



SEE IT?

STOP IT!

ANIMAL CARE STARTS WITH YOU.

www.SeelStopIt.org



a Center for Food Integrity initiative

What is it?



- The *See it? Stop it!* initiative empowers employees to speak up if they witness animal abuse, neglect, harm or mistreatment.
- *See it? Stop it!* confirms the culture of care that farm owners and managers demand of every person who comes in contact with their animals. It highlights the integrity of the farm's philosophies on responsible animal care, helps staff understand their important role in animal protection and provides clear direction on how to report instances of animal abuse, neglect, harm or mishandling.
- Funding for *See it? Stop it!* Is provided by:



Objectives



- **Raise Awareness**
 - Confirm the importance of proper animal care by introducing initiative principles to all employees.
- **Empower Employees**
 - Provide employees with training and resources that support the farm's participation in the initiative.
- **Take Action**
 - Investigate reports and take corrective action.
 - Deliberate actions result in immediate suspension, termination, enforcement and appropriate consequences.
 - Retrain when there are any care concerns; implement appropriate probationary period to ensure performance of duties responsibly.



Values of the Initiative



- Animal abuse, neglect, harm and mishandling are unacceptable and will not be tolerated.
- Proper animal care is the responsibility of every individual who is around animals.
- Individuals working with or around animals have an obligation to immediately report any signs of deliberate animal abuse, neglect, harm or mishandling to a supervisor or other individual responsible for enforcement of proper animal care.
- Thorough, ongoing and consistent employee training and re-training are critical to responsible animal care and are necessary components of a comprehensive animal care program.



Values of the Initiative (cont.)



- Employers have an obligation to:
 - Provide education and promote the importance of proper and responsible animal care.
 - Encourage and enable employees to immediately report of all signs of animal abuse, neglect, harm or mishandling.
 - Provide accessible and reliable contacts who have immediate authority to address reports of animal care concerns.
 - Take swift action to correct all instances of inappropriate animal care.
 - Ensure employees who raise concerns in good faith are not penalized.



Materials: English & Spanish

- Overview
- Employer Checklist
- Employee Agreement
- Website
- Brochure
- Posters
- Press release



CONTACT US!
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OVERVIEW FAQ FARMERS CONSUMERS MATERIALS EN ESPAÑOL






FARMERS CONSUMERS MATERIALS

♦ **Farmers care more about the well-being of their animals than anyone else.**

The See It? Stop It! Initiative helps farmers confirm their obligation to great animal care and their commitment to ensure those in contact with their animals do the same. See It? Stop It! provides farmers tools enable workers to immediately report any instances of animal abuse, neglect, harm or mistreatment.






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EMPLOYER CHECKLIST

Use this checklist to implement See It? Stop It! This will help employees at every level understand the high level of commitment you have to responsible animal care.

Basic Awareness

- Understand the principles of See It? Stop It! (all applicable to all levels)
- Have a plan for reporting animal abuse, neglect, harm or mistreatment
- Ensure the See It? Stop It! initiative is implemented at all levels and in all areas
- Provide materials in the native languages of your employees. English and Spanish versions are available at www.seeitstopit.org
- Display See It? Stop It! signage in your barns, break rooms, load-in and load-out areas and entryways

Employer-Employee

- Ensure that all employees - those who work directly with animals as well as those who work in other areas of the company - understand the importance and consequences of reporting any signs of animal abuse, neglect or harm
- Confirm that all employees understand who to contact if animal abuse, neglect, harm or mistreatment is observed
- Help employees regularly report any signs of animal abuse, neglect, harm or mistreatment

Take Action

- If animal abuse, neglect or harm is reported, the employer should take full and swift action to investigate and correct the situation
- It is recommended that all animal abuse concerns be taken to the next level, to ensure the progressive disciplinary process is implemented by the proper level of authority, which may include appropriate penalties, if any. These can be found in the Food Industry Employee Care Toolkit
- Following an investigation, all appropriate disciplinary actions will be taken to ensure the highest level of animal care and protection
- If an animal has been neglected or mistreated, take complete steps to ensure the employee involved is trained on proper animal handling and care. Administer a probationary period to confirm the employee understands the See It? Stop It! Animal Care Guidelines

AS A FARM OWNER OR MANAGER, it is your duty to convey the level of commitment you have to responsible animal care, as well as to empower employees who work with or around animals to pay attention and immediately report any signs of animal abuse, harm, neglect or mistreatment. See It? Stop It! can help.

What's See It? Stop It!

See It? Stop It! is a national initiative that centers the culture of care that farm owners and managers demand of every person who comes in contact with their animals.

See It? Stop It! is an animal care or certification program. It is a decision that requires immediate action if an employee reports animal abuse, harm, neglect or mistreatment. Immediate action is required to ensure the animal's health and safety, and the proper steps are taken to prevent such incidents from recurring.

The See It? Stop It! initiative operates with the following values:

- Animal care is the responsibility of every individual who works with animals.
- Individuals working with animals should be obligated to immediately report any signs of animal abuse, harm, neglect or mistreatment. It is expected that individuals report for the best interests of proper animal care.
- Training, ongoing and consistent employee training and transparency are essential to ensure the highest level of animal care.

See It? Stop It!:

- Highlights the integrity of the farm's philosophy on responsible animal care
- Helps staff understand their important role in animal protection
- Provides clear direction on how to report instances of animal abuse, harm, neglect or mistreatment

EMPLOYERS HAVE AN OBLIGATION TO:

- Provide education and ensure the importance of proper and responsible animal care
- Encourage and enable employees to immediately report any signs of animal abuse, harm, neglect or mistreatment
- Provide accessible and visible contacts that have immediate response times
- Take swift action to correct animal abuse, neglect or mistreatment
- Ensure employees who observe signs of animal abuse, neglect or mistreatment

Visit www.seeitstopit.org to access materials to help you implement the initiative on your farm, including:

- Employee Checklist** - provides you with guidance on how to use awareness, employee response and action, necessary disciplinary enforcement, immediate response and contact for reporting animal abuse, neglect or mistreatment.
- Model Rules** - help employees understand the initiative and its expectations for animal care goals and commitments, and provide information on how to report instances of animal abuse, harm, neglect or mistreatment.

There is no fee for participation in the See It? Stop It! initiative. No fee of participating farms will be published for the public. But farmers are encouraged to promote their participation and address the others to join the initiative.

YOU ARE OUR BEST PROponent FOR PROTECTING ANIMALS.

If you witness a deliberate act of animal abuse, neglect, harm or mistreatment, you have an obligation to immediately contact your supervisor or any of the following individuals. All reports made in good faith will be thoroughly investigated, kept confidential and you will not be penalized for speaking up.

TITLE: _____ Phone # _____

NAME: _____

TITLE: _____ Phone # _____

NAME: _____

TITLE: _____ Phone # _____

NAME: _____

Responsible animal care is our first priority and most important obligation. Help ensure our animals receive the best care possible.



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How Do I Participate?



- Participation is free and no registration is required
- Visit www.SeelStopIt.org today
- Download materials and training resources
- Still have questions? Contact info@seeitstopit.org

