

Occupational Dog Bite Prevention

Training Employees To Protect Themselves From Dog Attacks!

Mitzi Robinson
President | Speaker | Trainer
Rottweiler Schutzhund III World Champion

Introduction

Bulli Ray is the premier dog bite safety training program available in the United States, offering both onsite classes and online training to protect you and your employees. Knowing what to expect and how to ward off an attack are key factors in minimizing the injuries and potentially saving a life.

Dog bite attacks occur each year in the US that requires medical treatment. Field employees account for many of these dog bite victims. Each year, thousands are seriously injured by dog bites. Medical bills for treatment of these dog bites are astronomical. Regrettably, the emotional damage to the victims is even higher. When a dog bites once, odds are, the dog will bite again. Is your company prepared?

History

BULLI RAY was established in 1993, when owner and President Mitzi Robinson became aware of the growing need for occupational dog bite safety.

After 13 years of successfully working with dogs professionally as a trainer, breeder and competitor, Mitzi wanted to use her experience to begin a new business. There was no business model that reflected her vision, so she studied the needs of businesses and companies across the United States to find out how to incorporate her experience to help others.

Mitzi had been watching the climate change in California, where Bulli Ray originally started. At the time, crime rates were rising and the LA riots were looming. Dog breeders were feeding the fear among the general public. As the general population looked for the answer of how to protect their homes and families, breeders started offering more aggressive dogs. The family dog was being replaced with more aggressive breeds, such as Pit Bulls, Rottweiler's, and Dogo's.

With more aggressive dogs among the general population, it became more dangerous for field employees, such as postal workers, meter readers, and others to make routine calls. Even though

dog bite incidents had increased, the managers and supervisors of these employees were reluctant to acknowledge the need for safety training. They were not in the field any more, and weren't aware of how the climate had changed for their employees.

Mitzi approached the local San Diego Postal Service after two fatalities, where she was shown the video being used to train the employees. She advised them that it was highly ineffective, and realized that she could do something to help. The Safety Specialist agreed to let her pitch a safety program - at her expense. This was the beginning of BULLI RAY.

Companies have also become more aware of the need to provide training for dog bite safety. BULLI RAY has grown into the only nationwide company that provides premier service at locations across the United States, with both live demonstrations and practical hands-on experience.

Utility companies have made things easier for employees with automated meters and safety gear. Field employees know that if there is an aggressive dog, it is dangerous no matter what you do - some dogs will actually attack the vehicle itself. Dogs have been known to come in an open window on a vehicle to attack. Every field employee needs to know what to do in a crisis situation.

Why the name BULLI RAY? Mitzi's faithful Rottweiler companion was named BULLI RAY. He showed extensively with her, winning with her at the national and international level.

Just two years before Bulli Ray was founded, Mitzi and Bulli Ray were selected to represent the US in the Rottweiler Schutzhund III World Championship, held in Schoftland, Switzerland. Bulli Ray and Mitzi were honored to receive the World Championship from among some of the toughest competition from eleven different countries. In addition to winning the competition, they were honored with being awarded the World Good Sportsmanship trophy as well.

Occupational Dog Bite Prevention Training

Sessions feature live dogs and allow everyone to experience the full force and reality of a crisis situation. The live dogs bring a reality and sense of urgency that video or books cannot deliver. After just one session, you will be significantly more prepared to handle an attack. This is a very interactive class! Learn the differences between the defensive and the predatory dogs. Bulli Ray shows what advantage the attacking dog has over the employee. What employees need to know to protect themselves. The dogs will show how quickly they can take a man down. What are the dog's weaknesses and the employee's strengths?



Topics:

- Canine Statistics
- Canine Behavior
- Dangerous Breeds
- Self Defense
- Interactive Scenarios
- Self Protection Devices
- Questions Answered

Compelling Facts and Statistics about Dog Bites

- 77 Million Dogs in America
- 5 Million People get bit annually
- 15 – 20 fatalities per year
- Dog bites rank 2nd in annual emergency room incidents for children (Approx 925 per day)
- Every 40 seconds someone in the U.S. seeks medical attention for a dog bite-related injury
- Rottweiler's are responsible for the most deaths to children
- Over 5,000 postal workers are bitten each year or approximately 16 letter carriers bit per delivery day
- On a typical 500-household route, a meter reader, cable installer, delivery people or postal carrier will encounter 300 dogs- most of them will be aggressive.
- Dog bites are one of the fastest-growing litigation opportunities today (over \$1 billion in settlements paid each year).
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Dog attack deaths and maiming, U.S. & Canada, September 1982 to June 25, 2010

By compiling U.S. and Canadian press accounts between 1982 and 2010, editor of *Animal People*, shows the breeds most responsible for serious injury and death.

The combination of pit bulls, rottweilers, presa canarios, and their mixes result in:

- 80% of attacks that induce bodily harm

- 70% of attacks to children
- 83% of attack to adults
- 69% of attacks that result in fatalities
- 75% that result in maiming

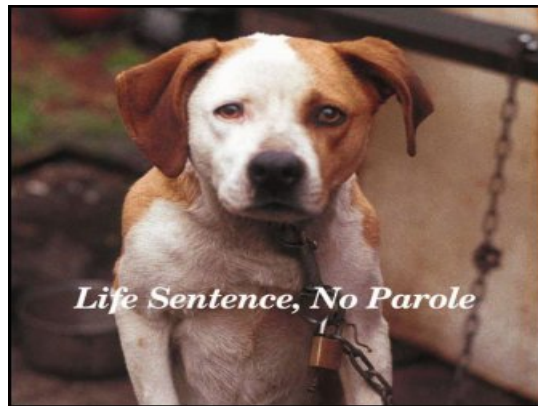
USA Dog Bite Fatalities Reported:

- Six fatal dog attacks in 2011 (as of March 2011)
- Three fatal dog attacks in 2010
- 33 in 2007
- 23 in 2008
- 33 in 2009



What to Do if Bitten by a Dog

- Immediately wash the wound thoroughly with soap and warm water.
- Contact your physician for additional care and advice. If you are in immediate medical distress, call an ambulance or go to the emergency room immediately.
- Tell your co-worker and family you've been bitten in case you lose consciousness.
- Report the bite to your local animal control agency and/or Sheriff's Department & Employer (If at work).
- Tell the animal control official everything you know about the dog, including his owner's name and the address where he lives or general location. If the dog is a stray, tell the animal control official what the dog looks like, where you saw him, whether you've seen him before, and in which direction he went after the incident.
- Follow up with animal control/sheriff dept.



Why should a community outlaw the continuous chaining or tethering of dogs?

Animal control and humane agencies receive countless calls every day from citizens concerned about animals in these cruel situations. Animal control officers, paid at taxpayer expense, spend many hours trying to educate pet owners about the dangers and cruelty involved in this practice. Regulations against chaining also give officers a tool to crack down on illegal dog fighting, since many fighting dogs are kept on chains.

A chained animal is caught in a vicious cycle; frustrated by long periods of boredom and social isolation, he becomes a neurotic shell of his former self-further deterring human interaction and kindness. In the end, the helpless dog can only suffer the frustration of watching the world go by in isolation-a cruel fate for what is by nature a highly social animal. Any city, county, or state that bans this practice is a safer, more humane community.

How does tethering or chaining dogs pose a danger to humans?

Dogs tethered for long periods can become highly aggressive. Dogs feel naturally protective of their territory; when confronted with a perceived threat, they respond according to their fight-or-flight instinct. A chained dog, unable to take flight, often feels forced to fight, attacking any unfamiliar animal or person who unwittingly wanders into his or her territory.

Numerous attacks on people by tethered dogs have been documented. The Journal of the American Veterinary Medical Association reported that 17% of dogs involved in fatal attacks on humans between 1979 and 1998 were restrained on their owners' property at the time of the attack, and the book, *Fatal Dog Attacks*, states that 25% of fatal attacks were inflicted by chained dogs of many different breeds. Tragically, the victims of such attacks are often children who are unaware of the chained dog's presence until it is too late. Furthermore, a tethered dog that finally does get loose from his chains may remain aggressive, and is likely to chase and attack unsuspecting passersby and pets.

Students who have participated in one of Bulli Ray's Dog Bite Safety Programs consistently

give high marks for relevance and effectiveness. Many of the enrollees felt they already knew how to handle an attack, but realized quickly that they had been taught the wrong response.

Medical expenses, workers' compensation, legal costs, delivery curtailment, carrier replacement, and other costs associated with dog bite accidents are estimated to exceed \$25 million annually for the Postal Service. The cost in employee pain and suffering cannot be measured.

Any dog bite is serious. Puncture wounds easily become infected, leading to permanent scars. Because of the depth of the wound, it can cause nerve damage and long-term loss of feeling or function. Many communities have leash laws requiring owners to leash their dogs, but unfortunately, dog owners do not always take the precautions they should to protect others from their pets.



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