

## WOULD YOU LET A TRAINER DO THIS TO YOUR DOG?



This is a young dog enduring his first shock training session. It doesn't take a behaviourist to recognize that this dog is scared and being hurt in the name of training. For a full analysis of the video go to: <http://eileenanddogs.com/shock-training-video>. This trainer claims he produces happy dogs. From the look of the poor fellow above that's difficult to believe. Yet, it has been proven over and over again that if you tell a lie big enough & often enough people will believe it.

This well-known shock promoter and self taught trainer (meaning a lot of guesswork at the expense of the dog) professes:

Shock collars work fast and they produce almost immediate results. "We are transferring information to the dog via a collar, helping him learn and keeping him at the highest possible level through a constant transfer of information."

This statement is a classic example of spin. "Transferring information..." translated it means delivering painful shocks that cause fear and stress. Stress inhibits learning. That is a fact. Immediate change comes with all kinds of extreme treatment. Beating your dog with your fists will also bring fast and immediate results. A subdued, shut down dog is a dog too terrorized to express himself. Deliberately misinterpreting a shut down dog as *well behaved* helps Fred sell shock collars. "A constant transfer of information" is a cold sly way of saying the dog is continuously shocked during the session. I hate to think what "keeping him at the highest possible level" means.

Remember this dog has done nothing wrong. The shocker is hurting the dog in order to intimidate and control him forcing the dog to suppress his natural instincts in order to avoid more pain. How distorted does one's thinking have to be to equate electrically shocking an animal to "helping him learn". You can spout all kinds of misinformation and when challenged claim you have a right to speak your opinion. That may be true. What is also true is your opinion may have nothing to with the facts. The fact is shock training can cause fear, stress and damage to the psychological and physical wellbeing of an animal. That fact is supported by science, highly respected credible animal professionals and, quite frankly, the demeanour of that poor victim in the picture above.