



Take The No-Choke Challenge!

At the Humane Society of Boulder Valley, our focus on enhancing the lives of companion animals by promoting healthy relationships between pets and people, along with our goal to be the experts on “all things companion animal”, fuels our commitment to excellence and an uncommon drive toward innovation.

This ambition is propelling us to lead the challenge to create a strong campaign for positive change – one that will change mindsets around the use of positive-based training by educating the public and providing free no-pain alternative tools for dogs.



The “Take The No-Choke Challenge” Campaign creates an opportunity for us to intensify our commitment to positive reinforcement training. We will challenge people and give them a chance to make a positive change that we know will enhance the lives of their dogs and the relationship with their dogs. AND, we give them the tools they need to take the first step!

Campaign will aim to provide:

- **Education:** We will build the case for using no-pain, highly effective collars rather than choke or shock collars by educating people about no-pain alternatives such as the Gentle Leader. We’ll use posters, news stories, social media, paid advertisements and other organic teaching opportunities as vehicles to demonstrate and help us convey our message.
- **Action:** We will motivate and drive dog guardians to turn in their choke or shock collars for free Gentle Leaders – no questions asked. We will seek grants/funding partners to provide financial support for the Gentle Leader giveaways. We will collect and trade out the choke/shock collars at HSBV and at community events attended by our Pet Care Cruiser Mobile Adoption & Education Center.
- **Support:** We will provide discounts to guardians receiving Gentle Leaders to inform them about our positive-based training programs and incentivize them to try training the “positive way” to help ensure they and their dogs have long-term success.
- **Celebration:** We will celebrate our success by generating news coverage and informing our supporters about the impact of the campaign in our community, i.e. number of choke/shock collars collected, number of Gentle Leaders given to dog guardians, testimonials from dog guardians.

Campaign messages will be:

- **Positive:** Focus on the Gentle Leader’s attributes – what makes it the best choice rather than the negative
- **Non-judgmental:** We don’t want to make people feel like they are bad for having initially chosen a choke or shock collar for their dog. We know the Gentle Leader cost can be prohibitive for some and other types of collars are often purchased either due to low cost or just because people don’t know the difference between them.
- **Supportive:** We give people the tools they need to make positive changes.