



Authorized Instructor Program Outline

Total Length: 28 weeks, approximately 196 hours (7 hrs per week)

MODULE ONE | Program Preparations | 2 Weeks

Register Online to Instructors-in-Training Webpage

Create passwords

Familiarization with links, resources and materials

Download, Print and Familiarization

Dogsafe Canine First Aid 101 Operations Manual, 152 pages

Dogsafe Canine First Aid 101 Instructors Manual, 163 pages

Dogsafe Canine First Aid Authorized Instructor Study Guide, 25 pages

MODULE TWO | Written Assignments | 14 Weeks

All written assignments are a combination of (1) online assignments with automatic marking and review, and (2) submitted documents for personal reviews and feedback from Michelle Sevigny.

Assignment #1

Dogsafe Organization

History of Dogsafe

Dogsafe Core Values

Dogsafe Vision

Dogsafe Mission

Dogsafe Purpose and Goal

About the Creator of Dogsafe

Dogs of Dogsafe

Inspiration for Dogsafe

Pet Industry Trends

Dogsafe Courses

Dogsafe Canine First Aid 101

Dogsafe Canine First Aid 201

Operation Find Fido

Dogsafe for Puppies
Dogsafe Bare Bones
100% Satisfaction Guaranteed

Business Start Up

Business Registration
Business Licence
Accounting
Tax Collection
Credit Card Merchant Accounts
Commercial Liability Insurance
Business Phone and Email
Company Website
Identifying Yourself

Choosing a Location

Classroom Space
Classroom Rental Agreement

Class Schedules

Seasons, Months, Days and Hours
Schedule Examples
Dogsafe Workshops
Advance Planning is Best
Student Minimums
Updating Dogsafe Head Office

Assignment #2

Marketing

Market Position
Potential Market
Demographics
How Students Hear About Dogsafe
Identify Your Marketing Goals
Pricing

Promotions

Business Cards
Brochures
Posters
Introduction Package for Dog Professionals
Contact All Dog Businesses and Organizations
Community Events
Your Own Company Website
Dogsafe Blog
Dogsafe on Social Media
Dogsafe Gift Certificates

Cross-Promotions
Dogsafe Clothing
Dogsafe Dog Vest
Press Releases

Sales

Get Them Talking
Top 10 Excuses

Instructors

What Makes a Great Instructor?
First Aid versus Health Care
First Aid versus Training
First Aid versus Veterinary Medicine
First Aid versus Legal Policy
Fact versus Opinion
On-Going Education

Students

Late Students
No-Shows
Last Minute Cancellations
Experienced Students
Know-It-All Students
Complainers
Talkers
Quiet Students
Under-Age Students

Assignment #3

Record-Keeping Before a Class

Student Registration Forms
Course Confirmations
Student Certificates
Student Evaluations

Record-Keeping After a Class

Dogsafe Thank You Cards
Follow-Up Email to Students
Logo & Listing Agreements
Dogsafe Certified Logo
Dogsafe Certified Stickers
Student Graduation Records
Annual Report to Dogsafe Head Office
Dogsafe In Action – Real Stories
Testimonials
Continuing Education Credits (CEUs)

Private Classes

Corporate Training
Dog Groups
Non-Profit Organizations
Individual Private Training
Limitations of Private Classes

Retail Products

Canine First Aid Kits
Pet Alert Stickers
Things That Sold Well
Things That Did Not Sell Well

Authorized Instructor Network

eLearning Requirements
Dogsafe Instructor Network Membership Fee
Dogsafe Instructor Webpage Updates
A Network is for Networking

Assignment #4

Lesson 1: Welcome and Introduction
Lesson 2: Prevention
Lesson 3: Preparedness
Lesson 4: Canine Communication

Assignment #5

Lesson 5: Signs of Illness | Head to Tail Assessments
Lesson 6: Vital Signs
Lesson 7: Three Health Tests
Lesson 8: Incident Assessments
Lesson 9: Scene Assessment
Lesson 10: Levels of Consciousness

Assignment #6

Lesson 11: Primary Canine Assessment

Assignment #7

Lesson 12: Secondary Canine Assessment
Lesson 13: Restraint (Muzzling)
Lesson 14: Shock
Lesson 15: Penetrating Object
Lesson 16: Sucking Chest Wound

Assignment #8

Lesson 17: Poisoning
Lesson 18: Choking
Lesson 19: Drowning
Lesson 20: Internal Organs
Lesson 21: Bloat

Assignment #9

Lesson 22: Burns
Lesson 23: Heatstroke
Lesson 24: Hypothermia
Lesson 25: Frostbite

Assignment #10

Lesson 26: Bone and Joint Injuries
Lesson 27: Wounds
Lesson 28: Seizures
Lesson 29: Wrap-Up and Test

Assignment #11

Student Supplies

Course Manuals
Plush Dogs
First Aid Supplies
Canine Manikins
Tables, Chairs and Knee Pads

Assignment #12

Instructor Supplies

Demonstration Dog
Demonstration Supplies
Test Answer Sheets
Evaluation Sheets
Video Clips
Power Point Presentations

Assignment #13

Extra Topics

Anaphylactic Shock
Bee Stings
Bloody Nose
Diarrhea
Ear Injuries

Eye Injuries
Mouth Injuries
Nail Injuries
Porcupine Quills
Skunk Spray
Snake Bites
Ticks
Vomiting

Assignment #14
Language of Dogs DVD

MODULE THREE | SKYPE Assignments and Reviews | 9 Weeks

All Skype sessions are conducted one-on-one with Michelle Sevigny.

Skype Assignment #1 60minutes
Canine Communication
Head-to-Tail

Skype Session #2 60minutes
Vital Signs
Three Health Tests

Skype Session #3 60minutes
Incident Assessment
Scene Assessment + LOC

Skype Session #4 90minutes
Artificial Respiration
CPR

Skype Session #5 60minutes
Deadly Bleeding
Muzzling

Skype Session #6 60minutes
Penetrating Objects
Choking

Skype Session #7 60minutes
Internal Organs
Heatstroke

Skype Session #8 60minutes
Bone & Joint Injuries
Wound Care

Skype Session #9 60minutes
Two random topics chosen from remaining twelve

MODULE FOUR | Final Preparations | 3 Weeks

A written plan submitted to Michelle Sevigny outlining your preparations for your first Dogsafe Canine First Aid 101 class.

- Instructor Supplies
- Student Supplies
- Classroom Locations and Scheduling
- Administration

END OF PROGRAM | 28 Weeks | 196 Hours