



Winning Arguments With Economics

Challenge

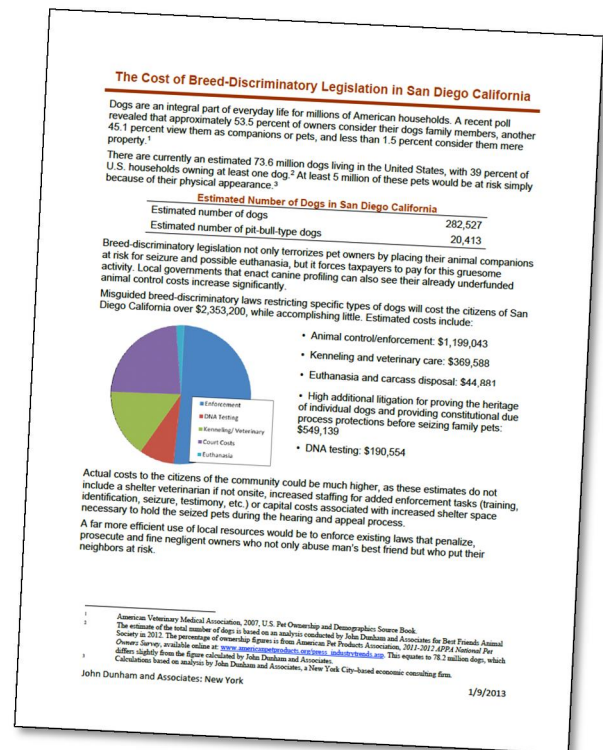
Publicity surrounding pit bull attacks in the '80s and the '90s prompted "knee jerk" responses from communities. Animal rights supporters soon found themselves battling state and local governments over breed-specific regulations, including outright bans on pit bull-type dogs. The head lobbyist for an animal shelter was up against a tidal wave of emotional arguments that resulted in the passage of breed discrimination laws across the country. The animal shelter reached out to JDA for assistance.

Solution

John Dunham and Associates (JDA) gathered data on dog ownership rates and animal control programs to determine the costs associated with breed discrimination bans. These costs included enforcement, litigation, kenneling and veterinary care, as well as DNA testing and euthanization.

Result

Armed with economic facts broken out by state, county, and city districts, the animal shelter lobbyist went from losing 80% of her legislative fights to winning 80% of them.



Effective one-pagers are dramatically enhanced, not only with accurate economic analysis, but also infographics and careful formatting.