



Donna Matrazzo
The Writing Works

19300 NW Sauvie Island Rd.
Portland, OR 97231
(503) 621-3049
matrazzo@msn.com

City of Portland
Parks and Recreation

Dogs for the Environment

Flyer/Coupon

Revised Text

PROJECT REQUIREMENTS

PURPOSE: To help change attitudes and behaviors of dog owners who violate scoop and leash laws in Portland parks.

AUDIENCE: Dog owners who currently don't scoop poop and allow their dogs to run off-leash in parks and natural areas.

APPROACH: Focus on environmental issues and provide information about dogs' impacts on the ecosystem that people are likely not to know and should care about.

First Panel
Side 1

Take the pledge
and
Get a free bandana for your dog

Dogs
for the
Environment

(*illustration of dog
wearing green bandana*)

The green way to play
in parks and natural areas

Side 2

If you care about the
environment, here's why you
should ...

Scoop the Poop

Doggie-doo isn't just smelly and yukko to step in--it damages the land. Dog feces have a high nitrogen content, which fertilizes and spreads nitrogen-loving invasive weeds at the expense of native plants, and speeds the growth of algae in creeks and rivers. Poop also fouls water sources with bacteria and harmful microbes, which can ultimately affect drinking water. Parasites in the droppings are a hazard to wildlife.

Keep Your Dog Leashed

All dogs are *canids*, first-order predators. No matter how harmless your dog seems to you, wild birds and animals are acutely aware of a *canid* on the loose and often take escape measures--running, burrowing, climbing, flying. These disturbances can have serious consequences for wild creatures, causing extra stress and the use of precious energy that may make the difference between life and death. Free-ranging dogs also attack and kill wildlife, and can transmit diseases. Seeds caught in dog hair can spread invasive species.

Stay on the Trail

Off-trail dogs trample native plants and destroy habitats for ground-nesting birds. Dogs playing in water stir up sediments that can ruin the site for fish and other aquatic organisms that require cleaner water. Turbidity also reduces oxygen levels that fish need to breathe through their gills. When shoreline shrubs and plants are destroyed, important cover to wildlife is gone, as well as sources of food from leaves and insects falling into the water. Without streamside vegetation, water temperatures rise, which can be lethal for some species of fish.

Second Panel
Side 1

Side 2

(Pledge)

(Coupon for Bandana)