

**ATTENTION TO NAME ©**

We can teach our dogs to give us their attention when we say their name, rather than ignore us.

This builds a positive reflex reaction and removes any negative association to their name that might have happened in the past.

Take 20 small pieces of food – say your dog's name & give them a treat, regardless of their reaction. Repeat until the treats are finished.

You are not asking for, or rewarding a behaviour at the moment, therefore it doesn't matter what your dog does after you say their name – go to them and give them a treat immediately.



This creates an association between the sound of their name and a positive experience. Practise this every day for a few weeks.

Soon your dog will look at you when they hear their name – now you can use it to gain attention (keep rewarding that intermittently).

Don't over-use your dog's name, or it will become white noise and they might learn to ignore you. For this reason, we recommend that you do not use your dog's name for a recall!

Resist using your dog's name when you're annoyed – always make sure their name is a great sound for them to hear.

If your dog is older and has been ignoring their name for some time, you can use a different word to gain attention – choose any word or sound that they don't know and follow the steps above.