

Netflix Inc.



Initiative for force-free dog training
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New Netflix Serie «Canine Intervention»

Dear Sirs and Madames

I am writing to you on behalf of the initiative for force-free dog training (with over 470 specialists and many organizations affiliated) due to the planned series "Canine Intervention" in your program. Over 30'000 people have already joined this request that Netflix should not broadcast this show.¹

The shown training methods are based on the infliction of intimidation and pain stimuli. This way of changing behaviour in animals is outdated, unscientific, and unethical (see Canine Science, e.g. Ziv's meta-study, 2017).² If these techniques are copied by your viewers, the probability increases that they will be bitten by their dog (see e.g. Blackwell et al., 2016) and that these victims will prosecute Netflix for it.

I would also like to draw your attention to the fact that aversive training methods, while being legal in the USA, violate animal protection laws in many European countries.³ For example, the choke collars seen in the trailer.

There is a very good science-based format that you could broadcast instead. The BBC produced the series "The secret life of the dog"⁴, which shows how competent trainers successfully train dogs with behavioral problems - and this is best done through positive reinforcement.

Or how about Netflix realizing its own series with a really knowledgeable trainer? This would really provide information of great value to the viewers as the advice would be useful to the dog owners rather than dangerous and counterproductive. I am happy to suggest Emily Larlham, as a particularly suitable trainer for such a format; she will soon have 300,000 followers on Youtube and can communicate and convey the training very well (<https://dogmantics.com>).

We are awaiting your feedback and a corresponding reaction for the benefit of the dogs.

Kind regards and thank you very much

lic. phil. Bettina Stemmler, Initiative for force free dog training

¹ <https://www.change.org/p/netflix-cancel-netflix-s-soon-released-show-canine-intervention-due-to-inhumane-animal-training?recruiter=1176938145>

² <https://www.forcefree-dogtraining.org/force-free-training/canine-science/>

³ <https://www.gewaltfreies-hundetraining.ch/positionspapier/auszuege-tschg/>

⁴ <https://topdocumentaryfilms.com/secret-life-dog/>