

WHAT IS SOCIALISATION?

Providing positive, varied and safe experiences to help our puppies learn to be calm, confident and cope as adult dogs in a human environment



PEOPLE

Age • Gender • Ethnicity • Accessories • Actions

Male/female: babies, toddlers, kids, teenagers, adults, elderly
European, African, Asian, Indian, Middle Eastern
Raincoats, flowing dresses, turbans, uniforms, hi-vis, gumboots
Beards, sun/glasses, hats, umbrellas, walking sticks/frames, crutches
Sitting, running, lying down, giggling, talking loudly, whispering
Vet clinic receptionist, nurses, techs and vet, groomers, sportspeople

VEHICLES

Big • Small • Loud • Quiet • Motorised • Manual

Trucks, buses, trains - overground and underground
Cars, vans, motorbikes
Bicycles, tricycles, skateboards, rollerblades
Wheelchairs, mobility scooters, supermarket trolleys
Construction, roadworks and emergency response vehicles



HANDLING

Touch • Inspect • Groom • Procedures

Petting with consent testing
Check and inspect body, legs, paws, ears, tail, eyes, mouth, teeth
Brush, body clippers, scissors, bathing, dryer, groom table
Nail clippers, Dremel, scratchboard, flea treatment
Chin rest, hand touch, imitation instruments, saline drops,



ANIMALS

Pets • Wildlife • Farm • Active • Quiet

Cats, pet rabbits, guinea pigs, budgies
Seagulls, sparrows, blackbirds, hedgehogs, wild rabbits
Chickens, sheep, cows, horses
Observing dogs on lead, off lead, walking, running, playing
Supervised interactions with known vaccinated dogs or in class
Male/female, desexed/entire, indoors/outdoors



EXPERIENCES

Textures • Smells • Places • Sounds

Sun, rain, wind, snow, hail, lightening, thunder, hoses, soap bubbles
Sand, shells, pebbles/gravel, water, short/long grass, astroturf, trees
Metal, brick, tiles, wood, concrete, tarmac, carpet, paper, cardboard
Bubble wrap, electric tools, sirens, fireworks (use low volume media)
Tall buildings, bins, fans, vacuum, dishwasher, washing machine
School/supermarket car parks, hardware/pet stores, cafes, markets,



BENEFITS OF EARLY SOCIALISATION

- ▶ Highly influential time during first 3 - 16 weeks of age, before fully vaccinated
- ▶ Habituation and comfortable familiarity with everyday things and situations
- ▶ Creates a history of safe and positive experiences
- ▶ Builds curiosity and resilience to future novelty and surprise
- ▶ Strengthens your relationship bond and increases trust
- ▶ Significantly reduces the development of behaviour problems later in life



HOW TO SOCIALISE YOUR PUPPY

- ✓ Keep puppy at a distance where they feel safe, secure and can still respond to you whilst processing new things
- ✓ Allow puppy to explore at their own pace; avoid being pushy by luring or coaxing them, if they are uncertain or disinterested
- ✓ Puppy should have a loose wiggly body when investigating or observing - we want to see a curious puppy enjoying themselves
- ✓ Limit how many new things/situations puppy is exposed to at one time or in one outing - avoid over-socialisation
- ✓ Before fully vaccinated (see Important Info below) bring the outdoors in, take car rides, carry in arms/bag/pram/trolley, meet friends/family/neighbours, known dogs



LOOK OUT FOR SIGNS PUPPY IS OVERWHELMED OR FEARFUL...

- ✗ Tucked Tail, Cowering, Shaking
- ✗ Ears Flat and Back
- ✗ Tongue Flicks/Lip Licking (not from food)
- ✗ Yawning or Scratching (out of context)
- ✗ Turning or Backing Away
- ✗ Barking or Lunging
- ✗ Panting Heavily
- ✗ Lifting/Holding a Paw Up



Allow them to move away and create distance, to restore or maintain a feeling of safety

IMPORTANT VACCINATION INFO

UP TO 10 WEEKS

Regardless of vaccination status. Only environments known to be safe & free from parvovirus - eg. your home, car, friends or family. Your vet can advise any local outbreaks. Avoid public spaces. Physical contact with unknown or unvaccinated dogs are NOT safe.

10 - 12 WEEKS

At least one vaccination. Expand to public spaces, carry in arms or contain off the ground or put on blanket. Lower risk for puppy classes and vet visits. Other physical contact with unknown or unvaccinated dogs and dog parks are NOT safe.

12- 16 WEEKS

At least one vaccination. Expand to street walks, cafes, just after low tide at quiet beaches or off-peak times. Avoid unvaccinated dogs, dog parks and popular grass areas where dogs have been.

16 WEEKS+

When your puppy completes all their vaccinations, talk to your vet about how long to wait for full protection (usually 7-14 days), before venturing into more public places such as busier parks and meeting new dogs. Remember not to overdo it!

