



New PSA Exposes Truth About Lack of Certification in Pet Care and How That Can Change

New York, NY - June 14, 2018 – When kids are dropped off at school parents can trust that the teacher has been certified to teach. When visiting the doctor there is trust the doctor is certified to practice medicine. But what about the people who look after pets? It may surprise many pet parents to learn that most pet care providers such as pet boarding and daycare facility staff, pet sitters, groomers, and dog walkers are not certified to care for their pets. The truth is there is very little regulation and minimal barriers to open a pet care services business. The Professional Animal Care Certification Council (PACCC) was founded to address the need for true pet care professionals to set themselves apart from the crowd and provide a way for pet parents to identify those pet care providers best qualified to care for their furry family members. As part of the council’s pet safety through independent certification mission, today PACCC released its first public service awareness (PSA) video for pet parents.

Developed pro bono by film and television director Jason Shipley in association with CinemaTick Studios, the professionally produced video zeroes in on the incorrect assumptions made about pet care and how, through independent certification, both pet parents and pet care providers can improve safety and professionalism in the pet care services industry. In addition to demonstrating a wide body of knowledge, PACCC certification affirms the pet care professional has sworn to abide by a code of ethics. The PSA features the director’s sister, Stephanie Shipley, owner of a successful pet boarding and daycare facility and who, along with members of her staff, has been independently certified by PACCC and is passionate about making a difference in pet care safety.

“By becoming PACCC certified, pet care providers assure pet parents that they have met minimum hours of experience requirements, provided professional references, and passed a rigorous exam conducted by an independent testing body that clearly demonstrates they understand animal health, prioritize safe care practices, and know how to conduct themselves professionally,” said Shipley. “Pet parents can help us move the pet safety mission forward by asking their pet care providers to become certified and by choosing PACCC certified professionals to care for their pets.”

After the PACCC PSA script was written and cast, locations scouted, wardrobe and backdrops finessed, legal hoops jumped through, and rainy weather forecasts monitored and dodged, the PSA was shot over a three-day period in and around Fredericton, New Brunswick, in Canada. The attractive settings and professional production quality also drive home a primary purpose of the PSA for pet parents — looks don’t tell the full story when it comes to safe pet care.

“We could not be prouder of our first PSA and the message it has for pet parents when it comes to their pet care providers: don’t make assumptions and do ask questions,” said PACCC co-founder, Charlotte Biggs. “Through independent certification, pet care professionals and the pet parents who require it will bring a safety revolution to the pet care services industry and help make pet care safer for all.”

To watch the PACCC PSA now, visit <https://paccert.org/psa>.

About PACCC

The Professional Animal Care Certification Council was founded by industry leaders to bring independent certification to the pet care services industry, an important step for a rapidly growing, easy to enter industry frequently damaged by news reports of serious pet accidents and deaths. To date, more than 100 pet care professionals have been certified by PACCC. For more information on PACCC and its pet safety mission, visit www.paccert.org.

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