

News From OurDogHouse

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1. News From The DogHouse

Lending a Paw

At OurDogHouse, we believe it is important to give back to the community in any way that we can. OurDogHouse supports rescue efforts in a number of different ways. We donate numerous items each year from OurDogHouse to various rescue groups for their fundraising events and online auctions. In addition, we sponsor dogs that need food and medical care while waiting for adoption. The reason we are able to do this so often is largely due to your support of OurDogHouse! So, next time you order a bumper sticker, mug or magnet, you can feel good that your purchase is helping to make a difference for a pet that needs a home.



Luck O' the Irish

You may or may not be Irish, but you may be lucky in OurDogHouse's Lucky Dog Contest! We are giving away one license plate frame and one bumper sticker (breed of winner's choice) of this month's featured product. Our newest design is perfect if you feel like you are your pet's taxi driver! Place this bumper sticker or license plate frame on your vehicle to make it official and start the meter running!

It's easy to enter! [Just click here](#) no later than March 16th, 11:59 p.m. PDT. We'll choose two lucky winners at random on March 17th. Winners will be notified via email. Good luck!

*Contest rules: No purchase necessary to enter. Must be 18 years of age or older. Employees (and their family members) of OurDogHouse and vendors of OurDogHouse are not eligible to enter or win. OurDogHouse respects your privacy; the information you provide will never be sold or shared with anyone outside of OurDogHouse.

[Click here to enter OurDogHouse Online Store](#)

2. When Seconds Count!

When Seconds Count! Copyright © OurDogHouse

An emergency can strike at any given moment. When it does, every second counts. When it comes to saving a life, are you armed with the proper knowledge? Could you save your pet's life or render help to a pet if you needed to?

Every day thousands of animals stop breathing in a split second. The reasons can vary and include drowning, trauma, choking, electrical shock or being hit by a car. While we always advise calling your veterinarian or taking the pet into a clinic, in some situations there just may not be time.

However, proper knowledge of how to perform artificial respiration and CPR on a pet could help balance the odds in a bad situation. The term CPR can be simply translated into cardiopulmonary resuscitation. It is a method whereby a person performs the task of chest compressions, which in turn are used to stimulate the heart and lungs. Further, adding artificial respiration in concert with CPR should aid the pet's heart and lungs to begin functioning again.

When I went through my EMT training many years ago, our instructor taught us the ABC's of CPR, which are:

- **A= Airway**
- **B= Breathing**
- **C= Circulation**

With that said, let's look at the methods for implementing CPR. First, check to see if the pet has stopped breathing. A tiny mirror placed under the nose or mouth can help determine this. If no mist forms on the mirror, then the pet is not breathing. You can also place your hand on the left side of the chest or in the groin region to check for a heartbeat. If there is no heartbeat detected, the pet is not breathing. If there is more than one person in the household, have another person place a call to your vet.

Caution: just like for a human, CPR can injure a pet if you do not perform it correctly. In addition, you should not perform chest compressions if the pet has a chest injury.

Airway and Breathing: Carefully lift your pet's head and neck. This will extend and open the airway. Recheck his/her breathing. If the pet is still not breathing, place your hand around the dog's muzzle, keeping the mouth shut. Next, put your mouth around the dog's nose and blow four to five quick breaths into the nose. You should be able to see the chest region expand as you push air into the pet's nose. The equation is usually 20 breaths per minute for small dogs and 30 for larger breeds until the pet begins breathing on his own. Ask your vet on your next visit what is right for your pet.

Circulation: Chest compression can best be achieved on a hard surface, when possible. The pet should be placed on his right side.

This way you will be able to easily check for heartbeats between compressions. Again, please refer to the cautions above.

If your pet weighs 20 pounds or less, place your hand on the left side of the chest region over the ribs. Compress only about an inch downward since the ribs can be very fragile. Administer two compressions per second followed by one breath through the nose. Check for a heartbeat; if you still cannot feel one, repeat the steps above.

For larger breed dogs, you will utilize both hands. Place one over the top of the other. Compress two inches downward, again remembering his ribs can be very fragile. You should also note larger breeds will need about two compressions per four or five seconds followed by one breath through the nose.

If the pet has not begun breathing on its own after 20 minutes, stop the CPR. More information on pet CPR is available from the American Red Cross. They offer pet first aid courses, so you may want to check for one in your area.

3. Blankets for Buddies

Blankets for Buddies Copyright © OurDogHouse

Most of us support animal rescue in some way. It may simply be by making certain that your pets have proper ID tags and/or microchips so they don't become a stray in a shelter if they ever become lost.

Many people go above and beyond these simple things to make a difference. One such person is Jennifer King, Founder and CEO of Blankets for Buddies. Three years ago, in response to a plea in a community newspaper, she purchased some blankets and towels on sale and took them to the local humane society. It was a cold, windy February day and many of the animals were huddled together in cold, concrete cells with no blankets. She immediately called all her family and friends, asking them to gather up all the old blankets and towels they had. She also made the rounds of thrift shops in her neighborhood to provide warmth and comfort for even more of the shelter animals.

Unable to sleep that night, thinking of the cold, frightened animals, Jennifer knew she had to do something. She went to her city, San Dimas, California, and asked if she could put a nice basket in the lobby so people could drop off donations without having to go all the way to the shelter. The city agreed and Blankets for Buddies was born.

There are currently 14 drop-off locations in Southern California and enough donations to help out other local shelters as well as the humane society. Jennifer believes the program has been successful because most people get rid of old towels and blankets anyway. It's

a simple solution to a great need in her community and many others. Her ultimate goal in the coming months is to partner with a major pet corporation to bring Blankets for Buddies to many more cities throughout the country.

To learn more about Jennifer's story and Blankets for Buddies, [click here](#).

For those of you who are new subscribers to our newsletter, we welcome you! To our long-time readers, we thank you for your continuing support! We hope you have enjoyed this month's newsletter and we welcome you to forward this issue to anyone else who might also enjoy it. If someone forwarded this copy to you and you would like to subscribe, please visit [OurDogHouse](#). Please send your comments and suggestions for future stories to us at [OurDogHouse](#). We would love to hear from you!