

# ~~BEWARE OF DOGS~~

**BE AWARE OF DOG'S NEEDS  
TO HELP THEM BE CALM AND  
HAPPY.**



# FORGET ABOUT BEING "ALPHA"

THE WHOLE NOTION THAT DOGS WANT TO BE "ALPHA" OR "DOMINANT" CAME ABOUT THROUGH A FLAWED STUDY OF SOME CAPTIVE WOLVES, WHO WERE PUT TOGETHER IN A "BIG BROTHER" STYLE SETTING.

AFTER MUCH DELIBERATION, IT WAS DECIDED THAT WOLVES IN THE WILD LIVED COMPLETELY DIFFERENT LIVES THAN THOSE FORCED INTO CAPTIVITY WITH LIMITED FOOD AND SPACE. IT WAS ALSO DECIDED THAT (BELIEVE IT OR NOT) DOGS ARE NOT WOLVES. THEY HAVE EVOLVED INTO A SEPARATE SPECIES OVER THOUSANDS OF YEARS.

STUDYING WOLVES TO LEARN DOG BEHAVIOUR IS AKIN TO STUDYING CHIMPS TO LEARN ABOUT HUMANS.

PLUS, HUMANS ARE NOT WOLVES. OR DOGS. AND OUR DOGS KNOW IT.

SO YOUR DOG IS PERFECTLY FINE TO WALK THROUGH A DOOR FIRST, TO SIT ON THE SOFA, TO EAT FIRST, OR ANY OF THOSE OTHER STRANGE THINGS THAT PEOPLE WHO WERE TAUGHT TO BE "ALPHA" THOUGHT THEY HAD TO STOP THEIR DOG FROM DOING.

IT IS NOT FINE TO PERFORM "ALPHA ROLLS" OR BITE THEIR EARS OR ANY OF THE OTHER ABUSIVE NONSENSE ..CTD



**...THAT PEOPLE HAVE BEEN TAUGHT THROUGH THE YEARS.  
WE NOW KNOW THAT DOGS LIVE IN FAMILIES, NOT  
"PACKS", AND THAT MENTALITY CAN ACTUALLY CAUSE  
ISSUES RATHER THAN SOLVE THEM.**

**AS A DOUBLE-EDGED SWORD, IT ALSO STRESSES OUT  
HUMANS, THINKING THEY HAVE TO DO THINGS TO THEIR DOG,  
SO THEY CAN BE "ALPHA" WHEN THESE THINGS DO NOT FEEL  
RIGHT OR GOOD.**

**TRAINING WITH REWARDS AND GAMES, LIKE OUR FUN NOT  
FEAR® METHODS, ARE FAR MORE KIND, FUN AND EFFECTIVE  
- AND WILL TEACH YOUR DOG HOW TO BEHAVE  
APPROPRIATELY WHILE GROWING THEIR RELATIONSHIP WITH  
YOU FAR MORE HEALTHILY THAN ALL THE  
ALPHA/DOMINANCE NONSENSE.**

**SO DO BOTH OF YOU A FAVOUR - CHUCK THE ALPHA STUFF  
IN THE BIN AND START HAVING FUN INSTEAD.**





# LET THEM SNIFF

**SO OFTEN, DOGS ARE TAKEN FOR WALKS WHICH ARE NOT  
MUCH FUN FOR THEM.**

**HUMANS MAINLY EXPERIENCE THE WORLD THROUGH OUR  
SENSES OF SIGHT AND SOUND. FOR DOGS, IT IS THEIR AMAZING  
SCENTING CAPABILITIES.**

**DEPRIVING THEM OF THE CHANCE TO SNIFF DEPRIVES THEM OF  
EXPERIENCING THE WORLD THE WAY THEY ARE MEANT TO.  
SNIFFING LOWERS THEIR HEART RATE AND THEIR STRESS LEVEL,  
PROMOTING BETTER PHYSICAL AND MENTAL HEALTH.**

**WHEN THEY WANT TO STOP AND SNIFF AT THINGS, WE SHOULD  
ENCOURAGE THEM.**

**THIS IS HOW THEY FIND OUT WHAT IS GOING ON IN THEIR  
WORLD.**



# LET THEM FORAGE.



**DOGS EVOLVED OVER THOUSANDS OF YEARS BY FORAGING AROUND NEAR HUMAN CAMPS AND VILLAGES.**

**THEY ARE DESIGNED BY NATURE TO BE PROLIFIC SCAVENGERS AND HUNTERS, AND FINDING THEIR OWN FOOD FULFILLS A PRIMAL NEED WITHIN THEM.**

**MANY DOGS WHO ARE PICKY EATERS FROM A BOWL WILL HAPPILY FORAGE AROUND FINDING FOOD INSTEAD.**

**SIMPLE GAMES LIKE SCATTERING THEIR FOOD IN THE GARDEN OR UNDER BUSHES WILL HELP THEM USE THEIR NOSES – AND HAVE ALL THE BENEFITS THAT BRINGS THEM – AND ALSO HELP THEM TO LEARN CALM BEHAVIOUR WHILE RUMMAGING AROUND LOOKING FOR FOOD.**

**ALL CREATURES NEED SOMEWHERE THEY CAN REST AND RELAX, AND OUR DOGS ARE NO DIFFERENT. WHETHER YOUR DOG HAS AN OPEN DOOR CRATE, A BASKET, A CHAIR, OR ANY OTHER KIND OF BED, THEY SHOULD EXPECT TO BE COMFORTABLE, SAFE, AND UNDISTURBED WHEN THEY ARE ON THEIR BED. CHILDREN SHOULD NOT BE ALLOWED TO CLIMB IN DOGS BEDS. A DOG CAN USE HIS BED TO SAY "NO" AND HAVE AGENCY IN HIS CARE... FOR EXAMPLE, IF HE CLIMBS INTO HIS BED WHEN YOU PRODUCE GROOMING EQUIPMENT, IT IS HIS WAY OF SEEKING A SPACE WHERE HE WILL NOT HAVE TO EXPERIENCE THE GROOMING.**



**A CALM  
SPACE  
OF  
THEIR  
OWN.**



**IF YOU ARE GOING TO TAKE A DOG INTO YOUR HOME, AND EXPECT THEM TO NAVIGATE THEIR WAY SUCCESSFULLY IN A HUMAN WORLD, THEN YOU OWE IT TO THEM TO HELP THEM TO UNDERSTAND THE WORLD AROUND THEM.**

**DOGS NEED KIND AND GENTLE CARE AND TEACHING. WE NEVER USE AVERSIVE TRAINING EQUIPMENT SUCH AS SHOCKS, PRONGS, RATTLE CANS, SPRAYS, VIOLENCE OR SHOUTING, OR ANYTHING THAT MAKES OUR DOG FEEL SAD OR AFRAID. TEACHING KINDLY USING REWARDS AND GAMES IS THE MOST EFFECTIVE WAY.**

**THERE IS NOTHING THAT CAN BE TAUGHT WITH FEAR, THAT CAN'T BE TAUGHT WITH FUN, APART FROM FEAR ITSELF.**



**TEACH  
USING  
KIND  
METHODS  
ONLY.**



# DECENT FOOD AND A SUPPLY OF CLEAN WATER



**AS WITH ALL LIVING CREATURES, DOGS NEED FOOD AND WATER  
TO STAY ALIVE.**

**BUT FEEDING RUBBISH FOOD AND DIRTY WATER CAN MAKE THEM  
VERY SICK, CAUSE LONG TERM PHYSICAL AND BEHAVIOUR ISSUES  
- AND IS NOT MUCH FUN FOR THEM TO EAT.**

**FEED FRESH WHERE YOU CAN - IF A RAW OR HOMECOOKED DIET  
IS NOT AN OPTION, ADD VARIETY TO THEIR KIBBLE BY ADDING  
FRESH MEAT AND VEG TO THEIR MEAL WHEN YOU CAN.**



# APPROPRIATE PHYSICAL AND MENTAL EXERCISE.



**DOGS DO NEED, EVERY DAY, PHYSICAL AND MENTAL EXERCISE. THIS DOES NOT ALWAYS NEED TO BE IN THE FORM OF A WALK. SOME DOGS DO NOT ENJOY WALKS, AND YOU CAN SEEK 121 BEHAVIOUR ADVICE FROM FUN NOT FEAR® DOG CARE SCHOOL IF THIS IS AN ISSUE.**

**ALTERNATIVE EXERCISE CAN BE IN DOG SPORTS, SCENTWORK, ENRICHMENT, TRAINING AND GAMES IN THE GARDEN. ANYTHING YOUR DOG ENJOYS COUNTS! (AVOID BALL SLINGERS TOO OFTEN AS THEY CAN CAUSE STRAINS AND INJURIES.)**

**JUST LIKE US, DOGS GET SCARED OF THINGS.  
CONTRARY TO POPULAR BELIEF, IT IS A VERY GOOD IDEA TO  
COMFORT YOUR DOG IF THEY ARE SCARED. DO NOT GO  
OVERBOARD. GIVE THEM A SAFE PLACE TO HIDE, OR ALLOW THEM  
TO SIT WITH YOU. STROKE THEM GENTLY AND SOOTHE THEM WITH  
YOUR VOICE.  
NATURAL REMEDIES SUCH AS VALERIAN SPRAYS CAN HELP, AS CAN  
THUNDERSHIRTS.  
IF YOUR DOG IS OFTEN FEARFUL PLEASE DO GET IN TOUCH WITH  
FUN NOT FEAR® DOG CARE SCHOOL AS THERE MAY BE SOME  
UNDERLYING ISSUES THAT WE CAN HELP YOUR DOG WITH.**



**DO  
COMFORT  
WHEN  
SCARED -  
BE THERE  
FOR THEM.**



# CONSIDER THEIR PREFERENCES.



**IT IS NOT SPOILING YOUR DOG IF YOU ALLOW THEM CHOICES.**

**YOUR DOG HAS LIKES AND DISLIKES, JUST LIKE YOU DO.**

**IF THEY DISLIKE OTHER DOGS, IS IT REALLY NECESSARY TO MAKE  
THEM MEET OTHER DOGS?**

**IF THEY ENJOY QUIETER WALKS, DO THEY REALLY NEED TO GO TO  
THE TOWN CENTRE?**

**IF THEY ARE NOT A FAN OF STRANGERS – WHY LET A STRANGER PET  
THEM?**

**YOU CAN FIND OUT THEIR FAVOURITE TREATS OR TOYS SIMPLY BY  
GIVING THEM CHOICES AND OFFERING A SELECTION – WHICH DO THEY  
CHOOSE?**

**A DOG WITH AGENCY AND CHOICES IS A HAPPIER, MORE SECURE DOG.**

**ALWAYS SEEK HELP FOR YOUR DOG IF BEHAVIOUR IS BECOMING A PROBLEM.**

**ALWAYS SEEK VETERINARY HELP IF THERE MAY BE A HEALTH ISSUE.**

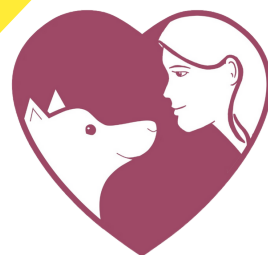
**NO DOG IS A ROBOT. THEY ALL HAVE FEELINGS AND EMOTIONS AND SOMETIMES NEED A VET, TRAINER OR BEHAVIOURIST TO HELP THEIR HUMAN UNDERSTAND WHAT THEIR BEHAVIOUR IS COMMUNICATING.**

**THERE IS NO SUCH THING AS A "BAD DOG", BUT THERE ARE MANY MISUNDERSTOOD DOGS, SOME LIVING IN A CONSTANT STATE OF ANXIETY OR PAIN, SOME WHO END UP IN RESCUES OR WORSE, BECAUSE THEIR HUMANS COULDN'T UNDERSTAND WHAT THEIR DOGS WERE TRYING TO TELL THEM.**

**NEVER BE AFRAID TO REACH OUT IF YOUR DOG NEEDS YOU TO, YOU WILL ALWAYS BE RECEIVED WITH KINDNESS AT FUN NOT FEAR® DOG CARE SCHOOL.**



**GET HELP  
WHEN YOU NEED  
IT!**



**Locke's Dogs**  
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Fun Not Fear®

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