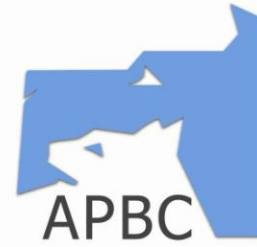


Association of Pet Behaviour Counsellors

Promoting the Best in Pet Behaviour



PRESS RELEASE

Association of Pet Behaviour Counsellors despair at The One Show

The APBC is particularly disappointed that the BBC chose to show Jordan Shelley using extremely confrontational techniques when attempting to train a Jack Russell Terrier on The One Show.

The methods used were unnecessary, dangerous for owners to imitate and have serious welfare implications for the dog involved.

We are surprised that the BBC is not aware that a large number of welfare and professional organisations have already warned against using methods such as that employed by Mr Shelley <http://www.dogwelfarecampaign.org/>

Whilst it is relatively easy to intimidate a dog in the way demonstrated by Mr Shelley, it does nothing to address the underlying causes of the problem behaviour.

The APBC strongly urges the BBC to consider using a properly qualified professional in any future programmes in order to demonstrate methods that can effect lasting change, are suitable for owners to use themselves and do not risk compromising pet welfare.

ENDS

For further details

Pippa Hutchison APBC

07764 616122

PositiveImprint@aol.com

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NOTES FOR EDITORS

The APBC, founded in 1989, is the leading organisation in the field of companion animal behaviour and many of its members are at the cutting edge of the latest research into this rapidly growing discipline. The APBC organises a number of seminars and events throughout the year for both the veterinary and behaviour professions. Further information can be found at www.apbc.org.uk.