

# SHOCK-FREE COALITION

*Promoting the use of humane, effective scientific protocols that are transparently marketed by ethical pet professionals to positively impact the lives of pets.*



The *Shock Free Coalition* is committed to building a strong, broad movement aimed at educating pet owners on the dangers of shock devices and eliminating such devices from the market. This goal will be reached when shock tools and equipment are universally unavailable and no longer used for the training, management and care of pets.

*“Electric shock has no place in modern dog training and behavior management. It is never necessary, and is inhumane and side effect-laden. I know of no valid argument for the continued sale of these devices.”* - Jean Donaldson, founder and principal instructor, The Academy for Dog Trainers and author of *The Culture Clash*.

# There's Nothing Shocking About Why Shock Devices Can Be Harmful to Pets

Studies show that shock devices are unnecessary and have the potential to be very dangerous.

## Shock Devices:

- ✓ Suppress behaviors instead of addressing underlying causes
- ✓ Can create behavioral problems
- ✓ Can malfunction causing serious injury
- ✓ Jeopardizes your pet's health, welfare, and your relationship



*"The behaviors for which people wish to use shock in dogs are those that annoy humans. These behaviors are either signals or nonspecific signs of underlying distress. The question should be, are we doing harm when we use shock to extinguish behaviors, some of which may be normal? If one is considering the mechanism of cellular learning, the answer must be yes."*

- Dr. Karen L. Overall MA VMD Ph.D. DACVB,  
Editor-in-chief, Journal of Veterinary Behavior:  
Clinical Applications and Research.

## Join Us In a Better Way

Shock devices have been shown to cause serious behavioral problems in pets, from anxiety to aggression, and can cause physical injury. Even worse, these devices are often used to stop natural behaviors that your pet may be using to try to communicate with you. **Positive reinforcement** is a far more effective and safe way to address behavioral issues and teach correct behaviors. **Positive reinforcement** provides you with the **power** to change behaviors for the better without jeopardizing your pet's health, welfare, or your relationship.

*For more information on the Shock-Free Coalition contact:*