



## **The Center for Canine Behavior Studies Announces the Launch of Be BiteSmart, a Free Educational Initiative to Reduce Dog Bite Risks to Children, Seeks Corporate Sponsorship**

FOR IMMEDIATE RELEASE

News provided by

Center for Canine Behavior Studies, Inc.

SALISBURY, CT, September 6, 2023 – Led by a world recognized leader in canine behavior, veterinarian, and professor emeritus from Tufts University, Dr. Nicholas Dodman, and the non-profit [Center for Canine Behavior Studies, Inc.](#) (CCBS) is embarking on educational programming designed to protect young children from the horrors of dog bites by teaching them to better understand the family dog. Dr. Dodman and his team's [Be BiteSmart](#) program recognizes the critical need to educate parents, caregivers and children on canine behavior to dramatically reduce the number of dog bites. Be BiteSmart's efforts will tackle the shocking statistics on traumatic injury to children while also saving the dogs who often end up in shelters and ultimately euthanized.

Using CCBS's twelve years of award-winning research on canine aggression, and his over 50 years of knowledge, Dodman has recruited child psychologists, education experts, and fellow canine behavior experts to develop age-appropriate educational materials in a variety of multimedia formats that will be distributed at no cost. Be BiteSmart has partnered with production companies FableVision and TEAMS to produce state-of-the-art videos and gamified app, and cutting-edge Augmented Reality technology to depict canine reactions, resulting in the creation of engaging characters placed in a variety of scenarios designed to resonate with children of all ages.

Two decades worth of warning from nearly all pediatric dog bite studies have called for more and better adult and childhood education to reduce the risk of the family dog bite. Statistics support this call for education:

- An estimated 5 million people in the US suffer from dog bites annually.
- On average, there are more than 1,000 ER visits daily due to non-fatal bite related injuries.
- Annually, over 31,000 children aged 5 -9 years visit the ER as a result of dog bites; *this does not include infants and toddlers under 5.*
- Newborns to 2-year-olds account for the majority of dog attack fatalities.
- Children under age 10 make up 33% of all fatal dog bite victims and are bitten in the home by a dog that they know.
- In 2020, family dogs inflicted 59% of all deadly dog attacks.

As children's education-entertainment companies, such as Sesame Street, Mr. Roger's Neighborhood, and others have proven, using mnemonics through short songs that an adult can sing along with a child, helps information to be absorbed and retained at an early age. Be BiteSmart's initial roll out will use exactly this format.

Using Dr. Dodman and the team's expertise on canine behavior to guide the imagery, this preliminary animation/meme segment will include a minimum of twelve lessons planned that young children and parents should learn together in order to reduce the risk of a tragic and potentially life altering bite.

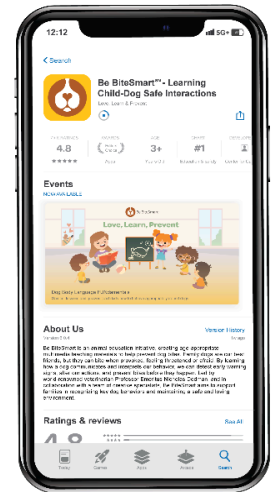


Concurrently, Be BiteSmart is developing a groundbreaking, age-appropriate application designed by Nahid Shirzadkhan at TEAMS Design in Chicago, aimed at educating children about responsible interactions and understanding dog body language within a secure and interactive environment.

Critical to its success is the fact that Be BiteSmart will be completely free and accessible to anyone with access to the internet at home, on a cell phone, or in a library. Additionally, a Spanish language version of the programs will be available.

### Corporate Sponsorship Opportunity

The Be BiteSmart initiative is seeking initial corporate sponsors. This is a ground floor opportunity to connect an appropriate brand to an initiative that is sure to prevent hundreds to thousands of children from enduring the horrendous experience of a dog bite, as well as families dealing with tearing a dog out of a home for its natural response to an unwittingly provocative behavior on the part of a child – leaving other siblings impacted by the loss of the dog as well.



### To learn more, please email or call:

Dr. Nicholas Dodman: [Nicholas.Dodman@tufts.edu](mailto:Nicholas.Dodman@tufts.edu) 508-633-9569

Robin Grimm, Ph.D., Project Manager: [robin@dogstudies.org](mailto:robin@dogstudies.org) 401-996-0173

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Filed by CCBS in Connecticut, the DBA **Be BiteSmart** (BBS) is a novel educational initiative built on the culmination of Dr. Dodman's nearly half century of work as one of the world's leading veterinary behaviorists. Click here to watch the intro video to Be BiteSmart (2 minutes)

[www.centerforcaninebehaviorstudies.org/bebitesmart](http://www.centerforcaninebehaviorstudies.org/bebitesmart)

### About the Center for Canine Behavior Studies

The Center for Canine Behavior Studies, Inc. (CCBS) is a nonprofit public 501(c)(3) organization. CCBS is dedicated to the study and research of human-canine behavior in order to find solutions to behavior problems that help keep dogs in their forever homes. CCBS studies have won awards and been published in prestigious scientific journals, such as *Animals* and the *Journal of Veterinary Behavior*. Most importantly, CCBS has and will continue to research canine aggression, particularly when it involves a family dog. From the beginning, CCBS' prime mission has been to keep dogs united with their family for life, and that requires owners to better understand their dog.