means that 80% or more of your intake data, or outcome data, or S/N data, depending on which subset you want to use

✓ To determine if you have 80% clean, look closely at a sample set of your data

Adult Cat Intake
Percent unaltered
- 25% - 49%
- 50% - 66%
- 67% - 82%
- 83% - 100%
- < 10 Adult Cats
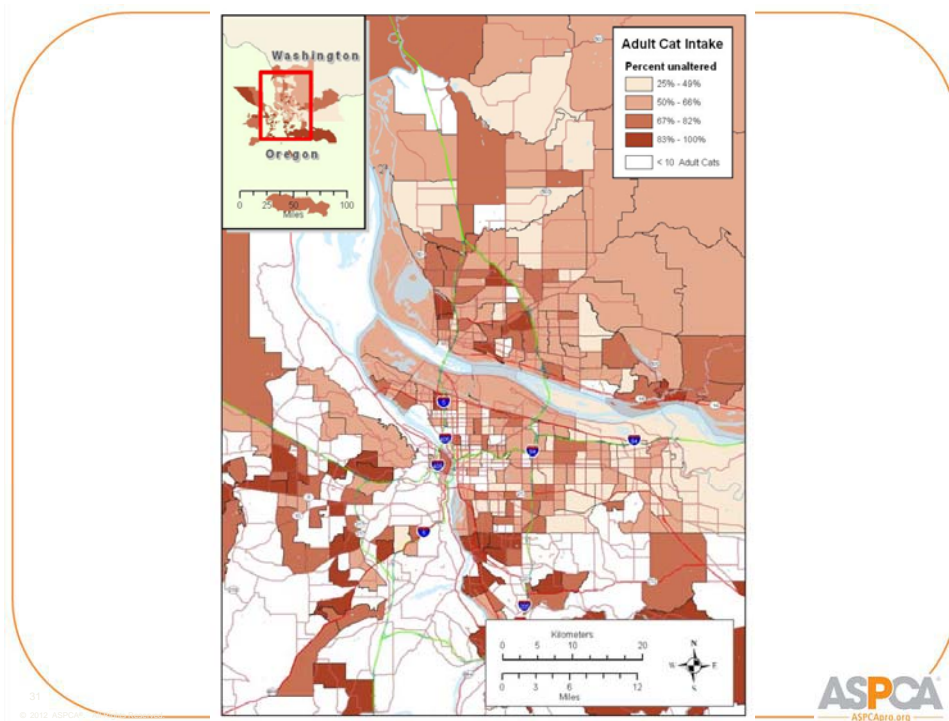
Prepare to **Map** Your Data

For Use with
Geographic Information Systems (GIS)

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Shelter Research & Development

ASPCA X Maps Spot project, funded by **PetSmart Charities** ©

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How to **Clean** Your Data

For Use with
Geographic Information Systems (GIS)

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Shelter Research & Development

ASPCA X Maps Spot project, funded by **PetSmart Charities** ©
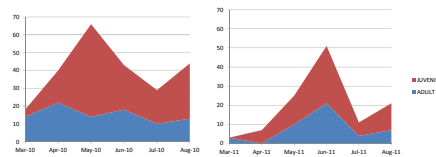
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First Steps Towards GIS

Goals and Measures of Success

✓ Collecting at least 85% of total community intake

✓ Data is at least 80% clean and mappable

✓ Targeted interventions are identified, planned, implemented, and tracked

**Intake Free Roaming Cats
Pre and Post intervention**

First Steps Towards GIS

Questions/Comments

6/7/2012

ASPCAPRO WEBINARS

www.aspcapro.org/webinars

- Reuniting Lost Dogs with Their Families *(6/13)*

- Strategies to Return Pets to their Homes *(6/20)*

- Increasing Adoptions: Dog Adoption

  Ambassadors *(6/21)*

- Transfers: Life-Saving Strategy *(6/27)*

**Check out our webinar recordings
many featuring past Challenge contestants**

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