



Advocacy
like no
other.

Q3 Advocacy Impact Report



Pit Bull Awareness Month

For 17 years Pit bull breeds have been unfairly banned in Ontario. During the month of November, our Marketing and Communication team ran an advocacy campaign to challenge the Breed Specific Legislation.

Along with getting over 88,000 views from 20 posts, stories, and videos shared on our Instagram, Facebook, Twitter and TikTok accounts, here's a highlight of our digital impact.

#1



Google Search Hit

During the month of November, our article [The Latest Update on Ontario's Pit Bull Ban Regulations](#) was the number one Google search hit that brought 1,000 unique visitors to our blog.

Over 19,200

Views on an Instagram
Reel about Sunny

[This video](#) highlights Sunny's journey as a Pit bull who needed heartworm treatment in Ontario. It also received 1360 likes, 54 comments, and 162 shares.



Over 5,300

Views on a TikTok video
about Victor

A [TikTok about Victor](#), a Pit bull who came into our care malnourished with a broken back leg, touched the hearts of many viewers with 544 likes, 42 comments, and 18 shares.



Helping the Stray Animal Population

The capacity of our Trap-Neuter-Return (TNR) program was significantly reduced during the height of COVID-19. To help the cat population from multiplying out of control, Dr. Linda Jacobson, Senior Manager of Shelter Medicine Advancement, led a pilot program to administer a micro dose of Megestrol Acetate (MA), which is an oral contraceptive, to a small number of community cats in 2021.

The results were encouraging; only one cat became pregnant following the MA treatment and community cat caregivers found MA easy to administer. No medical concerns were identified by the caregivers or at surgery.

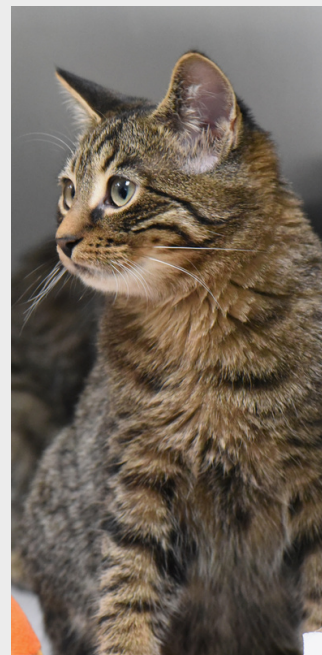
The pilot program's findings have been shared with many other animal welfare agencies – such as the [Alliance for Contraception in Cats and Dogs](#) – and has grown to also help the stray dog population.

Making Sense of FPV Testing

Thanks to our experts, Toronto Humane Society continues to be an industry-leader in Feline Panleukopenia (FPV) testing.

In 2021, Dr. Linda Jacobson, Senior Manager of Shelter Medicine Advancement, and her team published three studies about FPV testing. The studies showed that panleukopenia is treatable in shelters if adequate resources are available, with an 80% survival.

These resources have been shared with many animal welfare organizations and veterinary journals across North America – the latest being a 4-page spread in the [Innovative Veterinary Care \(IVC\) Journal](#). Understanding diagnostic tests for panleukopenia will improve the lives of catseverywhere.



Using Ordinal Scares to Better Understand Cats

Dr. Jacklyn Ellis, Director of Behaviour at Toronto Humane Society, recently published her study entitled ["Beyond "Doing Better": Ordinal Rating Scales to Monitor Behavioural Indicators of Well-Being in Cats."](#) This paper discusses standardizing the language used and conditions under which feline observations are scored on a scale of 0-5.

By using ordinal scales and collecting rating scores during a standardized time of the day, staff and volunteer members would be able to produce a more holistic picture of the cat's psychological well-being.

Dr. Ellis' research will support animal welfare organizations. They'll be able to better understand, and interpret, behavioural indicators, which, in turn, will improve the well-being of more cats in more communities.