

NATURAL  
*Animal*  
CENTRE

*knowledge*

*action*

*compassion*

# *canine behaviour qualification*

*stage 1*



The Natural Animal Centre  
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The Natural Animal Centre (NAC) was founded by Ross and Heather Simpson in 1997, the centre has grown from its original base in Sussex, England to two beautiful centres in Wales as well as 2 game reserves abroad.

NAC 1 (our main centre) is home to our courses and the Natural Animal Veterinary Centre, while accomodation and longer term rehabilitation facilities are provided at NAC 2 - a 10 minute drive away.

The NAC has expanded internationally and we have 2 reserves in southern africa and we are currently working on one in the Himalayas, India for the future. For more information on these reserves and the work of the Wild Equid Protection Trust visit [www.W-E-P-T.org](http://www.W-E-P-T.org)

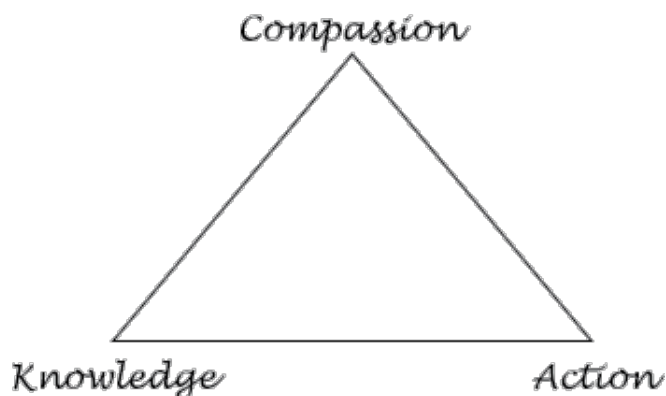


### Compassion through science and ethical action.....

Our mission statement:

*positively influencing the wellbeing of animals worldwide*

Compassionate understanding of animals is always our main goal and we help people develop this awareness through gaining a sound base of scientific knowledge which creates oppurtunities for positive choices to be made regarding actions to be taken with their animals



Here at the NAC we act as a role model by showing compassionate alternatives available in management such as our Barn Management System for horses and pigs and the manmade rabbit warren.

### Philosophy

The NAC is a living embodiment of the philosophies we promote. A visit here will reveal dogs and rabbits, horses and pigs which mix peacefully. Positive reinforcement and successfully applied scientific animal behaviour principles means you can acieve your dreams with your animals.

### Preamble

The science of dog behaviour is not new and over the last couple of decades in particular, some of this research has filtered down to the dog owner. Books on dog training and behaviour are plentiful but often, the essence of the science is so diluted that some of the original, crucial elements are simply ignored. A type of convenient short-hand for dog behaviour has developed amongst many dog trainers and owners and this approach is now so common that it is in danger of becoming set in stone.

Following several years of professional canine behavioural practice at the Natural Animal Centre, it has become increasingly clear to us that coercion and inadequately understood dog behaviour has no place in the training and behaviour modification of dogs. Yet although the use of positive reinforcement in modifying the behaviour of young and readily trainable dogs is becoming more widespread, typically, the more unacceptable the behaviour of the dog, the more often modification tends towards the use of aversive therapy or force.

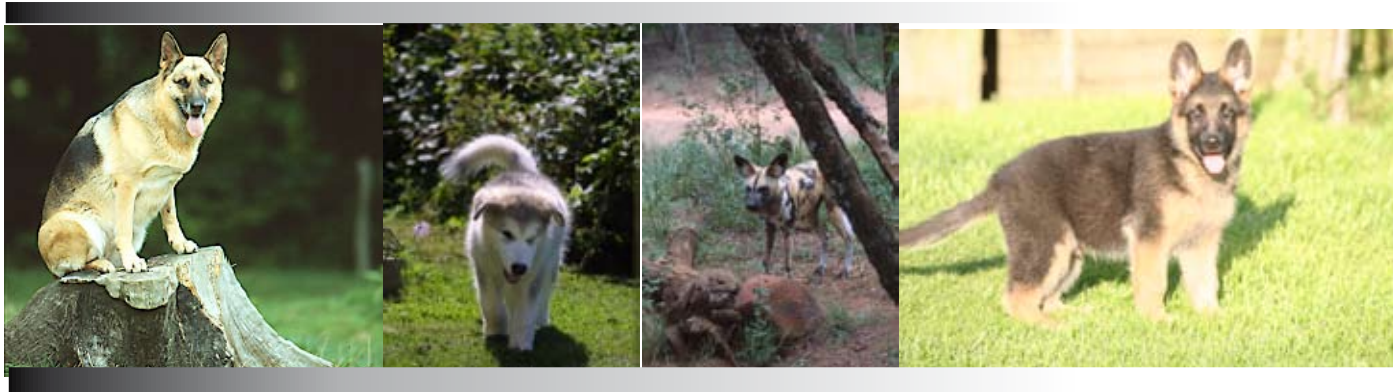
The Natural Animal Centre wishes to improve the situation by educating prospective Canine Behaviourists so that they offer clients a service based on both scientifically and practically proven principles.

Currently it is possible to gain degrees in animal behavioural science at a number of universities in this country but none of them offer practical hands-on behavioural study of dogs and also, many do not offer positions to students whose background is not of an academic nature.

The Natural Animal Centre aims to bridge the gap between the academic institutions and the dog trainers by offering a quality, scientifically and practically based qualification for those seeking to help dogs from a behavioural perspective.

### Objectives of the Canine Behaviour Qualification (CBQ)

- to give the dog-owning public and canine welfare organizations a choice in hiring qualified canine behaviourists with a recognizable, trustworthy qualification
- provide veterinary surgeons with the choice and security of referring canine behavioural problems to appropriately qualified canine behavioural professionals
- provide canine behaviourists with a credible, valuable, scientifically-based accreditation which would give them the knowledge and practical experience to offer professional behavioural advice to a paying client
- provide a structure for on-going Continuing Professional Development (CPD) to maintain the integrity of the CBQ in the market



### Format of the CBQ

The course comprises 9 modules (28 days of lectures, assessment and practical study at the Natural Animal Centre and two modules of Case Studies). Students will be expected to supplement their study with Required Reading over the course.

Modules need to be completed in chronological order. Final commitment for the qualification need only be made on registering for Module 9 (which includes examination and formal assessment). The CBQ is structured so that students who are either unsure or do not wish to follow it all the way to qualification, may still benefit from learning more about dog behaviour.

Below is a list of the main aims of each of the modules. Additional subject matter will also be taught and each of the modules contains ample opportunity for students to explore their new knowledge in the form of practicals (in some cases with real dogs) and case studies.

#### Module 1 Aim: Understanding normal behaviours in dogs (Three Days)

- a zoological and behavioural approach to the evolution of the dog, including an introduction to other carnivores (hyaenas, dingoes, wolves, wild dogs & jackals);
- the canine ethogram
- communication systems in dogs
- the theory of neotenisation
- dominance and submission in dogs

#### Module 2 Aim: Understanding instrumental learning in dogs (Three Days)

- coercion and the human psyche
- introduction to instrumental learning including reinforcement and punishment
- the theory of the Selfish Gene and its application to the dog

#### Module 3 Aim: Understanding classical conditioning in dogs(Three Days)

- theory of attachment
- human attitudes to dogs including anthropomorphism
- classical conditioning and other types of learning in dogs

#### Module 4 Aim: Introduction to physiology of dog behaviour (Three Days)

- physiology of behaviour, the endocrine system and the nervous system
- theory of sleep and sleep/wake cycles in dogs
- sexual reproduction & the physiological affects of castration and spaying

#### Module 5 Aim: Introduction to canine welfare (Three Days)

- introduction to needs and stress (behavioural and physiological indicators)
- evaluating dominance reduction programmes
- understanding conditioned suppression

### Module 6 Aim: Introduction to fear and abnormal behaviours in dogs(Three Days)

- fears, anxieties and phobias in dogs (including epidemiology and aetiology)
- behaviour of dogs in kennelled environments (eg rescue centres)
- stereotypical behaviours and other abnormal behaviours

### Module 7 Aim: Introduction to consulting and professional conduct (Three Days)

- more on fear behaviour in dogs
- advanced fear related cases
- how to structure and run a consultation
- live practice at running a consultation

### Module 8 Aim: Modifying aggression in dogs (Three Days)

- modifying aggression in dogs (more advanced cases)
- ethics of working with vets

### Module 9a Aim: Formal Assessment (Four Days)

The emphasis in this module is mainly on assessment although the first two days mainly comprises additional teaching. Assessment comprises three parts:

- Formal assessment of consultation with a client
- Written analysis of behaviour presented in the form of a short video
- Written examinations (in 3 parts)

### Module 9b Aim: Prepared Case Studies

Students submit answers to four written case studies within three months.

### Module 9c Aim: Field Case Study

Students will submit the results of a field case study based on advice given to a real client. The canine behaviour problem needs to be a level of seriousness that a progression towards a successful outcome would require approximately three month's work. It is a requirement that the initial consultation with the client is submitted on video for assessment.

### Schedule

Module 1 12th - 14th March 2010  
Module 3 7th - 9th May 2010  
Module 5 9th - 11th July 2010  
Module 7 10th - 12th Sep 2010  
Module 9 10th - 12th Dec 2010

Module 2 9th - 11th April 2010  
Module 4 11th - 13th May 2010  
Module 6 6th - 8th Aug 2010  
Module 8 5th - 7th Nov 2010



### Pricing

So here are the options on the teaching modules...

we begin with the Gold Package so you get to see all of what's on offer and can then select those elements which suit you personally:

*The Gold Package* ... it doesn't get better than this ...  
all the support & help we can provide.

- All 8 behaviour teaching modules, reading lists up front to stagger your studies
- Positive Life Vision – 3 amazing days of understanding the Law of Attraction & how you can live a life of passion as a behaviourist
- Positive Persuasion – 3 days of intensive learning - persuading clients & consulting without stress.
- Accommodation - Stay at NAC 2 & pay only £40 per module – up to 4 nights, continental breakfast, lounge, dining room & self catering kitchen (limited to 9 rooms)
- Discounts on all NAC products – 10% off everything (excludes courses)

Pay £2,840 now & you'll be saving a massive

**£500**

(pay for assessments when you do them)

Pay before 5th Feb and we'll give you

**a further £100 off**

Or spread your payments - pay £370 per month and you save

**£380 overall**

(pay for assessments when you do them)

Pay before 5th Feb and we'll give you

**a further £100 off**

*Either way take the Gold Package & your savings amount to more than the cost of one of the courses + the 4 days at NAC2 !!*

### The Silver Package

... if your budgets a little lighter but you still want to make a saving...







- All 8 behaviour teaching modules & all the reading lists up front to stagger your studies
- Accommodation - Stay at NAC 2 & pay only £40 per module – up to 4 nights, continental breakfast, lounge, dining room & self catering kitchen (limited to 9 rooms)
- Discounts on all NAC products – 10% off everything (excludes courses)

Pay £2,500 now & you'll be saving  
**£230**  
 (pay for assessments when you do them)  
 Pay before 5th Feb and we'll give you  
 a further **£100 off**

Or spread your payments - £320 per month and you save  
**£160 = £20 per module**  
 (pay for assessments when you do them)  
 Pay before 5th Feb and we'll give you  
 a further **£100 off**

Or if you simply want to take it module by module you can pay £330 in advance of each module .... no saving, but absolute flexibility for you

How the packages save you money...

	Teching Mods (£2,640)	Positive Life Vision (£300)	Positive Persuasion (300)	Discount on NAC 2	Total Saving - pay up front	Total Saving - pay monthly
Gold package					£500	£220
Silver package					£380	£160

Book your place now by calling 01267 236434 or see the booking form at the back of this brochure

### Time limit for Completion of the CBQ

Whilst the Natural Animal Centre seeks to help students spread the expenditure of the cost of the CBQ (See Payment Terms overleaf), there is a time limit of two years in which to complete the CBQ. Most modules will be offered at least once per year so students can plan their study. Typically, a dedicated student could expect to complete the CBQ in approximately 15 months.

### Accommodation

For the duration of the modules, students may stay at our second centre NAC 2. Enjoy a private african themed room with en-suite bathroom, a communal lounge and kitchen for self catering all set in a beautiful welsh valley at NAC 2.

### Continuing Professional Development (CPD)

Retention of this qualification requires annual renewal that takes the form of attendance of a CPD course at least once per year at the Natural Animal Centre (either in Wales or in Africa) where graduates of the CBQ will be given the latest up-to-date research on canines and other relevant animals. In this way, the Natural Animal Centre will ensure the integrity and quality of the CBQ remains intact. Currently, CPD is offered twice a year in spring and autumn.

### Registration and Supervision

Students who graduate with high academic results and who have shown on-going dedication to canine welfare throughout their time of study at the Natural Animal Centre, may be invited to work in the field as an NAC registered equine behaviourist

Registered graduates will benefit from having cases referred to them by the NAC but by offering them supervision during the early stages of their behavioural career, the NAC will ensure a high standard of excellence is offered to prospective clients.

An annual fee is required to cover the Supervisor's costs. Initially the Supervisor will be Heather Simpson but in time we expect that CBQ graduates of more advanced CBQ stages (see below) would be interested in becoming supervisors as well.

### Advanced Qualifications – the Canine Behaviour Qualification (Stages 2, 3 and 4)

The Natural Animal Centre aims to be the first educational facility offering a professional qualification in canine behaviour with the emphasis being on teaching students how to offer scientifically-based but practical, hands-on solutions for clients with animals that have behavioural problems.

To this end, we offer a serious career path to those wishing to progress their scientific canine behavioural knowledge even further in the form of more advanced study. By building on work undertaken in Stage 1, further stages of the CBQ give students the opportunity to pursue in-depth canine behavioural study over four years, giving graduates a currently unsurpassed professional dog behavioural qualification.

### Payment Terms

For full terms and conditions please visit our website: [www.NaturalAnimalCentre.com](http://www.NaturalAnimalCentre.com)

### Booking Form

Name.....Telephone.....  
 Address.....  
 .....  
 Email.....

#### I would like to book my place on:

Equine Behaviour Qualification  Canine Behaviour Qualification  Feline Behaviour Qualification

#### I would like to sign up on:

*Gold package - pay upfront*  *Gold package - pay monthly*  
 *Silver package - pay upfront*  *Silver package - pay monthly*

#### Up front payments

I enclose a cheque (payable to the Natural Animal Centre)/ please debit my card with £.....

#### Monthly payments

I enclose 8 post dated cheques in line with the schedule below\*\* (payable to the Natural Animal Centre)/Please debit my card with the amounts below on the due date

Module	Due Date	<i>Gold package payment</i>	<i>Silver package payment</i>	NAC 2 accommodation*	
				Package	One off
1	When you book	£370	£320	£40	£50
2	5/3/10	£370	£320	£40	£50
3	5/4/10	£370	£320	£40	£50
4	5/5/10	£370	£320	£40	£50
5	5/6/10	£370	£320	£40	£50
6	5/7/10	£370	£320	£40	£50
7	5/8/10	£370	£320	£40	£50
8	5/9/10	£370	£320	£40	£50

#### Payment Details

I enclose 8 post dated cheques in line with the schedule below\* (payable to the Natural Animal Centre)/Please debit my card with the amounts below on the due date

Name and Address of Card Holder (if different from above).....  
 .....  
 .....  
 Credit card number.....Security code.....  
 Exp date..... Start Date.....

Please accept this as authority to process the above payments against this debit/credit card (a 1.5% banking surcharge is added to all card payments)

Signature..... Date.....

\*Your room at NAC 2 will be available from 4.30pm the night before the mod to 9 am the morning after\*\*Bounced cheques attract a processing fee of £20