



ANIMALHELPNOW®

AnimalHelpNow.org

for any US wildlife emergency, anytime

***2014 IWRC Symposium
Cincinnati, OH
December 1-6***



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We don't ask for much. . .



1. Have fun!
2. Voice your opinion...
3. Ask questions.....(I might have prizes)
4. Answer questions...(I might have prizes)
5. No snoozing...(I might also have a stack of car magnets)

Note: Contact info and resources provided last few slides.

Disclaimer:

This presentation represents only a snippet of the full scope of Animal Help Now®!



Animal Help Now®

- What is it?
- Why was it developed?
- How does it work?
 - iPhone examples
- Helper Database
- Helper Accounts
 - Are YOU listed?
- Spread the word!
- What's next
- How can WE help YOU?

**ANIMAL HELP NOW
PARTNERING
WITH WILDLIFE
REHABILITATORS
SINCE 2011**



What is it?

*An innovative website and **free** smart phone application that **directs people** who encounter **wildlife emergencies** to the **nearest, most appropriate help**, including wildlife rehabilitators, rescues, hotlines, veterinarians who treat wildlife and humane wildlife control operators.*



Why was it developed?

There has never been an established, reliable service for the average person to find immediate, appropriate assistance for wildlife in need.

**Until [^]Now®
Animal Help**



Why was it developed? (cont.)

What is the #1 reason finders give to explain why it took them so long to contact a rehabber?

“I didn’t know where to get help!”



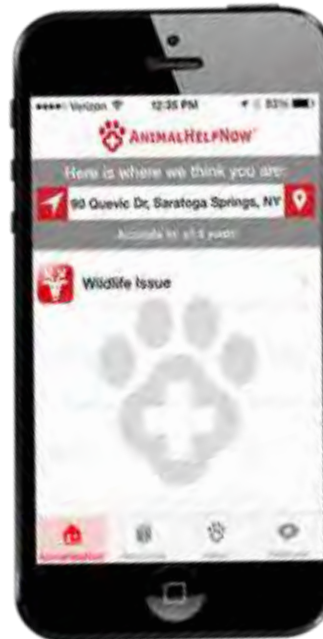
“I didn’t know where to get help!”

The Ramifications

- **Increased delays = increased deaths**
 - Serious illnesses/injuries
 - Finders less likely to seek help
 - Stressful for finder => poor decision making
- **Increased humans/domestic animal contact**
 - Public health implications
 - Uninformed care (malnourished, under stimulated, etc.)
- **Places undue burden on helpers**
 - Significant time spent referring callers to appropriate helpers
 - Level of care required increased



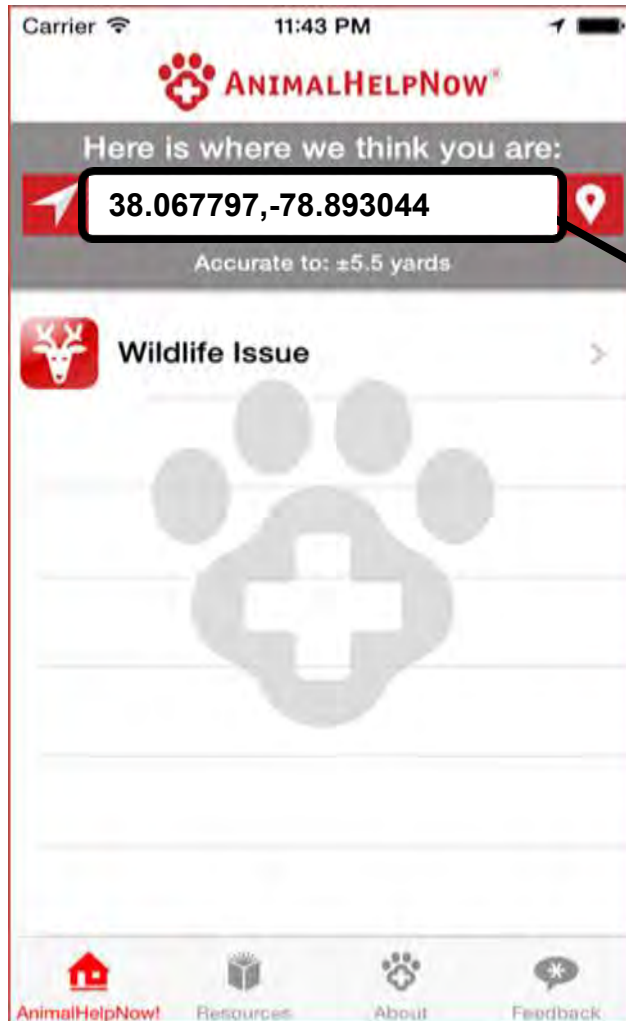
How does it work?



iPhone Examples



iPhone Example: Auto location detection



Address bar
TOGGLE between
user's street
address and user's
GPS coordinate
location.

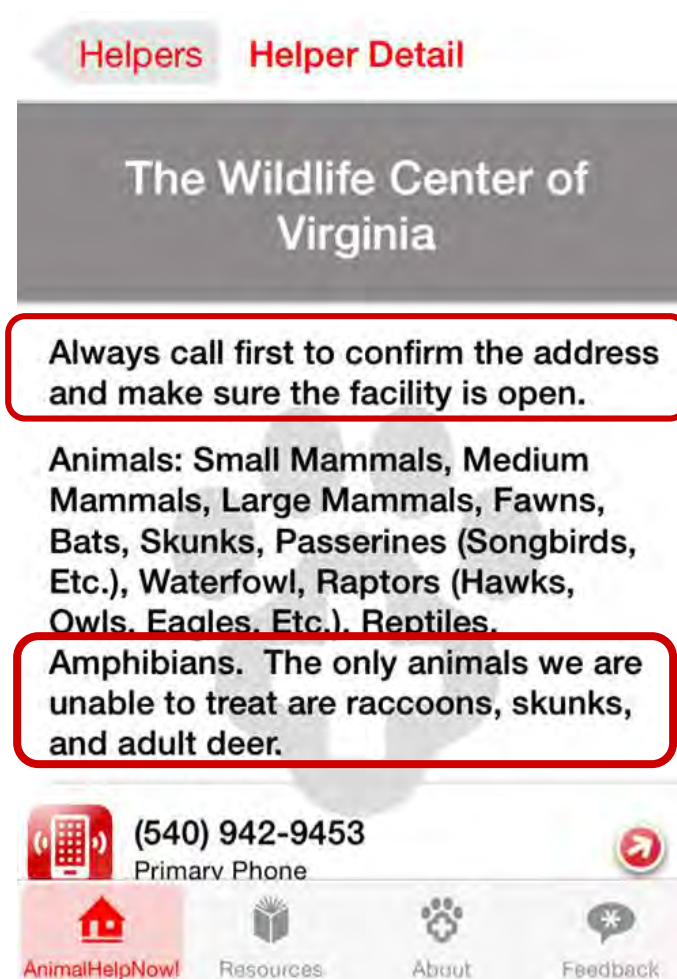
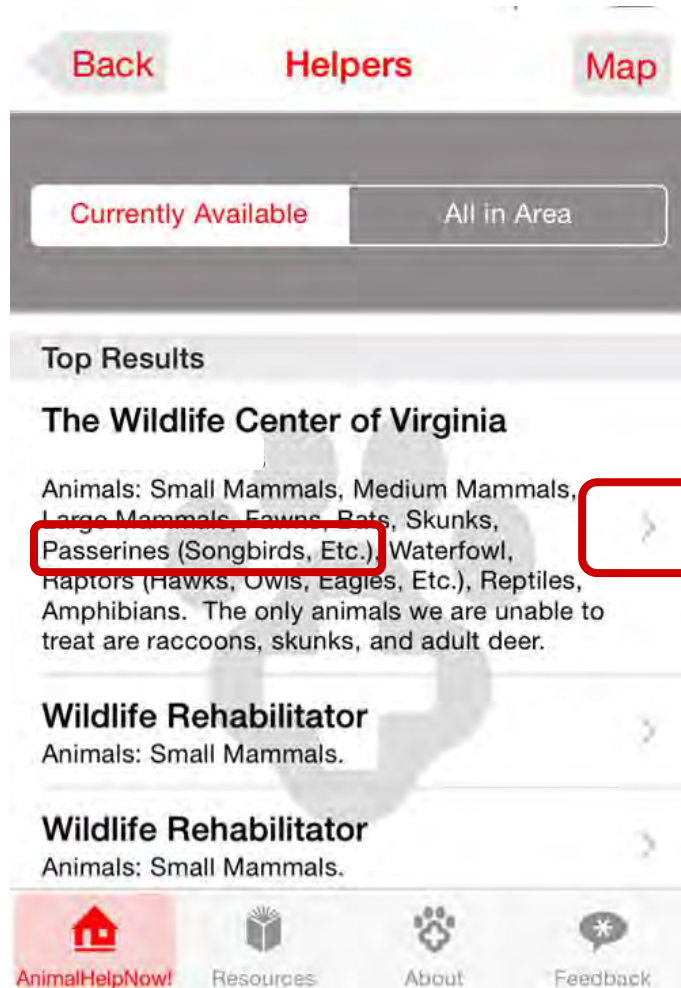
The app and the
geo-position
features even work
without cellular or
WIFI coverage!!



iPhone Example: Wildlife Emergency Search



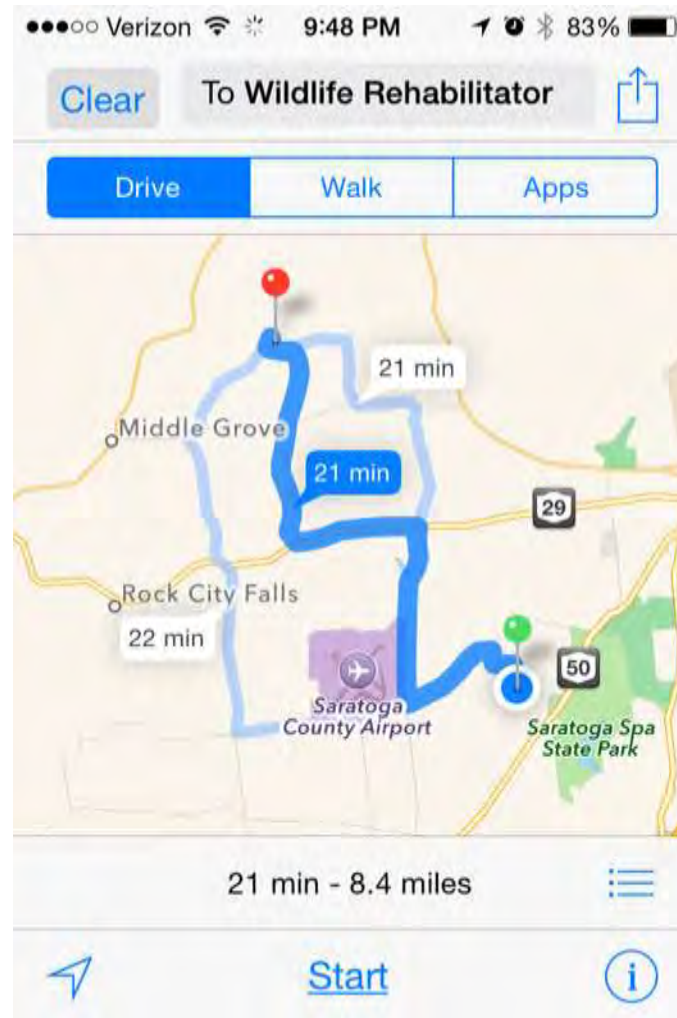
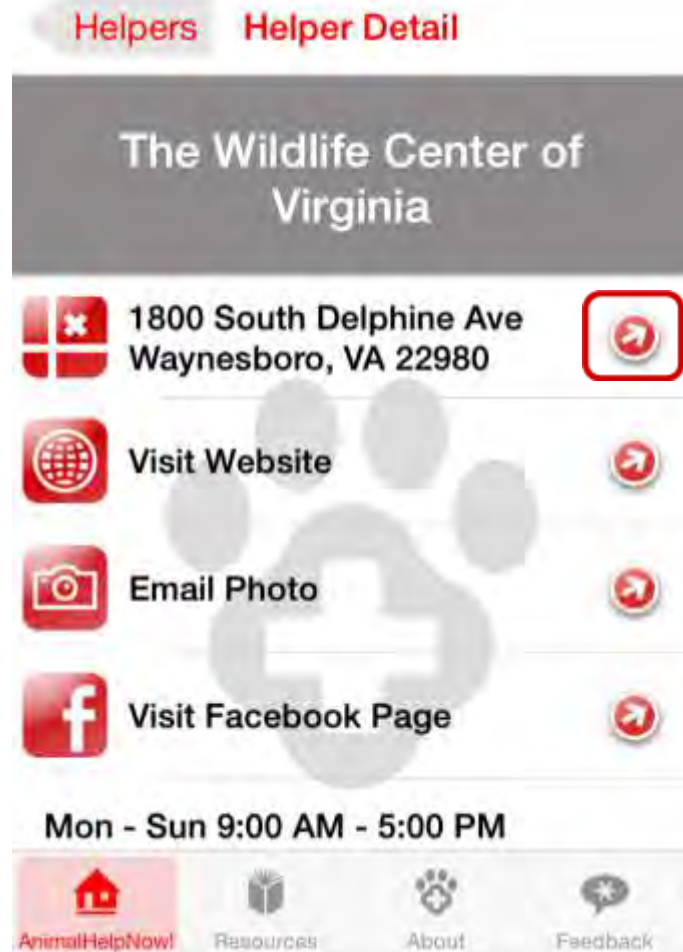
iPhone Example: Search Results & Helper Details



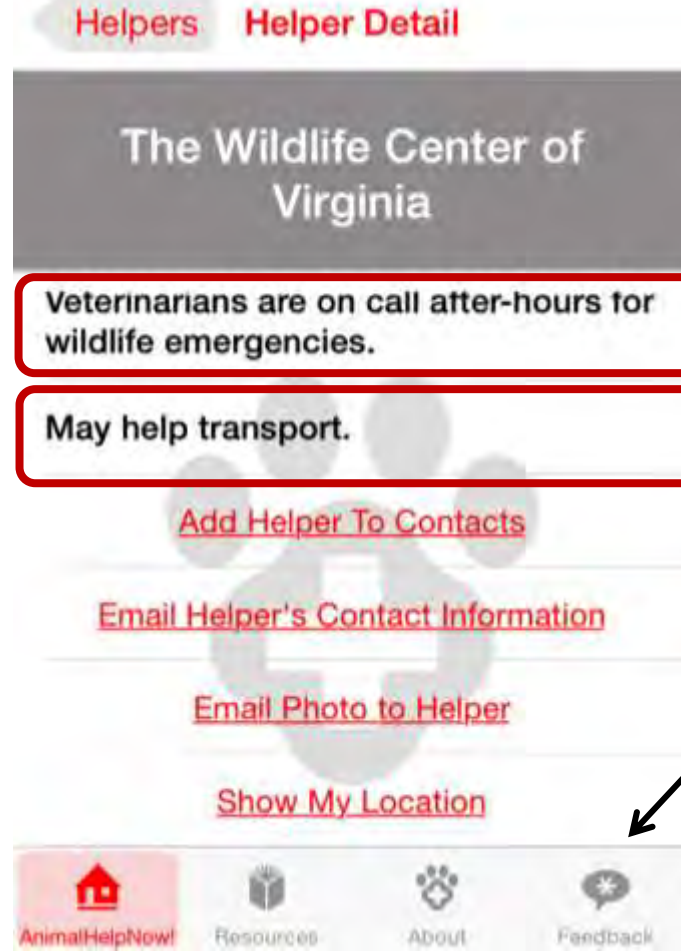
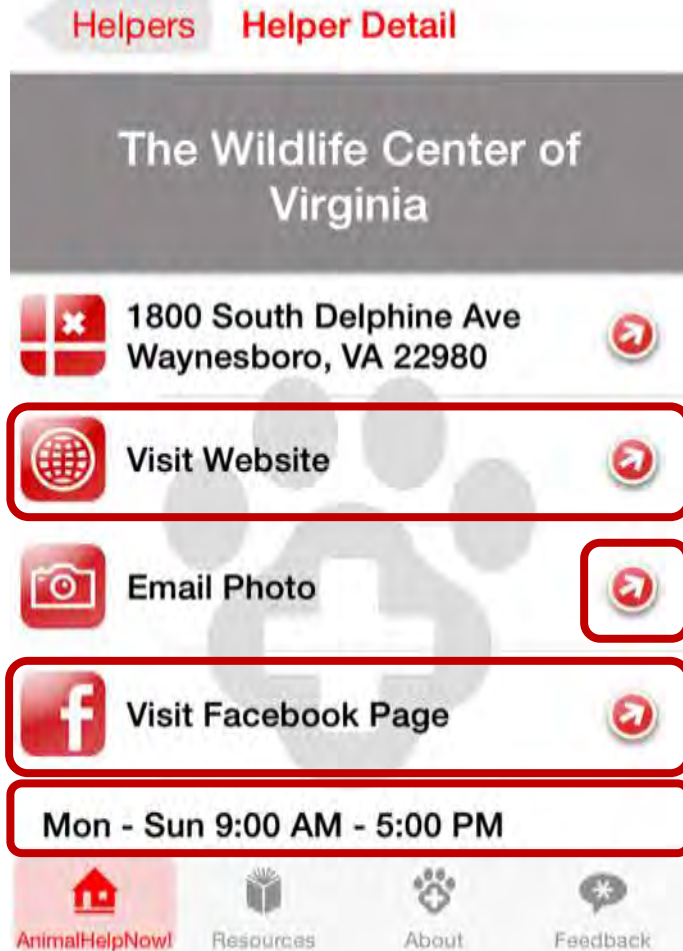
Note: This message is displayed on the helper details screen for all rehabber listings.



iPhone Example: Map Function



iPhone Example: Helper Details (cont.)



End of
helper
details
screen



iPhone Example: Email Photo Function

To: wildlife@wildlifecenter.org

Cc: info@ahnow.org

Bcc:

From: joan@gmail.com

Subject: AnimalHelpNow! Request

This animal needs help. I can transport him.

Current Location: Waynesboro, VA
(38.068469°, -78.889468°)

Default email text content, editable by user.

Email photo function includes the user's geo-location in the text of the email, by default.

Scroll down in email to see photo.



Joan is a great teacher!

She, along with >9,000 other AHNNow fans, saw this 'window strikes' post message on our Facebook page!

Here's Joan's classroom window today!

HOW DO I HELP PREVENT WINDOW STRIKES AT MY HOME OR WORKPLACE?

An estimated 100 million to 1 billion birds die each year from collisions with glass at buildings, from skyscrapers to houses.

Birds often can't see reflections more easily. A shiny door has a chance of more birds a year without the owner being aware. Even if birds fly away after striking a window, the collision may die elsewhere as a result of the collision. Affixing a simple decal to each window will not harm birds.

Have hummingbirds away from windows?
Birds may view them as refuges and try to enter or perch.

Encourage building managers to turn off architectural and window lighting at night and full moonlight screens to help protect migratory birds as well as save energy.

Birds striking and breaking windows cause damage to windows and the side of a home, which leads birds to believe that they can fly through the room. These guidelines often decrease bird strikes to make new windows building less dangerous to migratory birds.

What do I do with a bird who has struck a window?
Place the bird in a box with soft bedding and a corner, heat within 10 minutes through direct heat. Do not handle the bird as much as possible and do not offer food or water. Remember that birds have a hard time seeing after striking a window. Use only the flashlight as a light of last resort, as it may cause more strikes.

For more information on helping animals, go to the Animal Help Now website.

EFFECTIVE STRATEGIES INCLUDE:

Apply window markings to the outside of windows in patterns that the birds can see. Most birds are color sensitive with critical colors being blue, yellow, orange, and red. A "no-bird" sign is a good idea. The sign should be at least 10" wide and 12" high and be clearly visible.

For more information, see the link.

Close window screens with a screen that affixes to the glass using hooks or suction cups.

This reduces the reflection and prevents birds from seeing the inside of the house.

If you feed birds, move feeders 10' back or closer to your windows.

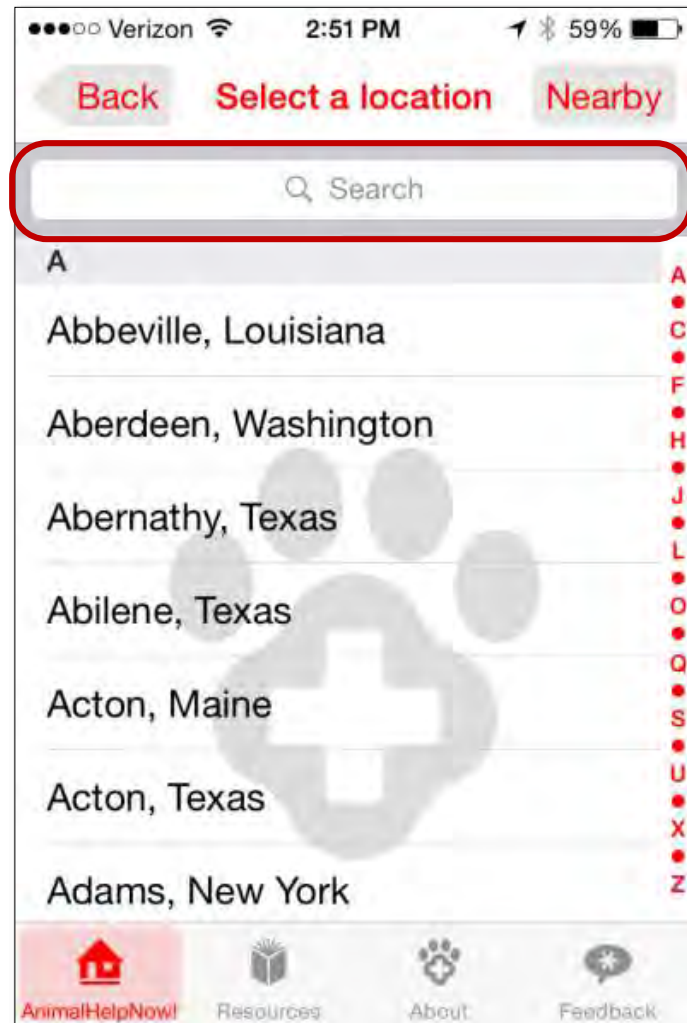
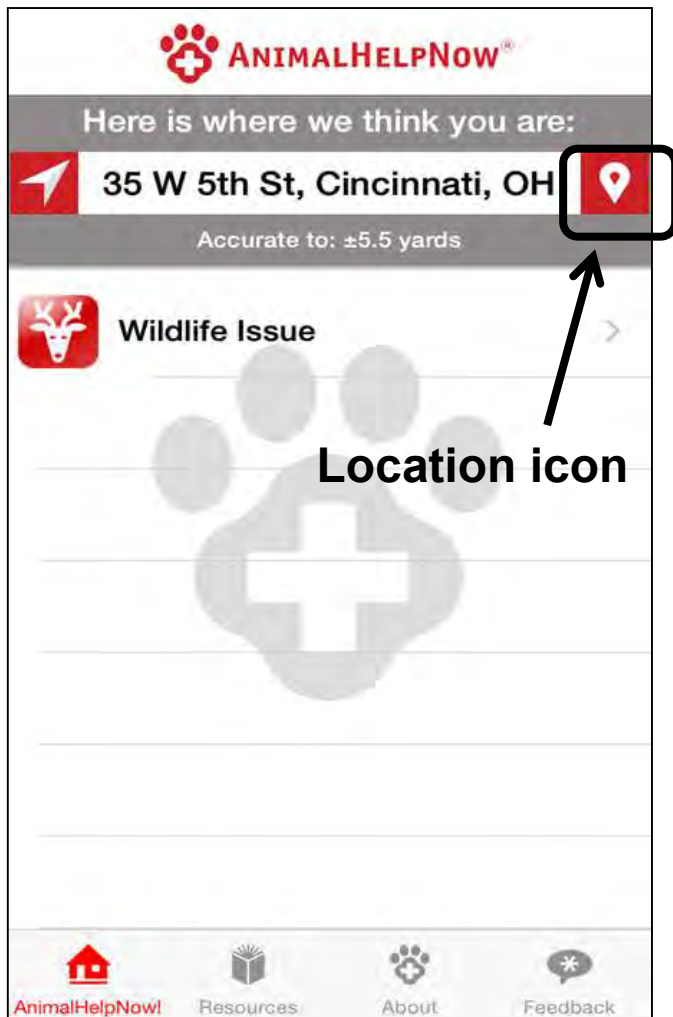
From the January issue of the Journal of Wildlife Management: "Birds are attracted to feeders because of the high contrast of the feeders against the sky. The feeders should be at least 10' away from the window and be clearly visible."

Close curtains and blinds when possible to break up the illusion of clear passages or reflected habitat.

ANIMALHELPNOW
www.animalhelpnow.com



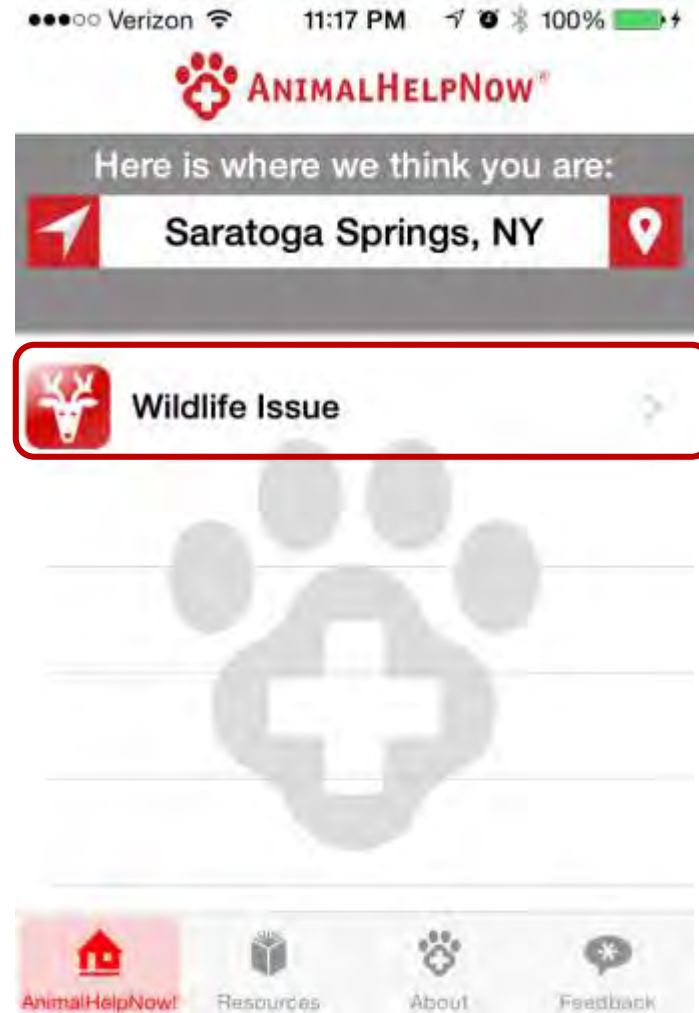
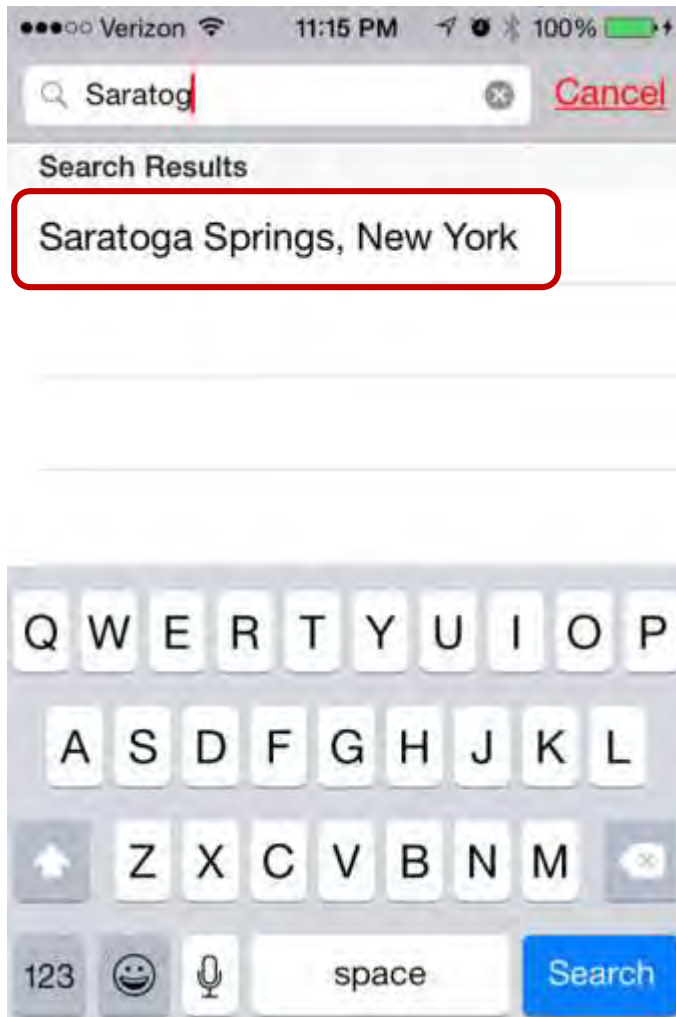
iPhone Example: Referral Function



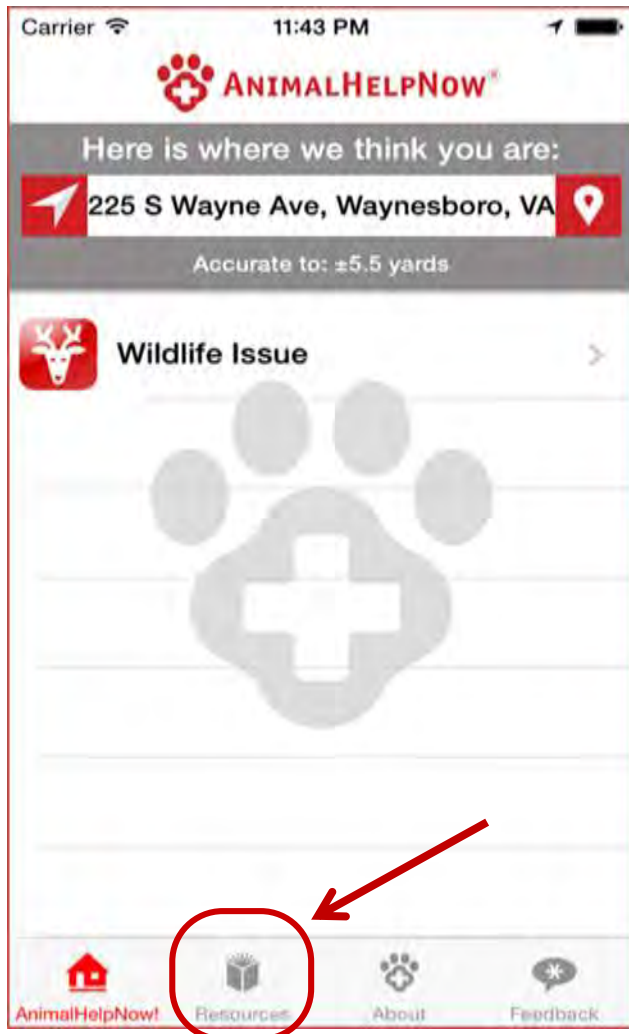
List includes cities where helpers are located



iPhone Example: Referral Function (cont.)



iPhone Example: Resources



How do I tell if a wild animal is orphaned or if the parents are simply out of sight?

Always remember that baby wild animals left alone for long periods of time (up to 14 hours), may not have been abandoned. Do not interfere unless you are certain the animal has been abandoned or separated from her mother. Rabbits have very large digestive organs that store enough milk that the mother returns just twice each day to feed the infant. Deer and other animals may exhibit similar behavior. For more advice, see the [Greenwood Wildlife and Rehabilitation Center web site](#).

Should I try to rehabilitate a wild animal?

Never attempt to rehabilitate wildlife by yourself. As a rule, you must have a license to treat wildlife. Rehabilitating wildlife without a license often places undue risk upon the animal. Animals have very specific needs that often only the experts know and can accommodate.

Still, a situation may require that you provide short-term, temporary care for an animal in need. For specific instructions based on the type of animal, please see



COOL Features Summary

- Works 24/7
 - Results show only helpers “open” at the time of the search
 - Reduce time wasted finding help
- No cellular or Wi-Fi coverage needed
 - True emergency app!
- Provides user geo-location - helpers can find the animals quickly



COOL Features (cont.)

- Email photo function
 - Helps with triage, species id, locating the animal
- Referral function useful to
 - Veterinary receptionists
 - Rehabbers
- Resources button
 - Wildlife rescue do's and don'ts, and more
 - Enhancements coming soon



Helper Database: Overview

- Sources:
 - Published state licensing agency rehabber lists
 - USFWS licensed facilities list
 - Staff/Volunteer research
 - Get Listed! requests
- Wildlife Rehabilitators
 - Centers
 - Home-based individuals
 - Home-based networks
- Rescue organizations
- Hotlines
- Veterinarians who treat wildlife
- Humane wildlife control operators



Helper Database: Goals

- **Complete**
 - Helper outreach – all helper types
 - Get Listed! requests
- **Timely**
 - Updates from state licensing agencies
 - Remind helpers to update accounts
- **Accurate**
 - Helper outreach – update accounts!!
 - Routine quality assurance checks



Helper Database: Maintenance

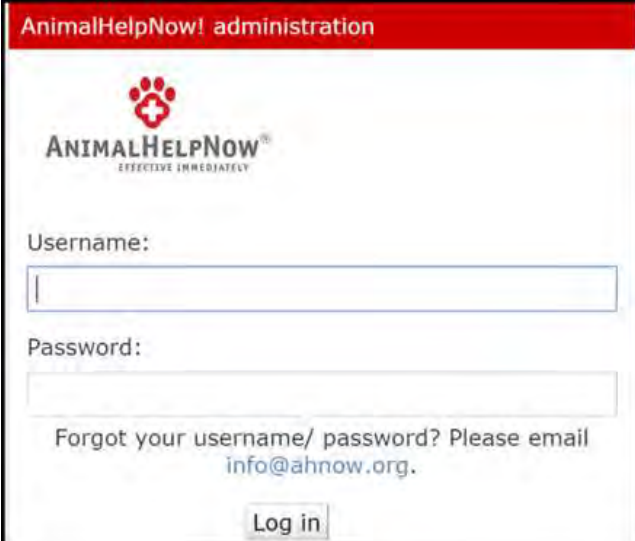
- Grant to improve data maintenance
 - \$25K (2015)
- Licensing agency updates
 - State agencies surveyed
- Routine quality assurance checks
 - Timely
 - Periodically
- Helper reminders
 - Periodic email, Facebook posts, State Association news blurbs, other?
- Get Listed! requests
 - license verification required



Helper Accounts

Helper Login

- Helper portal on www.ahnow.org
- Username/Password
- Administrative use fields
 - Contact first and last name
 - Private email address
 - Street address –IMPORTANT!
- Helper details
 - Information that appears in user search results
 - See iPhone examples

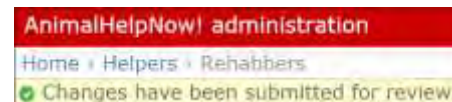


The screenshot shows the 'AnimalHelpNow! administration' login interface. At the top is a red header with the text 'AnimalHelpNow! administration'. Below this is the 'ANIMALHELPNOW' logo, which consists of a red paw print with a white cross inside, followed by the text 'ANIMALHELPNOW' and 'EFFECTIVE IMMEDIATELY' in smaller letters. The login form includes a 'Username:' label and a text input field, a 'Password:' label and a text input field, and a 'Log in' button. A link for forgotten credentials is provided: 'Forgot your username/ password? Please email info@ahnow.org'.



Helper Accounts (cont.)

- Easy to use!
- Login, review and update in just a few minutes!
 - Default values include hours
 - Customize
 - Ensure accuracy
- No computer?
 - No problem!
 - Call me – I will do it for you!
 - Request instructions (email us)



The success of AHNNow depends on it!



Do YOU have an account?

- Does your state agency publish a list of licensed rehabbers on its website?
 - Are you on it?
- Do you represent a USFWS licensed rehab center?
- **Yes to either => you have an account!**
- **Account => your profile appears in the search results**
 - Incomplete?
 - Inaccurate?
- **Please** ask us for your username/password **(and login)!**



Not Listed? Get Listed!

- Please check first
 - Email me
 - Use the app to see results in your area (between 9am-8pm is best!)
- Go to www.ahnow.org
 - Click on Get Listed!
 - Direct url: <http://bit.ly/AHNowGetListed>

Get Listed!



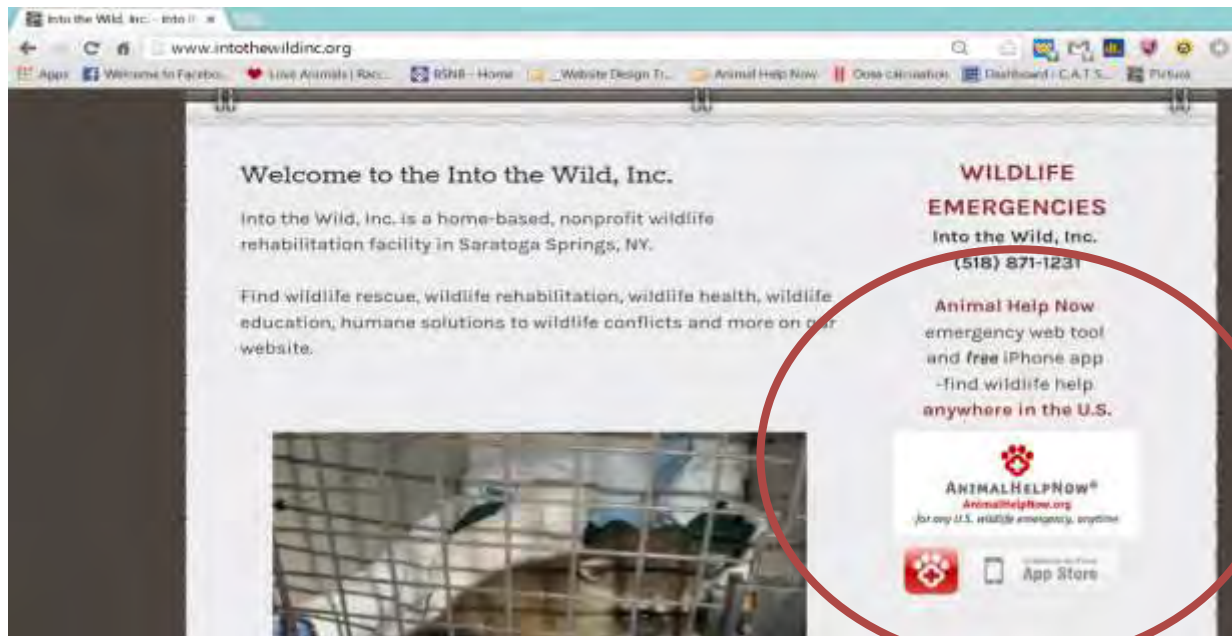
Help Us Spread the Word!

- Resources available to you (free)
 - website links (HTML code provided)
 - public “share” graphic
 - center posters
 - brochures
- Share
 - social media
 - your veterinarians
 - everywhere!
- Contact us for materials



Spread the word (cont.)

- Link to Animal Help Now from your website
- www.ahnow.org/media.php
 - Graphics and HTML code provided
- Example



What's Next

- Expand assistance to wildlife rehabilitation community
 - Continue public education
 - Improve public resources page
 - Respond to rehabber requests for assistance
- Assist with recruitment of new rehabbers
 - Increase public awareness of wildlife rehabilitation
- Encourage user donations to rehabber
 - Upon drop-off
 - Via AHNNow

DONATE NOW



What's Next (cont.)

- Expand database
 - Veterinarians who treat wildlife
 - Humane wildlife control operators
 - Helper types
 - Animal Control?
 - State Patrol?
 - Wildlife Agencies?
- Expand outreach
 - Animal control officers
 - Law enforcement agencies
 - General public
- International wildlife functionality expansion
 - English speaking country first (i.e., Canada)
 - Tell us where you want to see AHNNow!



Wrap-up

- **Please** request your account username and password
- **Please** login, review and update your account
- **Please** share information with colleagues
- **Please** spread the word among the public
- **Please** keep in touch



References & Resources

- Google Group
 - Now accepting join requests!
 - <https://groups.google.com/forum/#!forum/ahnow-helper-resources>
- Facebook
 - AHNOW Wildlife Helper Resources
 - <https://www.facebook.com/AnimalHelpNowWildlifeHelperResources>
- Available by email request (elenar@ahnow.org)
 - Helper Profile Update Instructions
 - Rehabber FAQs documents v1.9
- **Home-based Rehabber Networks**
 - Please contact Elena to update and/or set-up member profiles (elenar@ahnow.org)



How can we help you?

Animal Help Now[®] wants to hear from

YOU!

info@ahnow.org



Thank You!

Animal Help Now

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