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# PET MICROCHIP

## VS

## GPS



The American Humane Association estimates over 10 million dogs and cats are lost or stolen in the U.S. every year.

One in three pets will become lost at some point during their life.

Each year, approximately 1.5 million shelter animals are euthanized (670,000 dogs and 860,000 cats).

The number of dogs and cats euthanized in U.S. shelters annually has declined from approximately 2.6 million in 2011.

This decline can be partially explained by an increase in the percentage of animals adopted and an increase in the number of stray animals successfully returned to their owners.



### FOCUS ON PREVENTION

1. Get your dog microchipped
2. Register the microchip
3. Keep your gates locked
4. Always keep your pet on a lead while not in a locked yard
5. Get a GPS collar with new batteries
6. Make sure the collar also has your current phone # and veterinarian's phone #
7. Make sure your pet is vaccinated

### HOW DO MICROCHIPS WORK?

A Microchip, or Radio Frequency Identification Devices (RFID), is a very small device with a chip that contains a unique identifying serial number. It is easiest to think about microchips as an internal bar code



for your pet.

When your pet is found and taken to a vet's office or shelter, they are able to use a microchip "reader" to access the serial number within the chip much like your cashier would in the checkout line. The unique serial number is tied to a database that has your contact information.

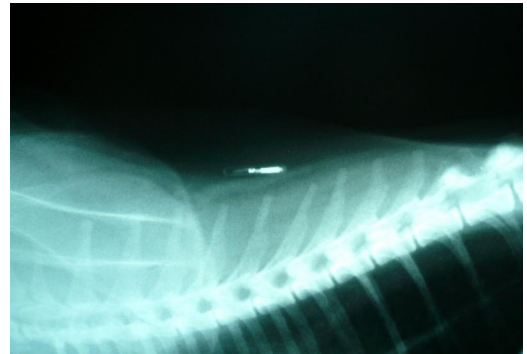
The RFIDs that are used for pets do not have their own power supply. This makes them safe to implant in living things, but it also means that they can only work when they are within range - usually several inches - of the RFID reader since they don't have the power to transmit a signal on their own.

Although a microchip doesn't show location, it does retain information and, when scanned, can tell people who the dog/cat belongs to. Microchips are VITAL because this is the ONLY way a lost animal can get reunited with their family.

Remember, after microchipping, please confirm your information with the microchip company. If the microchip is not registered there is no way for your pet to find their way back to you.

Collars come off, tags get lost, and batteries can die. A microchip is basically a name tag, with the owner's information, digitally embedded on a chip the size of a grain of rice and injected into your pet's skin. (It doesn't hurt, I promise!)

If your pet is stolen, the thief will most likely get rid of the collar instantly. But your pet will still have their microchip. Veterinarians usually scan new patients for microchips to add the information to their records. If the pet owner is not the same as the registered pet owner, the proper authorities should be called and hopefully reunited with the proper owner.



## HOW DOES GPS WORK?

GPS is a network of satellites circling the earth that transmit radio signals. These radio signals are received by devices that have a GPS receiver chip built in. The devices determine their location by calculating the distance from three or more satellites, and then triangulating, which means they bounce the radio signals off one another until they have determined the location.

GPS pet trackers are waterproof battery-powered GPS device that attach to your pet's collar. They now sell small devices that can even fit on your cat's collar. It shows you the exact location of your pet, if he/she were to ever get lost. You can find affordable pet trackers on the market! In a multiple animal household, budgeting is key. Most trackers are able to be monitored using one app! Here is an example of a GPS Tracker available: <http://www.iotatracker.com/homeagain>

Please call us if you have any questions (831) 462-5293

### For More Information:

<https://www.aspc.org/animal-homelessness/shelter-intake-and-surrender/pet-statistics>

<http://www.petmd.com/dog/slideshows/11-essential-tips-finding-lost-dog>

<https://www.whistle.com/blog/pet-tech-101-gps-vs-microchips/>

<http://www.wigglypups.com/pet-microchip-vs-gps/>

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Please make an appointment  
to discuss your pet's health!



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