

OIE Platform
on Animal Welfare
for Europe



6th Meeting of the RAWC in the Balkans
Zagreb, Croatia – 13 January 2016

OIE regional Stray dog awareness campaign in the Balkans – Detailed presentation



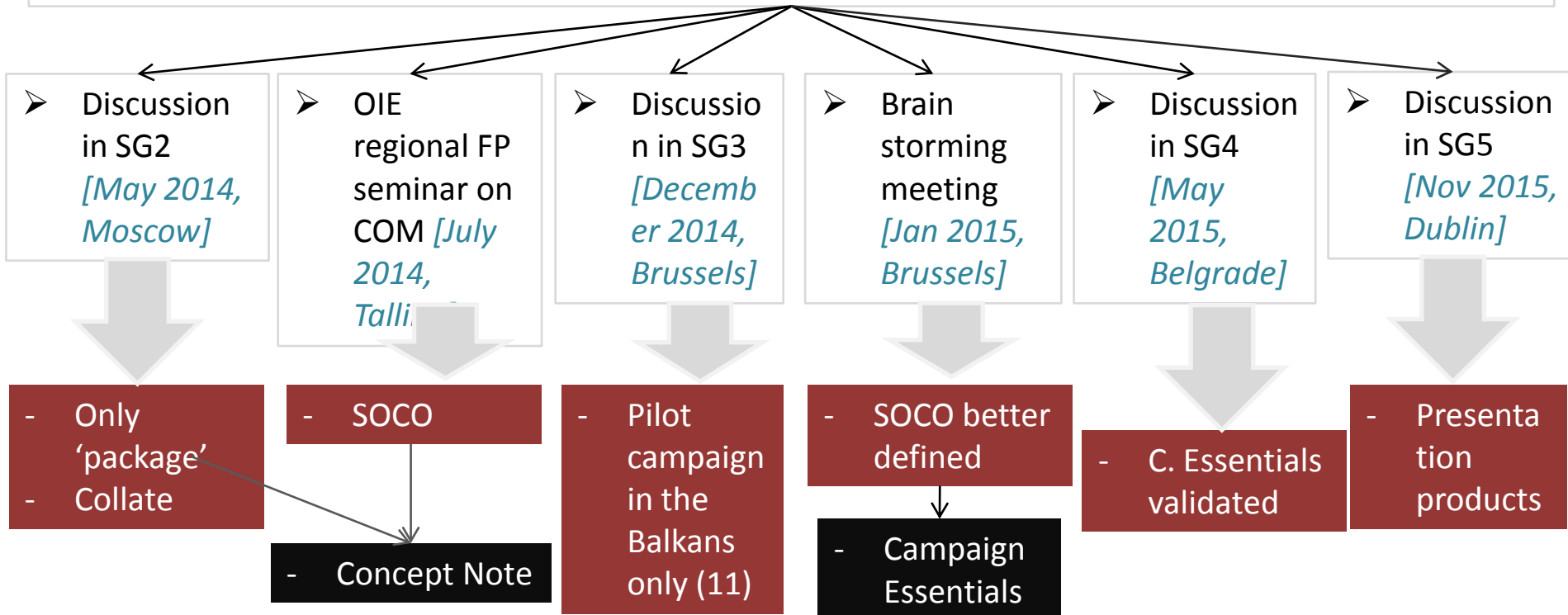
Dr N. Leboucq – OIE sub-regional Representation in Brussels

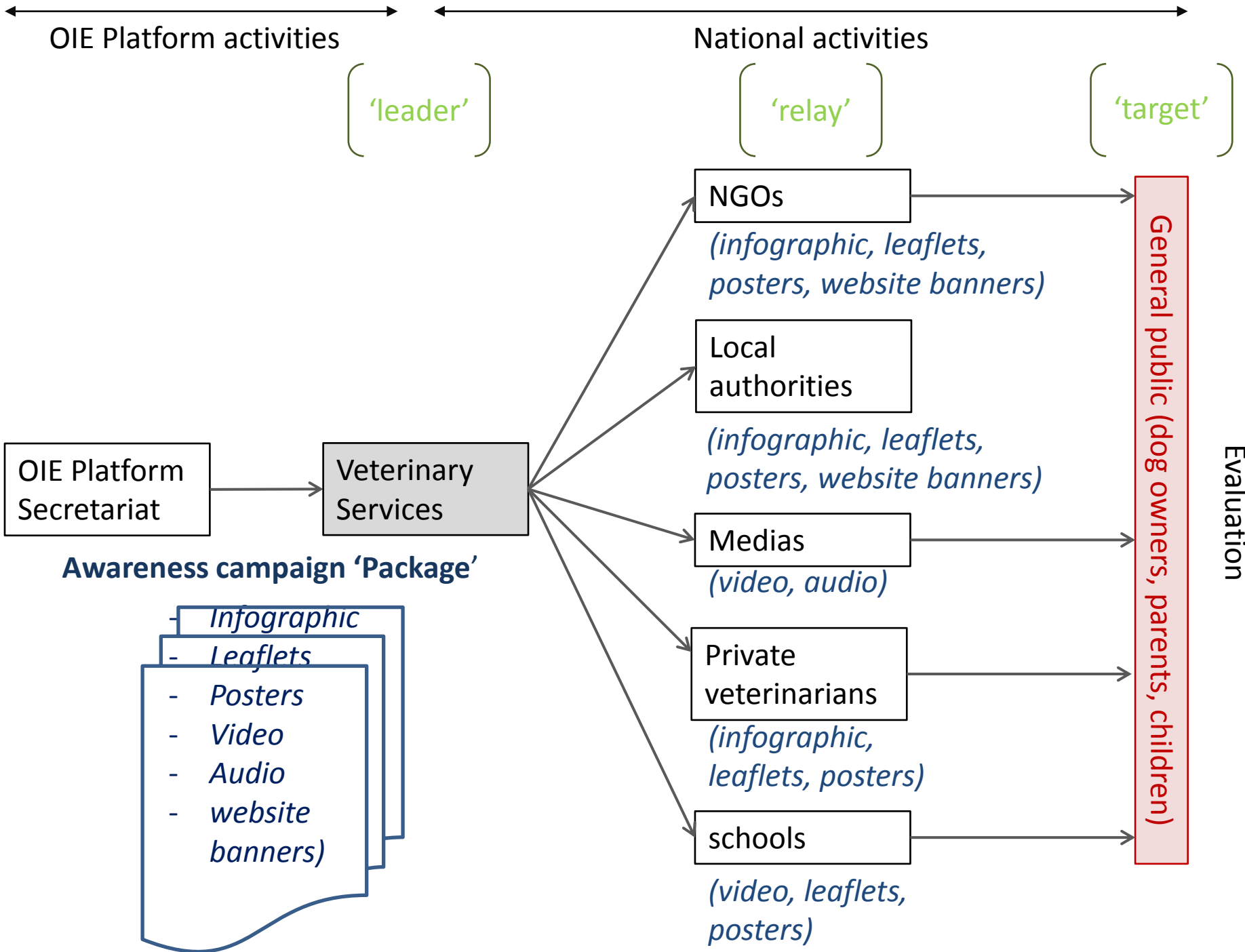


Stray Dog Awareness Campaign

Initial idea (Action Plan):

- campaign in non-EU countries
- To aware large public (including citizens, families, children at school etc.) on:
 - Responsible ownership practices
 - Need of identification and vaccination of dogs
 - Rabies and other zoonotic disease risks to the human health







Stray Dog Awareness Campaign

➤ Overall Objective

* To limit dog abandon **[main source]** by making the dog owners aware of their responsibilities in the interests of both dogs (animal welfare aspects) and the wider community (public security and health aspects).



Stray Dog Awareness Campaign



OIE Awareness Campaign on Stray Dog

Technical Concept Note (V1)

I. Introduction

In many countries in the world, and in Balkan Europe countries in particular, stray dogs present animal health and welfare problems, such as the transmission of zoonotic diseases including rabies, and zoonotic risks to human health through biting or traffic accidents and risks to other companion animal species, wildlife and livestock. Effective management of stray dog populations of considered as essential, and to be an integral component of any rabies control programme.

The OIE standard on stray dog population management (chapter 7.1 of the OIE Terrestrial Animal Health Code) proposes a holistic approach to stray dog control, assessing the full life cycle, preventing and limiting its solutions. The Standard also puts the Veterinary Services in coordination with other competent authorities/agencies in the territory in the field given their leading role in preventing zoonotic and animal welfare.

The OIE Platform on Animal Welfare for Europe identified stray dog population management as priority topic (together with transport by land and slaughter of food producing animals) at its first (2011-2012) and second (2013-2014) cycles of the Action Plan. The OIE, with the support of the Group, decided to include a regional Awareness Campaign on stray dogs for Balkan Europe as the main focus of the topic, notably with regards to its possible rabies component.

This Campaign is part of a comprehensive set of activities under the framework of the OIE addressing the stray dog issue and facilitating the implementation of the OIE related standard, at regional level. It focuses on stray dogs and the risk caused by rabies (2014, 2015, 2016); a regional National Road Point on Communication with the example of an awareness campaign on stray dog regional OIE seminar for National Road Point on Animal Welfare, where the issue of stray dogs (2013).

This Concept Note defines the objectives, methodology and expected outputs of the regional awareness campaign on stray dogs. It takes into account the outcomes of the Working Group session on stray dogs conducted during the regional seminar for Road Point on Communication held in Tallinn, in July 2014, presented during the third meeting of the Platform Steering Group (2014, December 2014).

II. Objectives

The main objective of the regional Awareness Campaign on stray dogs is to help countries implement stray dog population control, and notably to encourage responsible dog ownership by the public.

<http://www.oie.int/eng/ourdivisionsandunits/ahis/ahis20140114.htm>

STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



01/05/2015

Campaign Essentials

The OIE, in the framework of the OIE Platform on Animal Welfare for Europe, has prepared a Stray Dog Campaign Awareness Package to be used in Balkan countries to encourage dog owners to implement responsible ownership practices. This Campaign Essentials summarise the key elements for the Campaign intended to be run by the Veterinary Services in the region in October 2015.

LOVE HIM - DON'T LEAVE HIM



OIE Platform
on Animal Welfare
for Europe



Stray Dog Awareness Campaign

- Call for tender launched on 5 June 2015:
 - Put online on the OIE website
 - Sent to a list of Agencies known to OIE
- Four Agencies applies
- Selection process based on a grid of criteria



Stray Dog Awareness Campaign

call for tender to recruit a Communication Agency

This dog will bring you
10 years of love...

**Are you ready
to make it
to him?**



Oie

World
Organization
for Animal
Health

Prosa delectos pascitur veligeri necesse ut quod nisi enim quoniam hinc impedit nulla ad ea sunt cum
ligit autem amantibus non ad magnitudinem in quibusdam et in quibusdam quibusdam impeditur in quibusdam



This dog will be your partner
for the next 10 years...

**Are you ready
to consider
him?**



Oie

World
Organization
for Animal
Health

Prosa delectos pascitur veligeri necesse ut quod nisi enim quoniam hinc impedit nulla ad ea sunt cum
ligit autem amantibus non ad magnitudinem in quibusdam et in quibusdam quibusdam impeditur in quibusdam



This dog will grow
with your children...

**Are you ready
to take him in
the family?**



In num aut de officio dolores molestiam, et molestias hinc velita
riscione sint in eum quibus consequitur quibusdam alia volent
aliquibus dolentibus serioque veli, quibusdam non
regulam arum ad ea ea magni!

Oie

World
Organization
for Animal
Health

Prosa delectos pascitur veligeri necesse ut quod nisi enim quoniam hinc impedit nulla ad ea sunt cum
ligit autem amantibus non ad magnitudinem in quibusdam et in quibusdam quibusdam impeditur in quibusdam





Stray Dog Awareness Campaign

call for tender to recruit a Communication Agency



EVERY DAY,
MORE THAN 1000 DOGS
ARE BEING ABANDONED
BE A RESPONSIBLE DOG OWNER



www.oie.int 



EVERY DAY,
MORE THAN 1000 DOGS
ARE BEING ABANDONED
BE A RESPONSIBLE DOG OWNER



www.oie.int 



Stray Dog Awareness Campaign

call for tender to recruit a Communication Agency





Stray Dog Awareness Campaign

call for tender to recruit a Communication Agency

Recruited!

YOU CAN TELL HIM ANYTHING...
... EXCEPT GOODBYE

Being a dog owner requires care and attention throughout its whole life.

It's your responsibility to:

- never abandon your dog,
- identify your dog,
- vaccinate your dog,
- not let your dog roam in the streets,
- not let your dog reproduce freely.

If you encounter difficulties, don't give up!
We can help you find the solution to remain the best friend,
call XXXX XXXXXX or connect to www.catayra.com

World Organisation for Animal Health - OIE
At a glance

OIE Platform
The Animal Welfare for Europe

- A new communication approach (dark campaigns have been done before!)
- Good understanding of the 'authors' of the Campaign (OIE + VS → institutional look)
- Enhance "responsible ownership" rather than pointing "bad owners".
 - Cultivating a feeling of pride.



Stray Dog Awareness Campaign



Poster



Dog owner leaflet



Dog owner survey



Presentation for teachers



Press release



Radio capsules



Facebook pages



Sticker with a logo for kids



Play book for kids



Webbanners



Stray Dog Awareness Campaign

Material





Stray Dog Awareness Campaign

Material

OEI REGIONAL AWARENESS CAMPAIGN ON STRAY DOG POPULATION CONTROL IN BALKAN COUNTRIES

YOU CAN TELL
YOUR DOG ANYTHING...
... **EXCEPT GOODBYE.**



BE HIS HERO

Being a dog owner requires care and attention throughout your dog's life.

Local Veterinary Services logo

It's your responsibility to:

- identify your dog,
- vaccinate your dog,
- not let your dog roam in the streets,
- not let your dog reproduce freely.

If you encounter difficulties, don't give up!
Your local Veterinary Authorities can help you, contact them at [website address of local veterinary services](#).

#BeHisHero - country

OEI Platform
World Organisation for Animal Health

This is a message from the World Organization for Animal Health - OIE / www.oie.int



Stray Dog Awareness Campaign

Material

YOU CAN TELL YOUR DOG ANYTHING...
... EXCEPT GOODBYE.

BE HIS HERO

Being a dog owner means caring for your dog over the course of his entire life.

FIND OUT EVERYTHING YOU NEED TO KNOW TO BE A RESPONSIBLE DOG OWNER.

THE REGIONAL ANIMAL WELFARE CAMPAIGN ON STRAY DOG POPULATION CONTROL IN BULGARIAN COUNTRIES

DOGS NEED A LOT FROM YOU!

Raising care of a dog is by no means a major source of joy and love, but it can also be challenging since it comes with responsibilities to be part of a global effort to control dog population.

As an owner, it gets complicated, you must always remember that your dog has only you to count on for needs, including medical care, food, water and play. You must remember that you are the doctor!

In addition, stray dog populations pose a variety of risks, including disease, aggressive attacks and car damage to animals.

This document has been designed by the World Organisation for Animal Health (OIE) to help you on a quest for your dog's life. You are a responsible owner for as long as you are the legal and active dog owner. Keeping to all of your dog's needs means respecting the people and other animals around him, whether you already have a dog or are considering getting one. This document was only developed as the dog's life was seen as a responsible owner.

RESPONSIBLE ACQUISITION: Are you considering getting a dog?
Even animals that you might want to bring home to your family, to please your wife, a love of dogs, to protect your home, etc. but before you have that dog, think with you are really compare the attached questionnaire, read this website or get more information on OIE.org.

"BE A HERO be a responsible owner for your dog, other animals and humans."

BE HIS HERO 1st heroic act
Make sure your dog is properly identified

Keeping your dog by your side is something you desire, but by nature dogs tend to stray and can sometimes get lost.

The moment you realize your dog is gone and is not coming back is stressful for you, but it is even more stressful for your dog. Sadly, stray dogs could have been returned to their owner or community if they had only had identification.

"BE A HERO be a responsible owner by making sure your dog has identification and keeping an eye on him at all times."

Dog identification is:

- cheap
- safe
- non-invasive/long-lasting

Just as a responsible, not only, to make sure you are always get your dog back, but also to avoid breeding population of stray dogs.

Dog identification is a simple to arrange and will help you claim many more moments of happiness with your dog even if you sometimes get separated.

Always keep an eye on your dog!
Your dog needs attention, and if it is a pet that for both of you to walk time outside, having fun and having attention. But remember that your dog can also quickly get away. Being a responsible owner also means keeping an eye on your dog at all times, never letting him out to roam the streets alone and, worse in the situation he requires, keeping him on the leash.

Community dog
If your dog is part of your community, you can always see someone near to help you, make sure he stays in the neighborhood. However, it is even more important to make sure your dog is properly identified with a strong encourage you to read the section on reproduction management on page 4.



Stray Dog Awareness Campaign

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1. Why do you want a dog?

Do you simply want to make your children happy on a special occasion, or is owning a dog something you've been planning for a while? Have you had dogs before, or is this the first time? Becoming a dog owner is a real long-term commitment, a commitment that cannot be broken on a whim.

- It's a special day for the children, and they've been asking for a pet.
- We've been discussing it as a family for some time now. While we still have a few doubts, everything is ready to welcome a dog into our home.
- ▶ I've always had dogs and I want to get another companion.

2. How much time can you devote to your dog?

All dogs deserve a lot of attention, and some breeds need even more than others. You will have to devote a great deal of time to teaching, training, grooming and playing with them. Rearing a dog is a full-time job.

- Less than an hour a day.
- Between one and two hours a day.
- ▶ More than two hours a day.

3. How much space do you have?

Do you live in a house with a garden, or in an apartment with no balcony? Your situation should make you think about the space you can offer your dog. Some breeds adapt easily to small living spaces, whereas others find it difficult. Remember that you are getting ready to welcome a new member into the family, and that they too will need a space of their own.

- We live in an apartment with limited access to the outdoors.
- We live in an apartment near a park, wood or forest.
- ▶ We live in a house with a garden that is easily accessible to the animal even when we are not there.

4. What is your budget?

As a dog owner, you will be responsible for the costs of essential care: food, of course, but also veterinary treatment, insurance, if required, occasional kennel costs, etc. Have you done your sums?

- Sometimes money is tight towards the end of the month.
- We have calculated the necessary monthly budget, and we can afford it.
- ▶ We are fairly well-off and can easily afford all of the necessary expenses to take care of our dog.

5. Do you have someone to look after your dog when you are away or if you have a problem?

Sometimes you might be unable to look after your dog, or you might not be able to take it on holiday with you. Have you thought about this, and have you already got a solution in place?

- No, I haven't thought about it, and now I wonder who could help me.
- Yes, I have family and friends who could look after my dog if necessary.
- ▶ Yes, I already have a list of kennels to use when we are away.

6. Did you know that stray dogs can pose health and safety hazards in our country? In your opinion, what is the main source of stray dogs?

- Owned dogs that roam freely.
- Abandoned dogs.
- ▶ Unowned dogs that reproduce successfully.

7. It is therefore important not to make the situation worse. What do you think are the main things we can do to curb the problem?

- ▶ Think carefully before getting a dog.
- ▶ Never abandon a dog.
- ▶ Identify and vaccinate dogs, and control its breedings.

Stray Dog Awareness Campaign



BE HIS HERO

CONGRATULATIONS!
THIS CERTIFICATE IS DEDICATED TO

YOU HAVE COMPLETED
THE GAME!
YOU'RE NOW
A SUPERHERO





Stray Dog Awareness Campaign

Material



Radio capsules



Stray Dog Awareness Campaign

Material

BE HIS HERO ROMANIA

YOU CAN TELL YOUR DOG ANYTHING...
... EXCEPT GOODBYE.

BE HIS HERO ROMANIA
Animal welfare

- Never abandon your dog.
- Identify your dog.
- Vaccinate your dog.
- Do not let your dog roam in the streets.
- Do not let your dog reproduce freely.

1,246,143 people like this

Invite friends to like this Page

ABOUT

<http://www.behisheromania.com/>

PHOTOS

BE HIS HERO ROMANIA shared a photo

13 h · 8

5397 views

Sed congue, elit non posuere mollis, nulla orci laoreet orci, quis consequat velit justo ut arcu. Donec posuere nibh et urna gravida. Fusce tempus hendrerit est. Sed fella augue, rutrum vitae viverra in, tempor vulputate nisi. Fusce dui nibh, luctus venenatis consequat non, vestibulum ac orci. Duis posuere auctor nunc, nec commodo quam sagittis a. Pellentesque tempus ultrices sem. Nullam ac tortor cursus, dapibus nibh ac, ornare diam.

39 people like that.

Ecrire un commentaire...



Stray Dog Awareness Campaign

Material

YOU CAN TELL YOUR DOG ANYTHING...
... EXCEPT GOODBYE.

Follow us on 



Material

Stray Dog Awareness Campaign

PRESS RELEASE

BECOME A RESPONSIBLE DOG OWNER

LAUNCH OF AN AWARENESS CAMPAIGN HIGHLIGHTING ABANDONED DOGS IN THE BALKANS

The World Organisation for Animal Health (OIE), with the support of the various State Veterinary Services is launching an awareness campaign right across the Balkans in order to **better control stray dogs in the Balkans**.

This initiative, covering 11 countries in the Balkans is targeted both at the general public and education services, animal centres and veterinary surgeons.

The key messages transmitted in this campaign aim to reduce the number of abandoned dogs by encouraging more responsible ownership, not only in the interest of the pets and their welfare, but also in the interest of the wider community.

Clearly, the dogs themselves cannot be held responsible for being strays.

Stray and abandoned dogs: a real scourge in the Balkans.

As in several other regions of the world, abandoned dogs in the Balkans is a scourge with heavy consequences both for the animals themselves and for society in general.

Populations of stray dogs escape all attempts at health control. Their quality of life is generally deplorable, and they reproduce at an exponential rate.

Unfortunately, these dogs are usually malnourished, and create squalor and pollution in both town and country. They can equally become a danger to people, both adults and children, as they are carriers of transmissible diseases such as rabies. Additionally, they can become aggressive and bite people, and are the origin of road accidents.

If for certain people, the dog is an integral part of the family, it also sometimes acts as a guard dog or a working dog. In all these cases, the inherent responsibilities relating to the possession of a dog are often little known and poorly understood by the owners. In these cases, the risks of abandon become all the greater.

Much work needs to be done to highlight this problem. This is a cause eagerly undertaken by the OIE

and the countries right across the Balkan Peninsula through their Veterinary Services.

Some figures to demonstrate the urgency of the situation

A recent study has shown that the number of stray dogs has increased in 90% of the Balkan states over the last 5 years. It is estimated that the number of dogs roaming at large - with or without their owners - in this region is over one million!

The health consequences of this situation are considerable; rabies is present in 80% of the Balkan states, and over a thousand human cases of this fatal illness were diagnosed there in 2014. Most of these cases were linked to the bite of a rabies-infected dog.

All too aware of the importance of this subject, 78% of the Balkan states have participated in national control programme for stray dogs, and half of them have included controls on reproduction. Additionally, identification and registration of dogs has become obligatory in all states participating in this campaign. However, problems with stray dogs remain a daily concern, and the mobilisation of all the participants is essential.

That is why the awareness campaign launched by OIE aims to target the principal source of stray dogs, namely the lack of education on the part of dog owners, leading to them being abandoned.

A simple message: be a responsible owner; don't abandon your dog in the street

An original aspect of this campaign is that it addresses, directly or indirectly, all the actors concerned in this issue: not only the general public, but also veterinary health professionals, the pet trade and education services, who can then pass on the message, using the aids supplied.



Stray Dog Awareness Campaign

Material

OIE Platform
on Animal Welfare for Europe

**OIE REGIONAL AWARENESS CAMPAIGN
ON GOOD DOG OWNERSHIP
IN THE BALKAN COUNTRIES**

**HOW TO RUN
A SUCCESSFUL CAMPAIGN**

- PROMOTE RESPONSIBLE OWNERSHIP
- IMPROVE HEALTH AND WELFARE OF DOGS
- REDUCE NUMBERS OF STRAY DOGS TO AN ACCEPTABLE LEVEL
- REDUCE THE RISKS OF ZOOONOTIC DISEASES OTHER THAN RABIES
- ASSIST IN THE CREATION AND MAINTENANCE OF A RABIES IMMUNE OR RABIES FREE POPULATION
- PREVENT HARM TO THE ENVIRONMENT AND OTHER ANIMALS
- MANAGE OTHER RISKS TO HUMAN HEALTH (E.G. PARASITES)
- PREVENT ILLEGAL TRADE AND TRAFFICKING
- COMPLIANCE

The World Organisation for Animal Health (OIE) has prepared a Stray Dog Campaign Awareness Package in the framework of its OIE Platform on Animal Welfare for Europe¹ for use in Balkan countries to encourage dog owners to implement responsible ownership practices and, in so doing, reduce the growing population of strays.

This document is intended to help you, as the Veterinary Services in your country, implement a successful campaign. This regional communication campaign is scheduled to be launched on 15 March 2016.

Start preparing now to make sure you are ready in time!

1. With the support of the Life Animal Health communication agency <http://www.life-ah.com/>
2. <http://ipaweb.oie.int>

READY TO RUN THE CAMPAIGN? LET'S GO!

- Step 1** Understand the messages fully and take ownership of the campaign.
- Step 2** Discover and carefully read all the tools in the communications package. These can be found in the dossier sent to each country or at the download address.
- Step 3** Assess your budget
See page 13
- Step 4** Draw up your schedule
See page 14
- Step 5** Put together your project team
- Step 6** Adapt the tools to your country: translation, layout and printing of paper documents, recording of radio spots
- Step 7** Identify and mobilise your partners
- Step 8** Organise top-level meetings with your key partners
- Step 9** Be aware of everything you are the project leader
- Step 10** Assess your campaign



Stray Dog Awareness Campaign

Country information / consultation

- In general sessions; in OIE regional Conference
- In several conference / meetings
- Meetings of the Platform Steering Group
- Side event to the OIE seminar for FP on AW (Georgia, October 2015)
 - Feed-back:**
 - Very positive on the Campaign
 - More focus on identification
 - Budget issues

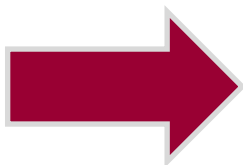
‘Campaign Package’ in English? Decision to translate the Package in national languages (8)



Stray Dog Awareness Campaign

Indicative Calendar

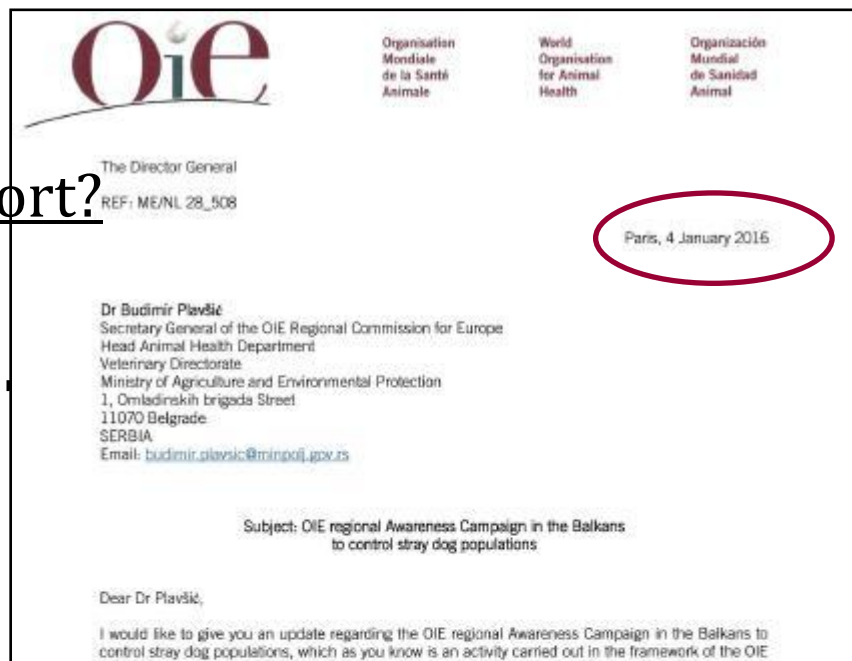
Date	Activities
15 October 2015	Raising campaign awareness (How to run) and start of process of establishing partnerships (initial outreach)
15 February 2016	Receipt of all documents in your language in an USB key with the road book
28 February 2016 - 15 March 2016	Receipt of all documents printed in your language
20 March 2016	Official launch of campaign at regional level
20 March 2016 - 30 June 2016	First phase of campaign (institutions and media)
1 September 2016 - 1 December 2016	Second phase of campaign, including school pupils
15 Septembre 2016	First campaign evaluation
15 March 2017	Second campaign evaluation





Stray Dog Awareness Campaign

Additional support?



ing



Types of Material	Unit cost for translation (Z)	Number of materials needed								unit cost for printing (i)	unit cost for delivering (j)	TOTAL PRICE (= Z + Hxi + Hxj)	
		municipalities (a)	private vets (b)	schools (c)	shelters (d)	breeders/sellers (e)	media (national/local) (f)	NGOs (g)	TOTAL number (H)				
Poster (print ad)		x	x	x	x	x			x				
Posters (large format / bus)		x											
stickers				x	x								
Leaflet		x	x	x	x	x			x				
questionnaire			x		x	x							
radio spots								x					
press release and folders								x					
guide for teacher (PPT)				x									
Play book				x									
facebook page		x	x	x	x	x		x	x				
Total cost Campaign at national level													(Σ)

We are currently in the process of translating (and laying out) the Campaign products into all languages used in the Balkans so as to be able to deliver the 'Package' to you in your national



Stray Dog Awareness Campaign

Additional support?

• Poster	A3, using 150 g Paper
• Advertising displays material (press Ad, bus, bus stop)	(depends locally)
• Press Release	4 pages A4 (without binding), quadri format using 90 g paper. One Staple top left
• Radio capsules	1 page A4, quadri format using 90 g paper
• Children Game Book	24 pages A4, quadri format using 150 g paper
• Leaflet on good dog ownership practices	8 pages A5 using 90 g paper
• Questionnaire on responsible dog acquisition	287*200 using 90 g paper
• Teacher Guide	13 pages A4 (landscape orientation) using a 90 g paper



Stray Dog Awareness Campaign

Note bene

The Campaign is not mandatory
(will depend on country priorities,
budget, available HR)

If budget issues, options:

- Phased Campaign
- Selection of some products
- E-campaign



Thank you for your attention

