

Dear friends,

As the temperatures start to drop and the leaves on the trees slowly change into their autumnal coats, we embrace this season by showcasing our AW'10 gifting collection. There's some devilishly good treats to get your pets into the Halloween spirit. We also have top tips on helping your pets deal with all the bangs and celebrations that come with this time of year. WTD speaks to Andrew Stuart from Retrieva, and animal osteopath Shelly Williams to find out more about their work. And you can read all about our fundraising benefit night 'An Evening of Fashion' for Every Chance Rescue. Want to keep track of all the latest research on behaviour and news from WTD? Then follow us on Twitter and Facebook @Walkthedoguk

Happy reading!

Hanne & the WTD team x

Fearful Fido – conquering the fear of noise



As autumn approaches, this can be a worrying time for an owner whose dog has a fear of noise, as celebrations such as Halloween and Bonfire Night bring along the sights and sounds of fireworks.

The temptation is to comfort our dog when he is afraid and shaking, however, this is the worst thing you can do. This is because stroking your dog or making a fuss when he is frightened will unwittingly re-enforce and reward the dog's fearful behaviour. So, it is as good as telling him "yes be afraid and

I'm afraid too." What your dog needs is reassurance, however, in a 'canine way'. So, here are some top tips to help your dog calm down.

- Ensure you're in the same room as your dog. Shut the door so the dog cannot escape the room. Put any cables or breakables out of the dog's way, in case he panics and gets tangled up or knocks into any ornaments.
- Sit on the floor and read a book, this distracts you from looking or reacting to the dog.
- Concentrate on your breathing rate, so your pulse rate is steady.
- Now, ignore your dog! This means **avoid eye contact** and **stay quiet** no matter how hard your dog tries to get your attention. By showing that you are not bothered by the loud noises, you will help your dog calm down as he will, over time, mimic your behaviour and settle.
- However, if your dog tries to sit in your lap or lean on you, gently push him away without saying anything or making eye contact. By avoiding any reaction to your dog's behaviour, you avoid unwittingly re-enforcing this unwanted fearful behaviour. If your dog continues to fuss around you, continue to move him gently away from you, each and every time. Your dog will eventually realise his behaviour is not going to get your attention and he will give up.
- Once your dog has calmed down (e.g.) he has stopped pacing* and panting, he sits down and you see his breathing rate is steady, only then calmly call him over to you for an interaction. Gently praise him and give him food reward when he comes to you. Your dog is now being rewarded for his quiet behaviour. The breathing rate for a dog at rest is 16-20 breaths per minute. The pulse rate for the average dog at rest is between 80-120 beats per minute.

* See stress signals to look out for below.

If this interaction kicks off the unwanted behaviour once again, repeat the instructions above. The time it takes for your dog to calm down depends on his temperament and learnt behaviour. With consistency and practicing these tips every time there is thunder, fireworks or any loud noises that stresses your dog, soon he will learn there is nothing to fear.

Herbal remedies – work brilliantly on dogs. Although there's no substitute for proper veterinary attention where health is concerned, from a behavioural point of view where health is not an issue, natural flower essences are an asset when dealing with fearful or phobic dogs. Try 'Dr Bach Rescue Remedy', 'Bach Mimulus' or 'Bach Rock Rose' solutions. Simply add to your pet's drinking water or food, available from most good health shops.

Early warning stress signals to look out for;

Lip and nose licking	Panting	Pacing
Tail tucked under	Stiffening	Sweating through the paws
Whining/Whimpering	Standing crouched	Dilated pupils
Creeping away	Barking	



WTD team member, Howard gets into the Halloween spirit

New faces to Walk the Dog

A warm welcome to our new WTD pets; **Pepper S, Cleo, Millie, Tiger, Roo, Cosmo, Alfie P, Stitch, Bracken, Sandy, Daisy B, Toby A, Dolly, Smudge, Merlin and Tilly D, Casper M, Conker, Alan, Pepper, Mason, Brody, Rufus and Eccles.** If your pet isn't on our picture gallery yet, please send us their picture, so they can join our animal hall of fame. Email us at info@walk-the-dog.net

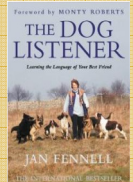
And sad farewells...

We're very sad to say goodbye to WTD pets Basil and Harry who passed away this month.



Great reads – 'The Dog Listener' by Jan Fennell 10th Anniversary edition

Written by Jan Fennell, an international best seller, this book celebrates its 10th Anniversary. This special edition includes new information on how to better understand your four-legged friend. Well written and a bit of a tear jerker. RRP £5.00



Special appeal – Snap and Crackle



Crackle (black) and his sister Snap (tortoiseshell) are approx 11 weeks old. Their mum and brother have found their forever homes, but Snap and Crackle are still waiting and hoping. These two bundles of fur would prefer a home where there are no young children. For more information, contact Vanessa on 0845 371 1851. WTD working in conjunction with the Cats Protection (Hemel branch).

Annual break reminder

Remember, we're shut for our annual break from **Saturday 18th September to Sunday 3rd October.** For any urgent behavioural advice while Hanne's away, please contact her dog listening colleague Vicky Kelly on 07908 192656.

How to help your cat cope with fireworks

Like dogs, cats can find the loud bangs and flashes in the sky from fireworks, terrifying. Bonfire heaps are also a danger, as they attract small hibernating animals like hedgehogs that perish when the fire is lit. So, here are our top tips for helping your cat cope with fireworks.



- Provide a litter tray for cats if they are used to having garden access and secure doors and windows to prevent them going outside.
- Build bonfires as late as possible and make a final check for animals before they are lit.
- If you are having a firework display or bonfire, warn neighbours and local farmers in advance so they can take precautions.
- Ensure your pets' identification is current so if they do get away local authorities are better able to help return them to you.
- Always clear up after a bonfire party with fireworks - litter is hazardous to domestic and wild animals.

In the news...

Fashion Show success – over £2k raised for charity

Thanks to everyone who supported 'An Evening of Fashion' in aid of Every Chance Rescue. Over 140 people enjoyed a three course meal and glass of bubbly. The show featured clothes from Green House Fashion and jewellery from Silpada supplied by WTD's co-host, Gerry Walker. Ciente provided the hair and make up for our models and footwear was supplied by Kate Smith of Terra Nova shoes. Over 25 local businesses supported the event and donated fantastic prizes for the Draw. The evening itself raised over £2,000 and more funds are coming in. To view photos of the night, go to www.flickr.com/photos/walkthedoguk

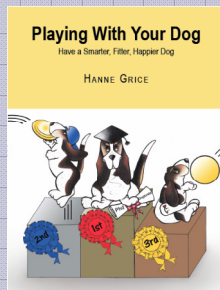


All creatures great and small...



WTD client, Rev'd Carole Peters led a very unusual service on Saturday 11th September at the All Saints Church in Marsworth. The WTD team and clients were invited to the Church's first ever **Pet Service and Blessing**. Thanks to the WTD pets who came and kindly brought along their owners too. Each pet was blessed and enjoyed a bark along with the hymns including "All things bright and beautiful". The service was rounded off with refreshments for pets and owners!

Pre-order our new book



A must have stocking filler for dog owners and lovers everywhere. **Playing With Your Dog** is out in time for Christmas in the UK and USA. The book looks at dog's natural senses, looks at how you can hone your pet's natural behaviours in a positive way through play, creating a more intelligent, fitter and over all happier dog. Full of great play ideas and tricks for all ages, and includes ideas for making your own dog's toys. Priced £6.99, pre-order your own copy today. Email us at info@walk-the-dog.net

Andrew Stuart - Retrieva, the runaway success story

Tongues are wagging around Berkhamsted with the smart invention from Retrieva which aims to bring an end to lost dogs.

We caught up with whiz-kid Andrew Stuart, one of the Directors of Retrieva to find out more.

Name:	Andrew Stuart
Job:	Director at Retrieva
Born:	Kuala Lumpur
Pets:	1 perfect Labrador, 1 errant Harrier X Beagle and 2 cats



Andrew, can you tell us how the idea for Retrieva came about? Four years ago my business partner, John Bryan told me that while out looking for his two Spaniels that had gone awol in Ashridge, his mobile phone rang. He realised the latest phones were being built with GPS locating technology – Satnav and maybe there was a dog version. However, the only tracking collars around were clunky bits of kit using short range radio frequency technology, and not available in the UK. So, the idea was to have a collar that responds to a text message, provides location data to the owner's mobile, giving the owner the tools to find their dog. We researched what could be done with new technology, and wanted to understand what people really wanted, so we took a stand at Crufts with nothing to sell, but with a lot of questions to ask! We also spent time speaking to the Police, Fire Brigade, Search and Rescue plus Military dog handlers. With all this information, we created the Retrieva tracking and anti theft collar.

How does the collar work? It works like a modern phone. It knows where it is when out walking and if you need to know - a single text message from you will generate a response that'll show you on a map, on your phone where your dog is, which direction it is headed and how fast it is going.

Can this collar be worn for any breeds and any size? There's a limit to how small we can make it due to the circuit boards. The smallest neck it will fit is about 13 inches, such as Beagles, Cairns, Westies, Spaniels and Border Terriers. The collar comes in 4 sizes so we have flexibility within the range and we will swap a collar if the original is for a dog that is still growing.

How much does it cost? It costs £199.99 and £9.99 a month to cover all the communication costs, access to the computer management and mapping panel. You can buy the collar via our website or over the phone at 01442 877796. We also provide advice after purchase on set up and use, depending on the particular issue the customer faces. To find out more about Retrieva, log onto www.retrievatracking.co.uk

Shelly Williams, animal human osteopath



If your pet is suffering from aches and pains then Shelly Williams, a leading osteopath is at hand. Shelly is one of only five people in the country holding a Masters in Animal Manipulation and has a successful practice in Berkhamsted. We asked Shelly to tell us more about her fascinating work.

At school, I was really interested in how the body worked, especially the biomechanics of movement. Working with hands on treatment really appealed to me, so I studied osteopathy. I became interested in treating animals when my own dog started limping after a walk. Like all owners I took a closer look to see if a trip to the vets was needed; there wasn't a cut or any obvious injury other than some tenderness in one of the fore limb muscles. I just naturally started massaging and articulating the muscles and joints to ease his pain. He improved after the gentlest of touch, so I decided to learn how to do this properly and enrolled on my first animal treatment course.

Osteopathy can treat any part of the body from nose to paw! Animals are just like us but just in different proportions, so they can suffer from problems like we can. For example, animals can suffer an injury from a slip or fall and as they get older they can suffer from arthritic changes. Osteopathy aids recovery and helps the animal move better, leading to better muscle development and helps prevent further injury. The treatment begins with a full case history and actually watching your animal move in walk and trot, then uses hands on massage, articulation and advice on exercises. This helps improve their movement to be as mechanically efficient and pain free as possible. It's a gentle form of treatment and the animal is never forced to do anything it doesn't want. An introduction to treatment often starts with gentle stroking and talking to your animal until they feel settled and happy for treatment to start. One my most rewarding experiences, was treating a cat called Chi. He'd been hit by a car and couldn't lift his tail over his back, the vet considered removing it to prevent the tail dragging on the floor. I was asked to help. After three visits, Chi regained full use of his tail. It was really wonderful to see him jump and balance as he did before his accident.

For more information about Shelly and her work, visit www.equineosteopath.net

AW'10 gifting range for you & your pets

We've got some great gift ideas for you this season. Whether it's devilishly good treats for Halloween, pampering products for you and your pet or our new book - we can help you with your stocking fillers. For more information contact us on 01442 878628 or log onto www.walk-the-dog.net

