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

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

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
"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)

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.
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?

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)
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?
### Clean

80% of your data needs to be Clean!

### Dirty
Nuts and Bolts

Dirty…

Clean!

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?

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?
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 bite 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?

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
Where are Dirty Animals Coming From...

- Found on ABS
- “112\textsuperscript{th} and 1\textsuperscript{st}” “112\textsuperscript{th}/1\textsuperscript{st}”
- 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

...and this is where the finder lives?

What if this is where the animal was found....

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
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
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
going featurings past Challenge contestants