



AMERICAN  
KENNEL CLUB

## AKC Public Education Resources

### Contact Information

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### Programs Clubs Can Use

#### **AKC Patch Program**

##### *What is it?*

The AKC Patch Program is a fun, interactive, hands-on program that introduces children to purebred dogs and the sport of purebred dogs. It is hosted by a club at their event.

##### *How can clubs host?*

The necessary documents and information will be available on the AKC website upon relaunch. Until that time, clubs can email us at [publiced@akc.org](mailto:publiced@akc.org).

##### *How does AKC support clubs?*

We provide resources to help:

- Set up the program
- Create a to-do list and timeline
- Invite youth organizations
- Welcome and orient children
- Review dog show etiquette and how to greet a dog to ensure a safe and enjoyable experience for all involved.
- Provide communication templates
- Provide support throughout the process

##### *Why should clubs host the AKC Patch Program?*

The AKC Patch Program provides clubs an opportunity to welcome new community members to their event and introduce purebred dogs and the sport of purebred dogs to a new audience.

## Programs Clubs Can Use, Continued

### **Canine Ambassador Program**

*What is it?*

The Canine Ambassador Program allows club members to visit schools and community organizations with their AKC registered dog, PAL, or Canine Partner. Canine Ambassadors teach about their breed, responsible dog ownership and safety around dogs.

*How can club members become Canine Ambassadors?*

Interested club members must fill out a sign up form (<https://www.jotform.com/publicedakc/canine-ambassador-application>) and have a club officer email a letter of recommendation to [publiced@akc.org](mailto:publiced@akc.org)

You can find more about the Canine Ambassador Program here: <http://www.akc.org/public-education/canine-ambassador-program/>

### **Art Contest**

*What is it?*

Clubs may choose to host a children's art contest at their event. This would be available to students in their area.

*Why should my club consider this?*

This is a great opportunity to welcome community members and add a new attraction to your event.

*Where can I find out how to host an art contest at my event?*

You can find step-by-step instructions and additional resources here: <https://www.akc.org/public-education/art-contest/>.

## Programs Clubs Can Share

### **Educator Resources**

*What is it?*

Educator Resources is a webpage on the AKC website geared towards teachers. It provides professional development articles, hands-on activities, and lesson plans for grades K-12 in the subjects of math, science, social studies and language arts. We also provide lessons that coordinate with popular children's books about dogs. These lessons and activities all relate to purebred dogs and the AKC mission.

*What is its purpose?*

The Purpose of the Educator Resources webpage is to provide teachers a resource they can use that also introduces a new audience to purebred dogs, the sport of purebred dogs and AKC.

What programs are included in Educator Resources?

- K-12 Lesson Plans
  - Grades K-2: <https://www.akc.org/public-education/educator-resources/grades-k-2-lesson-plans/>
  - Grades 3-5: <https://www.akc.org/public-education/educator-resources/grades-3-5-lesson-plans/>
  - Grades 6-8: <https://www.akc.org/public-education/educator-resources/grades-6-8-lesson-plans/>
  - Grades 9-12: <https://www.akc.org/public-education/educator-resources/grades-9-12-lesson-plans/>
- Hands-On Activities
  - <https://www.akc.org/public-education/educator-resources/hands-activities-preschool-3rd-grade/>
- Professional Development
  - <https://www.akc.org/public-education/educator-resources/professional-learning/>
- Book Studies (Author Collaborations)
  - <https://www.akc.org/public-education/educator-resources/book-studies/>
- AKC Character Education Program
  - <https://www.akc.org/public-education/educator-resources/akc-character-education-program/>
- AKC Canine Clubs: <https://www.akc.org/public-education/akc-canine-club/>
- AKC Reading Pal Program (coming soon)

You can find the Educator Resources webpage here: <http://www.akc.org/public-education/educator-resources/>.

## AKC Public Education Award

### *What is it?*

The Public Education Award seeks to acknowledge the efforts of those working to engage, facilitate, and convey the ongoing importance of the relationships between people and canines through education and outreach. The winning club will receive a \$500 award and a plaque to be presented at a future Club event.

### *How will the winner be determined?*

All clubs are eligible to apply for this award. To apply for this award, a club must submit the following by email to [publiced@akc.org](mailto:publiced@akc.org):

Submit name and contact information (email and phone number) of Club's Public Education Coordinator.

- Essay (500 words or less) that answers the following: How has your club positively contributed to the education of the public about the ongoing importance of relationships between people and canines?
- List of Public Education outreach activities conducted in the current year and any available pictures of the activities.

Examples of Public Education Outreach:

*Active Canine Ambassador Program*

*Host Responsible Dog Ownership Day Events*

*Host the AKC Patch Program*

*Booths at local fairs*

*Hosting Matches*

*Holding Classes*

*Local Holiday Parades*

*Public Education Programs at community functions or civic organizations*

*Public library programs*

*Support of an AKC Veterinary Outreach activity*

*Participate in other community activities*

This award will be presented annually. All submissions are due December 1<sup>st</sup> of each calendar year. A committee of AKC employees will vote on the winner using the following criteria: eligibility of club per requirements and evidence of active Public Education outreach. A club is only eligible to win this award every two years.

## Public Education Coordinator

Public Education Coordinators are integral to their club and community. Public Education Coordinators can be responsible for:

- Finding opportunities to educate the public about dog events, purebred dogs and responsible dog ownership.
- Supporting the club's Canine Ambassador(s).
- Planning and executing local community outreach (when applicable).
- Planning and promoting an educational presence at your club's event.
- Hosting matches or classes.
- Much more

A Public Education Coordinator is not a required position, rather it is suggested. The Board of Directors of each club would nominate this position. If your club does not have a Public Education Coordinator, we strongly suggest you consider one.

If your club does have a Public Education Coordinator, please have them fill out the following form: <https://www.jotform.com/publicedakc/public-education-coordinator>.

This form will help us provide them resources and support.