SOCIALIZATION is the process of introducing a puppy to the world in a way that will help him be confident and unafraid of people, places and things that they will encounter throughout their lives.

The most critical socialization window occurs before the age of 12 weeks, and that window is considered to be closing by 5 months. Generally the younger the puppy is when is socialized, the more quickly and easily they gain confidence around new things. Waiting too long can result in a need for a more difficult process of rehabilitation instead of socialization.

RULES OF SOCIALIZATION:

Each socialization exposure must be fun for your puppy. If your puppy is forced to confront fears they are not ready to handle, the process can backfire and create a fearful/aggressive response. Go at your puppy's pace, and at a distance at which they feel safe. Your puppy should be the one to initiate each approach to something new **and be allowed to retreat when needed to feel safe. You are your puppy's protector and superhero!**

Socialization includes generalization. Though your puppy may be fine with the toddlers or dogs in your home, that does not mean your pup is fine with all children and dogs. Even if your puppy is in a class, they will need to meet new and different dogs and people, and in different places, after their classmates and the people in class become familiar. You need to continue to expose your puppy to new things, places, and contexts to best generalize your puppy's confidence with new things.

Pair treats with exposures to make good associations. If your puppy is worried about those children running across the street, it can help if the sight of the children makes cheese suddenly appear. Or if your puppy doesn't like having their paws touched, a brief touch followed by a lick of peanut butter from a spoon can make paw touches easier to handle. If your puppy will not take food, that is a good indication that you need to back up and lower the intensity of the exposure with more distance or less pressure.

If your puppy seems to be fearful of certain things and doesn't gain confidence quickly, please see a Dog Friendship Inc. trainer to help you. Remember that **socialization is a time-sensitive procedure**.







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Puppy Socialization Check List

Visual & Noises	Places	Interacting with people	Meetin	g People	People Sounds
Sirens	Veterinarians	Holding puppy	Men with:	Beards	Talking loudly
Fireworks	Boarding kennels	Touching paws		Hats	Laughing
Car horns	Daycare	Touching muzzle		Sunglasses	Crying
Traffic	Pet shop	Touching ears		Jewelry	Shouting
Thunderstorms	Maneuver & Touch	Touching tail		Helmets	Arguing
Fairs and festivals	Stairs	Hugging puppy		Cigarettes	Children playing
Shopping malls	Escalators	Touching collar	Women with:	Hats	
Busy traffic	Tile	Checking teeth		Sunglasses	Meeting Animals
Crowds of people	Marble	Clipping nails		Jewelry	Puppies
Airplanes	Asphalt	Brushing teeth		Helmets	Male adult dogs
Helicopters	concrete	Checking between pads	Children:	0-2 years	Female adult dogs
Wheelchairs	Grass	Cleaning ears		in strollers	Kittens
Crutches, canes	Sand	Touching rear legs		2-4 years old	Cats
Bicycles	Carpet	Brushing, grooming		4-12 years old	Horses
Skateboards	Wood			13-19 years old	Cow
Radios	Smell		Adults with	Crutches	Sheep
oud cars	arofessio		Canes	Chickens	
Motorbikes	A Ped Principalina	ICAR TREAL		Wheel chairs	Ducks
Parking lots	and Pet Profession) B	Elderly Person	Male	
Door bells	~	- / B - 3 - 3 - 3		Female	

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Trucks

Trains

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