



VICTORIA STILWELL

Positively.™

FIREWORKS

Features  
specially-designed  
Music & Training  
Instructions

Changing Dogs' Lives...POSITIVELY.

CANINE NOISE PHOBIA SERIES

For the Treatment *and* Prevention of Anxiety in Dogs



1 VERBAL INSTRUCTIONS  
Victoria Stilwell (05:13)

2 MUSIC INTRO - BERCEUSE  
Gounod (3:06)

3 LEVEL I INTENSITY - BERCEUSE/ LA LISONJERA  
Gounod / Chaminade (8:17)

4 LEVEL II INTENSITY - ARABESQUE  
Karganoff (3:51)

5 LEVEL III INTENSITY -  
GERTRUDE'S DREAM WALTZ  
Beethoven (4:55)

6 MUSIC ONLY (20:17)  
Total Running Time 45:47

VICTORIA STILWELL  
*Positively.* 



**through a  
Dog's Ear™**

# INTRODUCTION

Almost all dogs are likely to endure the sound of fireworks at some point in their lives, and most usually experience them several times or more every year. As a dog trainer, I see dogs with severe anxieties triggered by the sound of fireworks all the time, and my job is to help them overcome their fears by using positive reinforcement training techniques.

Noise-fearful dogs often feel panicked, resulting in anxious and distressed canine households. To help solve this problem, I've teamed up with sound researcher Joshua Leeds and concert pianist Lisa Spector, founders of *Through a Dog's Ear*, to develop the revolutionary *Canine Noise Phobia Series (CNP)*—a breakthrough in both the treatment and prevention of this debilitating condition.

By combining progressive sound effects, specially-designed psychoacoustic calming music for canines, and reward-based reinforcement protocols, this series not only helps to reduce the anxiety suffered by noise-phobic dogs, but also helps reduce the likelihood of fireworks phobias from ever developing.

This groundbreaking desensitization tool will teach your dog to associate positive feelings with fireworks sounds rather than feeling fearful, and will help to gradually reduce your dog's fear when exposed to real fireworks. When used properly and implemented in conjunction with the enclosed behavioral modification protocols, you have an excellent chance of rehabilitating your fireworks-phobic dog.

Noise phobia is a complex issue. Please read the *Instructions for Use*, enclosed with the *iCalmDog* Micro Card, before beginning the treatment process with your dog.

Positively,

A handwritten signature in black ink, reading "Victoria Schwell". The signature is fluid and cursive, with the first name "Victoria" written in a slightly larger, more prominent script than the last name "Schwell".

# ABOUT FIREWORKS

The foundation of the CNP Series consists of three primary elements:

## A. Progressive Sound Effects

This recording pairs clinically demonstrated calming music with the sounds of fireworks at gradually increasing levels. The use of progressive and random sounds holds your dog's attention, helping them to acclimate in a controlled environment. Intermixed with music, sound effects progress from faint to heavy throughout five tracks. This technique provides variables that can be tailored to each dog and their specialized situations. Progressive sound effects create the space necessary for human positive interaction.

## B. Psychoacoustically-Designed Music

This *Prevention* and *Desensitization* recording is uniquely constructed to give your dog the ability to 'tune out' the sound of fireworks. The simplified piano music of *Through a Dog's Ear* has been used in thousands of homes, rescues, and shelters to create a safety zone that universally relaxes canines. When dogs associate the music with tranquility, the music becomes a calming trigger, in and of itself. In effect, the music becomes another positive reinforcement. The music also keeps your canine's stress levels below the threshold of fear or distraction.

### C. Reward-based Reinforcement Protocols

One of the extraordinary things about the CNP Series is that it can be used with dogs prior to the development of noise phobias, as well as for the treatment of dogs that are already sound-fearful. When used properly and in conjunction with positive behavior modification therapies, canines will learn to be calm and associate positive feelings with thunderstorm noises, rather than experiencing fear.

For adult dogs, treatment is accomplished by a perceptual readjustment of 'offending' sounds. This is accomplished by the offering of rewards (food, toys, affection, and other positive reinforcers) surrounding the playing of CNP soundtracks.

For puppies, this recording serves as a *sonic inoculation* by introducing new sounds immediately accompanied by positive associations.

To summarize, the CNP Series can be used in two distinctive ways:

1. **Habituation:** To help *prevent* your puppy or dog from developing fears or phobias to fireworks; and
2. **Desensitization:** To help your dog *overcome* an already-established fear or phobia of fireworks.

# OVERVIEW OF NOISE PHOBIA AND STRESS

## NOISE FEARS AND PHOBIAS IN DOGS

***Fear.*** (n) An unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain or is a threat to survival.

***Phobia.*** (n) A persistent, abnormal and irrational fear of a specific thing or situation that compels someone to avoid it despite awareness and reassurance that it is not dangerous.

Dogs that have a fear of fireworks often go on to develop a full blown phobia that becomes deeply ingrained and highly resistant to change. Fireworks fear or phobia is very common and is experienced by dogs all over the world, and is especially prevalent during recurring periods of celebration. Dogs of a more sensitive nature or those that suffer with other anxieties are more likely to develop a fear or phobia, and whether this is triggered by a single traumatic episode or prolonged exposure, the result is often distressing for dogs and their people. Without extensive behavioral therapy and management strategies, fears and phobias will become chronic and severely impact a dog's ability to cope when the fireworks start.

## THE CONSEQUENCES OF STRESS

When a dog feels fearful it experiences a number of physical changes. Heart rate and blood pressure are elevated and breathing becomes more rapid while energy is diverted to other muscles that need it most for fight or flight. Digestion is suppressed, growth and muscle repair is halted, immunity inhibited and senses are sharpened. This happens within a matter of seconds and allows the body to operate at its optimum level to ensure survival. This process is important if a dog's life is in danger, but constantly experiencing these physical changes can put a lot of pressure on the body and increase stress levels, leading to long term illness.

## HOW TO IDENTIFY STRESS IN A DOG

Anxious dogs are often highly reactive and unable to settle, jumping at the slightest sound or movement. Visible signs of stress include dilated pupils, sweaty paws, shaking, excessive vocalization, excessive panting, hiding under furniture, and/or salivation. These signals can occur by themselves or together. Other manifestations of stress and anxiety come in the form of self-calming techniques such as yawning, sneezing, lip licking or intense displacement behavior such as sniffing, licking, excessive grooming, spinning or self mutilation. Dogs may urinate or defecate more frequently and often experience digestive upset such as diarrhea. Some dogs may display symptoms that look very like human depression, including the inability to sleep, low energy, lack of appetite and a limited desire for human or dog interaction. Learned helplessness, where the dog shuts down and ceases to learn, can also occur.

# PSYCHOACOUSTICS AND CANINE NOISE PHOBIA

*Psychoacoustics* is the study of the effect of music and sound on the human nervous system. In the field of *bioacoustics*, the effect of human noise on animals is considered. Leading research from both of these auditory disciplines informs CNP soundtracks.

Auditory cognition in humans, as well as in dogs, is complex. When exposed to music, our brains methodically analyze every interval, rhythmic nuance, instrumental density, and melodic turn.

The over-arching technique informing the music of *Through a Dog's Ear* is summed up in just two words — **simple sound**. This term refers to the process of minimizing intricate auditory information common in most music. *Dog's Ear* music is intentionally selected, arranged, and recorded to provide easeful auditory assimilation. Three primary processes are used to accomplish this effect: resonance, entrainment, and auditory pattern identification.

To learn more about the making of *Through A Dog's Ear* music  
visit [www.CanineNoisePhobia.com](http://www.CanineNoisePhobia.com)

## ABOUT VICTORIA

Victoria Stilwell is one of the world's most recognized and respected dog trainers. She is best known for her role as the star of her hit TV series *It's Me or the Dog*, through which she is able to share her insight and passion for positive reinforcement dog training. Having filmed over 100 episodes since 2005, Victoria reaches audiences in over 50 countries while counseling families on their pet problems.

A regular guest as a pet expert on talk shows, news broadcasts and radio programs throughout the world, Victoria has been honored with multiple awards, is a much sought-after public speaker, has authored two best-selling books, hosts her own popular *Positively Podcast* series, is a regular columnist for several magazines, and has been featured in numerous publications including *The New York Times*, *USA Today*, *Cosmopolitan*, *Oprah Magazine*, and more.

Victoria is the creator and editor-in-chief of [Positively.com](http://Positively.com) – the online home of positive reinforcement – and is a vocal opponent of punitive, dominance-based



training techniques which damage the owner-dog relationship. She is also the founder of *Victoria Stilwell Positively Dog Training* – the world's first global network of positive reinforcement dog trainers.

A dedicated animal welfare advocate, Victoria serves as a national ambassador for numerous animal welfare groups, and is the founder and CEO of the *Victoria Stilwell Foundation*, which provides training advice and financial assistance to canine assistance organizations and smaller rescue shelters around the world.

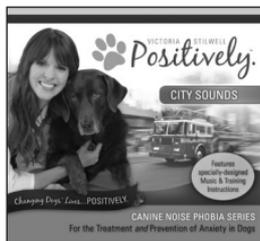
Further information: [www.positively.com](http://www.positively.com)

# THE CANINE NOISE PHOBIA SERIES™

## Desensitization/Habituation Tools



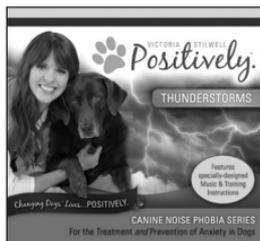
CALMING



CITY SOUNDS



FIREWORKS



THUNDERSTORMS



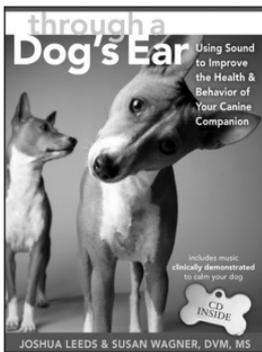
# through a **Dog's Ear**™

*Through a Dog's Ear* began in 2003 when concert pianist Lisa Spector approached psychoacoustician Joshua Leeds with a question: "Can music and sound therapy techniques be adapted to help dogs?" That simple, yet profound question led to highly specific music production, clinical testing, and subsequent research resulting in the seminal book, *Through a Dog's Ear* (2008, Sounds True). An ever-expanding music series of the same name continues to bring calm and comfort to canines in homes, shelters, and animal facilities world-wide. *Through a Dog's Ear* proudly furthers the cross-species inquiry into the intentional use of music and sound.

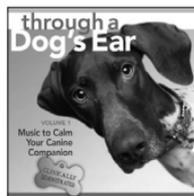
Further information: [www.ThroughaDogsEar.com](http://www.ThroughaDogsEar.com)

# RESOURCES

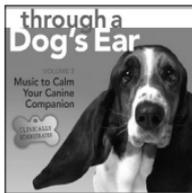
## BOOK AND MUSIC SERIES



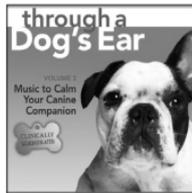
Through a Dog's Ear  
Using Sound to Improve the  
Health & Behavior of Your  
Canine Companion



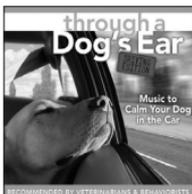
Music to Calm Your  
Canine Companion, Vol. 1



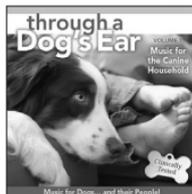
Music to Calm Your  
Canine Companion, Vol.2



Music to Calm Your  
Canine Companion, Vol.3



Driving Edition: Music to  
Calm Your Dog in the Car



Music for the  
Canine Household

## RESOURCES



[www.positively.com](http://www.positively.com)

HOW TO FIND A VICTORIA STILWELL-  
LICENSED DOG TRAINER

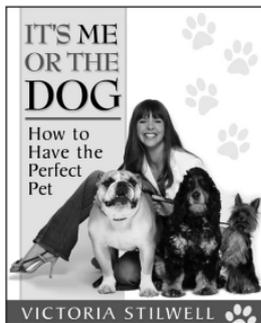
[www.positively.com/trainers](http://www.positively.com/trainers)

THE VICTORIA STILWELL FOUNDATION

"Helping dogs help us..."

[www.victoriastilwellfoundation.org](http://www.victoriastilwellfoundation.org)

## VICTORIA'S BOOKS



[www.positively.com/store](http://www.positively.com/store)

POSITIVELY PODCAST



[www.positively.com/podcasts](http://www.positively.com/podcasts)

Training concepts designed by Victoria Stilwell

Music performed by Lisa Spector

Produced by Joshua Leeds

Liner notes written by Victoria Stilwell, Joshua Leeds, and Lisa Spector.

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The music on the *Canine Noise Phobia Series* recordings is courtesy of *Through a Dog's Ear*.

For detailed training instructions and information about how to use this recording, visit

**[www.CanineNoisePhobia.com](http://www.CanineNoisePhobia.com)**.