

# KONG® – A Behaviour Management Tool

For all the dogs out there who dig up the yard, bark incessantly, chase birds, pull on the lead and chew destructively ask yourself is he really a 'bad dog' or is he simply a dog who does bad things?

A dog doing natural and instinctive behaviour is simply doing just that, it's human perceptions and expectation that classify those behaviours as bad simply because they are annoying, inconvenient or undesirable ultimately making it harder to live with the dog.

Behaviour management provides a systematic approach to change an animal's reaction to a situation, a person, a thing, an animal, etc. It is an overall program that uses tools to change how the animal thinks, feels, and acts. Firstly let's start by focusing on KONG® not simply as a dog toy but rather as a tool that can aid in behaviour management.

The solution to unwanted behaviour is to change or manage what motivates a dog to do said behaviour.

While every dog has natural chewing instincts, not every dog expresses them in the same way. Each dog has its own chewing style. That's why there are different KONG® Rubber formulas graded from soft and pliable to firm to cater to a variety of chewing needs. Between the different grades of rubber there are a number of sizing options, situating owners in a position to help find the right KONG® to suit an individual's play needs.

Dogs who demonstrate intense enthusiasm for chew style play are often better suited to firmer products with a larger, rounder surface area.






By continually selecting larger, rounder shaped rubber products we may better accommodate a powerful chewer's needs. Increased surface area will make it more difficult for the individual to apply the same level of compression over the toy.



Safety first – KONG® recommends frequent inspection of all toys for wear and tear. Toys showing signs of wear should be discarded and replaced.



Article supplied by  
*Rachael James on behalf of*  
KONG® Company Pty Ltd

## What is a KONG?

-  **Chew Toy** – Made of durable high grade natural rubber, KONG rubber toys can help teach correct chewing behaviours that both satisfy natural instincts and prevent destructive chewing in the home.
-  **Stress Reliever** – A KONG® can act as a diversion relieving stress, boredom and anxiety when dogs are left alone or need to be kept busy.
-  **Treat Puzzle** – Stuff a KONG® with your dog's favourite kibble or treats for prolonged enjoyment.

-  **Fetch Toy** – The playful snowman shape gives the KONG® an unpredictable bounce, which dogs love to chase, each game can be new and enticing.
-  **Training Aid** – A stuffed KONG® can help ease the anxiety of crate training and be used as a high-value treat inside the crate. A dog being encouraged to stay on their bed or mat can be allured to do so with a task oriented activity such as chewing on a food-stuffed KONG®.