

# **Occupational Dog Bite Prevention: Training Employees to Protect Themselves from Dog Attacks!**

**Mitzi Robinson  
President | Speaker | Trainer  
Bulli Ray—Occupational Dog Bite Safety  
Lowell, FL**

## **Introduction**

Bulli Ray is the premier dog bite safety training program available in the United States and Canada, offering onsite classes, training for the trainers, management workshops, and video 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 U.S. 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 ways 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, Rottweilers, and Dogos.

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 anymore 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 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, and Bulli Ray can help.

Bulli Ray teaches not only prevention, but safety measures if there is an encounter, and what to do if it escalates to an all-out attack.

There is a reason why Bulli Ray has grown into a nationwide company. We are the only company in the United States that can train your staff, regardless of location. We know dogs, and we know how to teach occupational dog-bite safety. We put the tools you need in your hands to prevent dog bites.

Bulli Ray experienced such phenomenal growth that owners Mitzi and Anthony Robinson decided to locate their national training center in a central location. They selected Murfreesboro, TN, just minutes south of Nashville. Being just one day's drive from 80 percent of the country makes it possible to offer services across the country.

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 U.S. in the Rottweiler Schutzhund III World Championship, held in Schoftland, Switzerland. Bulli Ray and Mitzi were honored to win the World Championship from among some of the toughest competition from eleven different countries. In addition to winning the competition, they were also awarded the World Good Sportsmanship trophy.

## **Bulli Ray's Dog Bite Safety Team**



**Mitzi Robinson**  
President | Speaker | Trainer  
[mrobinson@bulliray.com](mailto:mrobinson@bulliray.com)



**Anthony Robinson**  
Vice President | Speaker | Trainer  
[info@bulliray.com](mailto:info@bulliray.com)



**Cynthia Ballenger**  
Operations | Partner  
[cballenger@bulliray.com](mailto:cballenger@bulliray.com)

## **Just a few of Bulli Ray's Professional Team of Dogs:**



**Name: Rex**  
**Belgium Malinois**  
He is 3 years old, extremely intelligent,  
and very active.



**Name: Eloes**  
**Presa Canary**  
He is 2 years old, very vocal, and has lots of  
personality.

## 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 a sense of urgency that videos 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 defensive and predatory dogs. Bulli Ray shows what advantage the attacking dog has over the employee.

The sessions show 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

- There are 78.2 million dogs in America.
- Five million people are bitten annually.
- There are 15–20 fatalities due to dog bites per year.
- Dog bites rank 2<sup>nd</sup> in annual emergency room incidents for children (with approximately 925 per day).
- Every 40 seconds, someone in the U.S. seeks medical attention for a dog-bite-related injury.
- Rottweilers are responsible for the most deaths to children.
- Over 5,000 postal workers are bitten each year (or approximately 16 letter carriers are bitten per delivery day).

- On a typical 500-household route, a meter reader, cable installer, delivery person 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).

In the U.S. and Canadian press accounts between 1982 and 2010, editor of *Animal People*, shows the breeds that are 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

**With over 78.2 million dogs in the United States, it's important to understand how nearly five million people in the US get bitten by dogs every year.**

## **U.S. Dog Bite Fatalities Reported in 2011**

**There were 30 dog bite fatalities in 2011:**

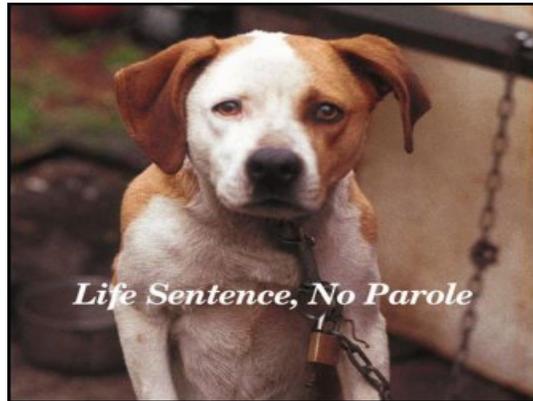
- 9 different breeds of dogs, or mixes thereof involved ("unknown mixed breed" is counted as one singular breed)
- 4 cases involved chained dogs
- At least 12 cases were in areas with high poverty rates
- 5 cases involved newborns
- 17 cases involved adult victims; nine of these involved multiple dogs
- 9 cases involved dogs with a known history of aggression or that had been reportedly neglected or abused, at least 5 involved situations in which there was criminal behavior either taking place or where there was a history of criminal activity



## 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 and your employer (if at work). Tell the animal control official everything you know about the dog, including its owner's name and the address, where the dog lives or the 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 taxpayers' 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 percent 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 percent 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.

## Conclusion

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 U. S. 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.

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.

*Just three days after taking the Bulli Ray Dog Bite Safety class, I had the chance to utilize my newly gained training. During a routine part of my job, I encountered an aggressive dog. Previous knowledge had taught me to stay still and wait for the attack to end, but thanks to my new training on dog bite safety, I knew the appropriate way to respond. I was able to fend off the attack and protect myself, saving serious injury - and perhaps my life!*

— **Field Worker and Bulli Ray Student**