REPORT OF THE 10TH ASIA FOR ANIMALS CONFERENCE

Changing Human Behaviour
मानव आचरण रूपान्तरण

2–5 December 2017 | Kathmandu, Nepal
Reflection

It might have been the first chilly AFA, but we hope you remember it as warmly as we do!

It was a pleasure and privilege to host all participants of AFA17. So many of you are striving to instil respect and compassion for our fellow animals. What could be more important like that?

We did not take this opportunity lightly. For many months our small team worked flat out. We focused on the basics – good and plentiful food, lots of relaxed social time, and a content-rich programme. If we got those ingredients right, we figured you would do the rest!

Altogether we gathered 528 people from 44 countries, representing 194 organisations. We were reminded how much we need the AFA conference to give us this precious time and space - to connect, to learn from each other, and to innovate. It was fantastic to hear that over half of respondents to the post-conference survey had taken actions as a result of AFA17. Changing human behaviour, including our own, is not easy. But with time and collective support it is possible.

Our deepest thanks and appreciation to all of the co-sponsors, organisers and participants of AFA17.

Manoj and the Jane Goodall Institute Nepal (JGIN) Team

“The whole conference was full of inspiring speakers whose work is a testament to the human capacity for compassion and commitment to animal welfare.”

- AFA17 Participant
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ANNEX A: Programme Overview
ANNEX B: Abstracts
Highlights

- 76% participants had never attended an Asia for Animals conference
- 168 inspirational presentations over 4 days
- 528 participants from 44 countries and 194 organisations
- Nepal’s first vegan international conference
- 76% participants came for networking; 88% came to be inspired
- 44% participants were young people (under 30)
- 76% participants had never taken action(s) within 3 months of the conference
- 57% participants had taken action(s) within 3 months of the conference
- 264 free places provided
- 71% of presenters had never presented at an international conference before
- 7,365 profile views, 4,740 messages sent and 300 business cards exchanged via AFA App
- Travel and accommodation scholarships awarded to 126 participants
- 57% participants had taken action(s) within 3 months of the conference

THE 10TH ASIA FOR ANIMALS CONFERENCE
2001 Manila
2003 Hong Kong
2005 Singapore
2007 Chennai
2008 Bali
2010 Singapore
2011 Chengdu
2014 Singapore
2015 Borneo
2017 Kathmandu
Since the first conference in Manila in 2001, Asia for Animals (AFA) has grown into one of the largest international events dedicated to animal protection. Over the years, the conference has brought thousands of participants together, generating new partnerships and innovations for tackling some of the world’s greatest challenges in animal welfare and wildlife management. With Asia being the new frontier in the global campaign for animal protection, the conference has become an essential date in the calendar not just for Asia-based activists but for experts, scientists, veterinarians and animal professionals from all over the world.

Organising the 10th AFA conference was a weighty responsibility. JGIN started working on the conference in September 2016, establishing a planning team and consulting experts on how to structure the 10th conference for maximum impact.

The Asia for Animals Conference is the flagship programme of the Asia for Animals Coalition — 19 of the world’s leading animal protection organisations which have a shared focus on improving the welfare of animals in Asia.

The Team

Katie Ball  Kim Bartlett  Wolf Clifton  Harry Eckman  Basanta Gautam

Manoj Gautam  Niraj Gautam  Tess Johnson  Dr. Alicia Kennedy  Bex King

Andy Koh  Manish Nepal  Suzanne Rogers  Sangita Sapkota  Rabi Sharma

Michelle Shepherd  Shristi S. Shrestha  Abhilasha Subba  Dr. Prabin Thapa  Sarah Vallentine
Listening to your feedback

Planning the 10th AFA seemed like a good time to take stock and ask what does AFA mean to you? In September 2016 we conducted a survey of 1,144 past participants. You told us that AFA is a unique opportunities platform – a chance for Asian voices in animal welfare to get heard. From the deepest forest of Bangladesh to the remotest island of Indonesia, there are people and organisations making a real difference for animals. AFA should be when you can come together and access vital support. That’s why we spent 30% of the budget on providing sponsorship for participants, and out of 528 participants, 264 were sponsored to attend. We also tried to maximise the opportunity for people to exhibit their work, not just through traditional oral presentations but through the marketplace and posters. We took on board your suggestions to engage the local community, with a school poster competition, awards, media and sponsored places for Nepalese students in veterinary medicine and animal care studies.

84% of respondents valued AFA as a learning opportunity, and 76% for networking. Good quality talks and workshops were considered the most important factors in determining a good conference, as well as being well-organised with a diverse programme and diverse participants. More refined, in-depth subject selection and avoiding subject repetition were also considered important. Hence our priority was to deliver a smooth conference driven by content, with ample time for interaction.

Out of 23 subjects, Human Behaviour Change for Animal Welfare received the most interest (84% of respondents were interested or strongly interested), followed by Captive Wildlife, Wildlife Trade, and Animal Welfare Movement and Collaboration.

Subjects rated according to interest (Pre-Conference Survey)

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<td>Animal Experimentation</td>
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<td>Dog/Cat Management</td>
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Objectives

- Create an inspirational programme to elevate thinking and practice, and make positive shifts within global animal protection.
- Deliver a smooth conference with maximum learning and networking value.
- Expand opportunities for people to participate in and benefit from the conference.
- Help establish animal welfare as a respected, professional institution in Nepal.
Environmental Statement

We tried to minimise any negative impact on the environment in all aspects of conference planning.

Food

Only locally-sourced, seasonal (and of course vegan) food was prepared throughout the conference. Rather than supplying bottles of mineral water or disposable cups, water stations were established in each Hall. All leftover food was donated to an animal rescue centre.

Transport

The Yak and Yeti was in part selected because of its central location, within walking distance of local points of interest and the main tourist hub - Thamel.

We calculated that 3.4 million kilometres (2 million air miles) would have been flown by participants of AFA to reach Kathmandu. Through the partner organisations of the Jane Goodall Institute Nepal, we have arranged for deforested areas of Bardiya and Mugu districts to be replanted with 2,500 trees. The net carbon sequestration of these trees over 10 years, is 734 tonnes, equivalent to the CO2 emissions calculated from participants’ flights. This reforestation project is also supporting the human-elephant conflict mitigation work by the local community.

Materials

All conference materials including bags, TShirts, banners and printed materials were created using sustainable materials and natural fibres. Our AFA app was used for all conference information and communications to help minimise printing.

Participants were encouraged to use recycling points provided and distribute any materials in a paperless manner and/or on recycled paper where possible.

Given there might be more plastic than fish in the oceans by 2050, it was pretty obvious to us that we had to make AFA 2017 a plastic-free conference!
Wellness

Do you feel emotionally numb or drained at the end of the day? Do you enjoy your work but feel like you have nothing left to give? If so, you might be suffering from compassion fatigue, and you’re not alone...

Compassion fatigue is what happens to some caring and compassionate individuals as a result of their work on behalf of animals (or people). They care and they care and they care some more and then, their compassion exhausted, they begin to care less and less. Compassion fatigue is accompanied by loss of compassion and feelings of fear, dread and loathing for what once brought joy.

We wanted AFA17 to be a platform to highlight the impact of compassion fatigue, ‘burnout’ and mental health issues not only on individuals but also on organisations, affecting productivity and morale.

The expectation that we can be immersed in suffering and loss daily and not be touched by it is as unrealistic as expecting to be able to walk through water without getting wet.

Dr. Naomi Rachel Remen
The Elephant In The Room

By its nature, the animal protection and veterinary fields attract people who have a high level of compassion, empathy and a drive to care for others. Whilst we can be rewarded with great satisfaction and a sense of achievement, repeated exposure to traumatic events (including cruelty and sickness) can lead to compassion fatigue. It’s ironic that veterinarians and animal protection workers are so effective at caring for animals and others yet they all too often neglect their own needs.

Core elements of AFA17 were designed to raise awareness of the symptoms of compassion fatigue, and provide the skills, resources and tools for participants to grow the conversation in their communities.

These included:

- A chill-out lounge, open throughout the conference, where participants could relax, pick up some resources or get a massage.
- A complimentary programme of wellness and mindfulness sessions including Vinyasa flow and Hatha yoga, didgeridoo and singing bowl therapy, inner strength with belly dancing caravan and dance movement therapy.
- A keynote address and two participatory workshops by compassion fatigue expert, Hilary Hager.
- Brain-boosting smoothies, fresh juices, and plenty of locally-sourced, nutritious vegan food.
- A family friendly atmosphere. Fact: Many of us have kids. Balancing kids and work can be stressful, and you shouldn’t have to make a choice between the work you love and being a good parent.
- Sunshine, fresh air and picnic lunches.
Participants

Geographic Origin

Participant By Region

The majority (67%) of participants came from the Asia Pacific region. Of these, 42% were from Nepal, and 15% from India. The Philippines and Indonesia were well represented.

Participant By Country Within Asia

“Asia for Animals is a hub for countless activists from across the continent and the world, and this is the opportunity for their voices to be heard and their experiences to be shared. We all try to speak for beings which cannot, and through AFA, these voices become louder.”

- Alex Mayers, AFA17 Keynote Speaker
Gender

58% of participants were female.

Age

The oldest registered participant was 80 years old and the youngest was 12. 20% of all participants were under the age of 30.

Sector

194 organisations were represented at AFA17. There was a diversity of sectors and vantage points. NGO representatives comprised 75% of participants (55% NGO and 20% iNGO) and the remaining 25% included media, government, business, academia, veterinary, religious organisations and individuals.
Host Country

For the first time, AFA was held in Nepal. Rising from pristine lowland jungle where tigers flourish, up through the precipitous hunting grounds of the snow leopard to the dramatic peaks of Everest, Nepal’s landscape is teeming with biodiversity, mythology and culture. What better place for AFA participants to gain some perspective, than the roof of the world?

In much of Nepal, people and animals coexist in a way that has changed little over time. Dogs, believed to guard the entrance to Heaven, provide security in return for food. Monkeys hang from the eaves throughout Nepal’s abundant temples where sacred cows are given nourishment. While lowland villagers are well versed in all-night rituals designed to keep away marauding elephants or hungry tigers.

For many Nepalese, a visit to the dhami (shaman) is more common than a visit to the doctor. Shamans channel ancient Tibetan and Nepalese wisdom which honours the sanctity of nature. With much of the country inaccessible by road, there is a heavy reliance on the estimated 2.7 million working animals such as yaks. In the Khumbu (Mount Everest) region, Sherpas manage the rangeland with a model of sustainable agriculture that has continued for thousands of years. While in the secluded valleys of the Trans-Himalaya, the snow leopard’s stronghold, communities are governed by a monastic code of ahimsa and are either declared vegetarian or strictly monitored for any cruelty to animals.

Renowned for achievements in nature conservation, Nepal has dedicated 23% of its land mass to national parks or reserves, and is seeing tiger and rhino populations rebound, while offering a refuge for endangered species such as the Ganges river dolphin and the red panda. But Nepal’s human population has tripled in 50 years, placing a strain on natural resources and bringing humans and wildlife into conflict. Meanwhile Kathmandu continues to hold its millennia-old position as a staging post for the wildlife trade.

75% of Nepal’s households keep livestock, and the cow or goat is often treated as an integral member of the family. This was particularly evident after the 8Mw earthquake of 2015, when more than 180,000 cattle and 38,000 sheep and goats were crushed under their shelters. 2015 also saw the construction of the first intensive poultry farm – a signal of an agricultural revolution that threatens to bulldoze traditional practices and eradicate indigenous respect for animals.

Amongst these challenges there is hope. A government-community partnership is reshaping how community dog populations and rabies are controlled. Authorities are beginning to incorporate animal welfare principles into policy, and a new criminal code prohibiting cruelty to animals has been announced. A new generation of Nepalese, aware of the importance of animal welfare, is helping to accelerate this movement.
Impact

The 10th AFA conference was held in Kathmandu, Nepal from 2nd to 5th December, 2017. 528 participants representing 44 countries and 194 organisations gathered for what was widely acclaimed to be a pivotal conference in the animal welfare sector.

Over the course of four days, the conference featured 168 presentations, including plenary keynotes, talks, workshops, social events, film screenings/discussions, marketplace demonstrations and posters.

Did the conference meet its objectives?

**Objective 1: Create an inspirational programme to elevate thinking and practice, and make positive shifts within global animal protection.**

The theme *Changing Human Behaviour* was selected for AFA17 because that is what everyone working for animals really wants to happen. Most animal suffering is caused by humans doing, or not doing, something. The way we treat animals, the products we buy and the entertainment we seek can all cause suffering. To help animals, we must change the hearts and minds of humans. AFA17 was designed to be an opportunity to learn more about this theme – the key to achieving great, lasting impact for the animals of Asia.

A total of 162 abstracts were submitted, embracing the ‘changing human behaviour’ theme but spanning across species and disciplines. Given the quality and breadth of abstract submissions the Scientific Committee had a great challenge to select abstracts and design the programme. 14 influential thinkers and inspirational campaigners from the fields of animal protection and behaviour change were invited as keynote speakers.

For the first time, the theme of AFA was human-centred. As one of the first international conferences exploring human behaviour change for animal welfare it is especially important to evaluate the impact of AFA17. Not only will this contribute to a rapidly growing knowledge base it will also generate important recommendations for the design of future conferences, while keeping up the momentum for this crucial new line of work.

“I learnt so much: the conference became for me a profound, moving, enlightening and educating experience.”
- AFA17 Participant
90% of respondents to the post-conference questionnaire indicated that the conference had greatly or somewhat enhanced their understanding of changing human behaviour to help animals.

Top rated presentations included ‘Copy Copy Copy’ (Mark Earls), ‘Animal Protection: the Human Element’ (Suzanne Rogers), ‘Religion: a Blessing for the Animals?’ (Panel), “The struggle of the nonhuman rights project to gain legal rights for nonhuman animals’ (Steven Wise), ‘Animal Protection Through Addressing Human Needs’ (Rubaiya Ahmad) and ‘In It for the Long Haul’ (Hilary Hager).

Some participant actions, post-conference:

“Enhancing the Cradle platform based on conference observations, to better connect global NGOs and welfare enthusiasts.”

“Campaigning to make the ivory trade in Australia illegal.”

“Assessing behaviour change related to our education programmes.”

“Made connections with others researchers in my field, developed a new research idea inspired by interactions at the conference, taken up suggestions on reading material from outside my field from an inspiring speaker (fascinating!) and reflected on my own mindset and practice in my approach to animal welfare (both personally and professionally).”

“Changing my daily life to be more sustainable.”

“Trying to do more community outreach.”

“Started education and awareness program and applying HBC program.”

“Opting for cruelty free products and learning to cope better with workload.”

“In-process of being a vegan.”

“It was really an inspirational conference, we had a new and renewed spirit to work for the welfare of animals. We have planned various awareness programmes to educate masses in general and students, youth community in particular.”

“Made many new professional partnerships, derived inspiration and knowledge for own programs.”

57% of respondents to the post-conference survey said they had taken one or more actions as a result of participating in the conference.

Many said that they have enhanced their programmes based on conference learnings or inspiration, particularly in incorporating more behaviour change elements into their strategy. Many mentioned new connections or partnerships established during the conference. Others reported renewed or fresh dedication. Some even reported changes in their own behaviours such as becoming more sustainable or becoming vegan. Others returned home to write articles in local or national media.

By and large, the most frequent criticism of the conference was too much content to choose from.

Feedback from the AFA App found that the ‘Animals and Happiness’ panel and the Digital Storytelling workshop received the highest likes and comments.
Objective 2: Deliver a smooth conference with maximum learning and networking value.

Participants who responded to the post-conference survey (n=99) gave the conference high marks on the whole.

93% of respondents gave an overall satisfaction rating of Excellent or Good.

All components of the conference were rated excellent or good by at least 70% of respondents. Respondents were particularly happy with the choice of location – 95% thought this was excellent or good. 70% of respondents rated the conference materials as excellent. Presentations, the venue/facilities, programme content and e-communications also scored highly, with more than 90% of respondents rating these as excellent or good.

Please indicate your overall level of satisfaction with the conference

- Excellent: 54%
- Good: 39%
- Satisfactory: 4%
- Unsatisfactory: 3%
- Unsatisfactory: 3%

Please rate the following components of the conference

- Programme content
- Presentations
- Providing a forum for learning
- Providing a forum for networking
- Food
- Design, logo and materials
- E-communications
- Registration process
- Scheduling and timing
- Welcome reception
- Gala dinner
- Venue and facilities
- Accommodation
- Choice of city/country
- Overall organisation

- Excellent
- Good
- Satisfactory
- Unsatisfactory
- Undecided
Responses indicate the conference provided a better forum for networking than for learning. 62% of respondents rated the networking opportunity as excellent compared to 49% for the learning opportunity. The least satisfactory component was scheduling and timing, with 12% of respondents rating this as unsatisfactory.

Half of respondents had not paid to participate in AFA17. Of the other half, 96% considered the conference to be good value for money.

87% of participants who responded to the post-conference survey found the AFA App to be very useful. This was despite the challenge of providing adequate wifi for so many people across several halls (a technological challenge for the service provider). Only 2% did not know about the AFA App.

Out of 528 participants, 349 downloaded the app on their phones. There were a total of 7,365 profile views and 4,740 messages sent or received via the app, and 300 business cards exchanged.
Objective 3: Expand opportunities for people to participate in and benefit from the conference.

A key concern was that AFA17 would attract the same group of participants as before, but this was not the case. **76% of participants had never been to an AFA conference before.**

The registration fee was capped at a fraction of the true cost of each individual’s participation, and was not increased from the previous AFA conference in 2015. This was possible because AFA is heavily subsidised by the generous support of the co-sponsors, with 66% of the total income from sponsorship and the remainder from registration fees.

Travel support and sponsorship of AFA participants is fundamental to ensure a diverse audience and that the people who will most benefit from AFA are able to participate. 57 participants were given full scholarships (travel, accommodation and registration). A further 69 participants received free accommodation and registration. Of the remaining participants, 174 had registration fee-waived places and 143 paid a discounted fee.

In total, out of 528 participants, **266 were sponsored to attend.**

Sponsorship status of AFA17 participants

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<th>Travel, Accommodation &amp; Registration Provided</th>
<th>Accommodation &amp; Registration Provided</th>
<th>Registration Provided</th>
<th>Discounted Fee-Paid</th>
<th>Full Fee-Paid</th>
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<tr>
<td>11%</td>
<td>33%</td>
<td>27%</td>
<td>16%</td>
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One of the challenges was seeking out key Asian voices - people with important messages who would not usually respond to the call for abstracts. We did this by translating the call for abstracts into other languages and reaching out through the AFA Coalition network and partners for recommendations, making a particular effort in underrepresented countries.

**64% of presenters were from Asia.**

**71% of presenters had never presented at an international conference before.**
Objective 4: Help establish animal welfare as a respected, professional institution in Nepal.

Hosting AFA17 in Nepal was an opportunity to spotlight the country’s developments in animal protection and engage Nepali citizens in a new dialogue around animal health, rights and welfare.

As Nepal’s first vegan conference we invited local chefs and culinary students for vegan cookery workshops.

25% of participants and 14% of presentations were from Nepal (abstract submissions from Nepal were given preference by the Scientific Committee).

We used only locally-sourced materials and engaged local designers and artists to create the moving whale, the elephant sculpture and the AFA17 materials including TShirts, bags, notebooks, placeholders and name tags.

We reached out to veterinary schools and other universities to provide 12 sponsored places for local students.

65 posters were submitted from Nepali school students on the theme of Changing Human Behaviour for Animals.

63 local volunteers took part in AFA17, joining a 3-month training programme to learn about animal protection, research our presenters, and help with planning.

Animal projects within Nepal could apply to host the field trip – KAT Centre, Animal Nepal, Math Mandir Gai Bachha Bachau Tatha Samaj Vikas Abhiyan and Tiger Tops were selected.
Our search for a young keynote speaker took us to 12 schools across Nepal, raising awareness of animal protection through talks and writing competitions.

AFA17 featured many performances by celebrated Nepali musicians and artists including Kutumba, Salil Subedi, Pariwartan and Nepal Dance Academy.

All Nepal-based individuals were given the heavily discounted registration fee of 10,000 NPR (US$100) (the full fee was US$400).

13 local organisations were given free exhibition space in the Marketplace to display and present their work.

52 people entered a photo competition for a photo that depicts changing human behaviour for animals.

Local sponsors including the Nepal Tourism Board and Himalayan Bank were given exhibition space, co-branding and other opportunities.

An international conference of this size is rare in Nepal. Hundreds of people flying to the country for the sole purpose of discussing animal protection was a wake up call for Nepali media and politicians – alerting them that this is an issue that deserves attention, that professionals and eminent scientists dedicate their careers to this cause.

A petition against the amendment Nepal’s Wildlife Protection Act allowing farming of wild animals was presented to Parliament.

National media coverage was extensive with full articles in The Himalayan Times, Republica, WOW World of Women, Nepali Times and MnS VMAG.
What did you like best about AFA17? *

*Results from post-conference survey, March 2018

Excellent experienced speakers

GREAT VEGAN FOOD
- Personally and professionally uplifting
- Things ran very smoothly
- Real sense of community
- Something for everyone
- An experience I will never forget
- Impressive breadth
- my idea of heaven
- SPELLBINDING cultural programme

DIVERSITY
- Focus on people not animals
- Very well put together

POWERFUL THEME
- Opening film

wonderful ATMOSPHERE
- Animal rights perspective
- Excellent field trips
- So many amazing people presence of monks

ENERGY
- Practical skills to EMPOWER
- Impromptu forums

INSPIRATIONAL MOMENTS

location was MAGICAL

PEOPLE with PASSION
- like-minded people

SUCCESS STORIES
- best conference ever attended
What did you like least about AFA17?*

*Results from post-conference survey, March 2018

Not being able to see everything
No HOT WATER
Not enough time for marketplace
Lack of farm animal content
Nothing
Limited capacity in workshops
Soya milk
Delay to get reimbursed
CONFUSION
Western centric
Felt extravagant
JUGGLING
REPETITION
messy timings
few VETS
Going home
Accommodation
Shuttle
A little expensive
Some DELAYS
Volunteers not fully trained
early mornings
Gala comedian
OVERLAP
Lack of regional case studies
Some sessions felt really LONG
Not representative of host country
WHEN IT ENDED
majority speakers not from Asia
App was unruly
focus on animals for work or companionship
Having to CHOOSE
Lack of Asian voices
Dr. Jane Goodall, DBE

“To all of you and on behalf of all the animals that you are working to help I wish you a fantastic conference — I can’t wait to hear the ideas that are born as you meet, as you talk and share information.”

In her welcome message, delivered via video link, Dr. Jane expressed that on the 10th anniversary of AFA, animals need us now more than ever. She reminded us that we must seek to understand each animal as an individual — each one has the right to live without pain and torture.

Arya Jibi Ghimire

“Perhaps when I grow up I will only be able to see a wild tiger in a photograph.”

Ten years old, Arya Jibi studies in Grade 5 at Rato Bangla School in Kathmandu. He won a national competition to find a young keynote speaker with an important message to deliver at AFA17. Arya Jibi spoke about the rich biodiversity of Nepal and how each one of us should take action to conserve wildlife.

Matthieu Ricard

“We cannot be comfortable within if there is a moral disassociation, an incoherence — we love our kids, we want to be good human beings, yet we inflict unbearable suffering to so many other sentient beings.”

Buddhist monk and renowned author, Matthieu received the French National Order of Merit for his humanitarian work. He delivered an inspirational message on how human beings can and must widen their circle of compassion to the eight million species which are our co-citizens on this planet.

Khenpo Chonyi Rangdrol

“Protect The Earth. Live Simply. Act With Compassion.”

Khenpo Chonyi became a monk at the age of six. In 2003, in a special ceremony, Ven. Thrangu Rinpoche bestowed the title “Khenpo” on him and he became the youngest Khenpo in monastery history. He served as principal of Shree Mangal Dvip School for seven years and became the Abbot of Thrangu Tara Abbey Nunnery in 2011. Khenpo Chonyi speaks six languages, including English and Chinese. He travels extensively to teach dharma, especially in Asia and Australia.
Suzanne Rogers

“There is considerable inspirational and impactful work taking place across Asia that appreciates the human element of animal welfare issues and I am so excited that AFA2017 will enable this work to be shared and learnt from.”

After ten years in science publishing Suzanne re-qualified in animal behaviour and welfare, gained extensive practical experience with several animal welfare organisations, worked as an equine behaviour consultant and founded Learning About Animals. Through her work with World Animal Protection in developing and testing participatory methodologies, she became interested in how to work within communities to drive change in the way people manage and care for their animals, and she led the move away from a heavy focus on mobile clinics towards prevention through participatory approaches. Since 2011, Suzanne has worked as an international consultant for animal welfare and human behaviour change and founded Human Behaviour Change for Animals (hbcanimalwelfare.com).

Mark Earls

“If we want to protect the animals and the environments that we care for we must recognise that rational persuasion, facts, will not be enough. Science is important, but it’s not going to be enough. I’m going to be talking in Kathmandu about some of the other ways that we can change people’s behaviour.”

A writer and strategist whose ideas about human behaviour have changed the modern world of marketing, Mark is a leading authority on consumer behaviour whose influence has been felt far beyond the advertising business. His insights into mass human behaviour have been embraced by security and intelligence services, social policy makers and politicians across the world. According to Mark, we are ‘a super-social ape’, existing to converse, to chat, to gossip. Applying this and other insights into basic human nature can help make us all better at what we do. Mark has written several best-selling books including the award-winning ‘Herd: how to change mass behaviour by harnessing our true nature’ (Wiley 2007) and ‘Copy Copy Copy’ (Wiley 2014).

Hemanta Raj Mishra

“I find it heartening that AFA17 chose Kathmandu as the venue. I believe this conference in the birth-land of Gautama Buddha—the prince of peace and compassion—will strengthen our intellectual and moral capacity for care, compassion and commitment for animal welfare, both domestic and in the wilds.”

Dr Mishra was a key member of the pioneering team that established Chitwan National Park - Nepal’s oldest national park - and subsequently created a network of National Parks and Wildlife Reserves throughout Nepal and a comprehensive program to save Nepal’s endangered species. He has worked for Humane Society International, the Government of Nepal, the National Trust for Nature Conservation (NTNC), the World Bank, Asian Development Bank and others. He received the prestigious J. Paul Getty Conservation Prize for his achievements in Nepal.
Gilbert Sape

As global head of World Animal Protection’s campaign on bears and traditional medicine, Gilbert oversees the work to end the use of bear bile in China, South Korea, Vietnam, Myanmar and Laos. Prior to joining World Animal Protection, Gilbert worked as a campaigner for 20 years on social and environmental issues, mostly in the Asia Pacific region. His last post was in Sarawak, Malaysia where he witnessed the impact of palm oil industry on the lives of indigenous peoples, the environment and wildlife. The successes he has seen in South Korea on ending the bear bile industry has inspired him to take on the challenge of ending the industry in other countries.

Anna Cabrera

“It’s important to fight & condemn cruelty, but we have to celebrate kindness.”

In 2006, Anna left her career in the banking industry to join The Philippine Animal Welfare Society (PAWS), the fledgling animal welfare organisation founded by Nita Hontiveros-Lichauco. Anna had been an active volunteer for PAWS since 1997, and was part of the team that lobbied for the passage of the Animal Welfare Act - the Philippines' first anti-cruelty law. More than a decade later and after building up prosecution work against dozens of animal offenders, Anna spearheaded the lobbying of the AWA amendment to increase penalties and jail time for animal offenders. The amended law was passed in September 2013. Anna firmly believes that the focus of animal welfare work should be on changing the attitudes and behaviour of people towards animals. Hence, she focuses on the carers of animals - humans - educating them and empowering them.

Pei Feng Su

“It is wonderful that the 10th AfA will focus on Human Behaviour Change, recognising that solving non human animal issues can only be achieved through the changing of human behaviour. That’s why I believe that education is the way forward. I am so honoured and pleased to be speaking and meeting everyone at the conference again!”

For nearly 25 years Pei F. Su has been working relentlessly to bring awareness and compassion to the people of China and across Asia, spearheading campaigns on issues from bear farming and fur farming, to the illegal turtle trade, zoos and stray animal management. In 2006, Pei co-founded ACTAsia, an organisation which confronts the root causes of animal suffering in a country that arguably has the greatest impact on animals and the planet. ACTAsia works with grassroots advocates across China helping them become more effective, whilst training veterinarians in animal welfare, and training teachers to deliver humane education. Their Caring for Life program has reached more than 51,000 children across China, and is demonstrating how children become more compassionate towards animals, the environment and each other. ACTAsia is becoming accepted by the authorities and was the first educational organisation to be awarded by the Government as one of the ten most influential organisations in China.
Steven M. Wise

“AFA 2017 offers me and the Nonhuman Rights Project the chance to meet lawyers and others from throughout Asia to discuss how we might be of service in helping them begin the process of gaining fundamental legal rights for nonhuman animals in their countries.”

Called a “piston of the animal rights movement” in the Yale Law Journal, Steven M. Wise has spent more than 35 years championing the interests of animals. Steven started his career as a criminal defense and personal injury lawyer, but upon reading Peter Singer’s “Animal Liberation” decided to dedicate his career to achieving justice for non-human animals. He is the Founder and President of the Nonhuman Rights Project, the first civil rights organization dedicating to achieving legal rights for members of species other than our own.

Hilary Hager

“When we fly on a plane we’re told to put on our masks first in the event of an emergency. Caregivers are running around trying to put masks on everyone while we are blue in the face.”

Hilary has spent the last seventeen years working in animal protection and currently serves as the Senior Director of Volunteer Engagement for The Humane Society of the United States. Engaging volunteers in meaningful work to make the world a more humane place is Hilary’s passion and life’s work. She teaches compassion fatigue workshops to help provide members of the animal protection community the support and resources to maintain their own well-being while working in a challenging and emotionally-charged environment. In addition to managing volunteers in shelters, Hilary has been a volunteer herself at a wildlife rehabilitation center in Washington State, and served on the board of directors for a chimpanzee sanctuary and is president of the Washington State Federation of Animal Care and Control Agencies.

Wu Hung Chu

Chu Tseng-Hung, also known as Wu Hung, is an internationally renowned activist whose gentle but persistent campaigning over the last 25 years has helped shape Taiwan’s humane development and its present-day progressive and humane policies. Chu was a Buddhist monk for the first 10 years of dedicating his life to social activism and the protection of animals. In 2000 Chu founded the Environment and Animals Society of Taiwan (EAST), with which he has worked tirelessly to expose and denounce cruel customs and practices such as the ‘divine pig’ contest in which pigs are force-fed for years before being publicly slaughtered without prior stunning, mercy release, where captive wild animals are ‘freed’ to bring good karma. Chu has received a number of awards including the William Wilberforce International Award by the Royal Society for the Prevention of Cruelty to Animals in 2011 and the National Humane Award of the American Society for the Prevention of Cruelty to Animals (1999). For Chu, his ultimate goal is for EAST to disband, as this would mean animal welfare has matured and his efforts would no longer be needed.
Dr. Andrew N. Rowan

“As the Asia for Animals conference comes up to its tenth birthday, I am sure my colleagues amongst the sponsoring organizations would agree it has exceeded our hopes for success and impact. Animal protection organizations and campaigns are exploding across Asia and Asia for Animals has been a very important part of that growth! We wish the AFA a very successful second decade of conferences and a thousand attendees at the 20th congress.”

Dr. Andrew N. Rowan is CEO of Humane Society International and Chief Scientific Officer of The Humane Society of the United States. Since the 1970s Dr. Rowan has been advancing the cause of animal protection through science, favouring informed dialog over confrontation. His work spans the breadth of animal welfare from seeking an end to the use of animals in experimentation, to mitigating human-wildlife conflict, to creating humane, sustainable models for the management of street dogs and cats around the world. In recognition of his significant contribution to animal protection he has received several awards including a Rhodes Scholarship and the Henry Spira Award in 2002 from the Johns Hopkins Center for Alternatives to Animal Testing.

Manoj Gautam

One of Nepal’s most vocal activists, Manoj has been working to protect the vulnerable wildlife, animals and people of his home country since he was a child. His practical but powerful lessons from the field come from his attempts to understand and influence humans across communities, cultures and circumstances. Having led numerous rescue and confiscation missions, saving thousands of animals including snakes, owls, parrots and bears from the illegal wildlife trade, Manoj became the primary intel guy for the government’s Wildlife Crime Task Force. In 2002 he founded Roots and Shoots Nepal, bringing awareness of the importance of compassion (for the environment, for animals, for each other) to thousands of school children. In 2013 Manoj became the Executive Director of the Jane Goodall Institute Nepal, an organisation which amalgamates Nepal’s wildlife conservation with the newer practice of animal welfare.

Alex Mayers

“People often say to me, ‘donkeys aren’t the problem, PEOPLE are the problem!’ This may be true, but people are also the solution. My hope for this conference is that we learn, share and reflect together on ways to better change ingrained human behaviours and attitudes towards animals, ultimately working towards a better world for all species.”

As Head of Programmes at The Donkey Sanctuary, Alex works closely with their global programmes in around 40 countries. With a background in education, community projects, mentoring and management, Alex started at The Donkey Sanctuary as an education and community development technical lead before taking on more responsibilities to coordinate the Africa programme of grant funded work. Prior to joining the Donkey Sanctuary, Alex spent many years involved in a variety of community-based education projects in Borneo, Kenya, the Philippines, South Africa, Japan, Turkey and others.
Grace Ge Gabriel

“I am very excited about AfA Kathmandu. Compassion, kindness and sustainability concepts had a long history in many Asian cultures. By implementing culturally-appropriate, politically-sensitive and socially-motivating campaigns in our respective Asian countries we can make lasting impact—changing human behavior for animals.”

Grace Ge Gabriel began her career in the media, but after documenting the rescue of nine Asiatic black bears from bile extractors, gave up her career in television to commit herself to protecting wildlife. Today she is one of Asia’s leading voices on animal protection, and has been the driving force behind the International Fund for Animal Welfare in China for over two decades. Her achievements include establishing China’s first raptor rescue centre, anti-poaching operations to save the Tibetan antelope, protecting the habitat of China’s last population of Asian elephants, and assisting the development of China’s first Animal Welfare Law.

When a 2007 IFAW survey found that 70% of Chinese people were unaware that ivory came from dead elephants (and 83% of the people claimed they would not consume ivory if they knew), Grace was motivated to launch a massive education campaign to inform people about the true cost of ivory, a campaign that has since reached hundreds of millions of people. In 2013, an independent assessment found that the campaign had penetrated 75% of urban China, reducing the group with the most propensity to purchase ivory from 54% to 26%. China’s recent announcement of a domestic ban on ivory trade was a defining moment in Grace’s career.

Faizan Jaleel

“Ignorance is a crime, seek knowledge and be an informed and compassionate being that is what we ought to be — all of us!”

Faizan Jaleel is the Head of Region for Brooke India programmes, a region home to more than one million working horses, donkeys and mules. Since 1992 Brooke has been working to educate equine owners and alleviate the suffering of these working animals. As a result of Brooke’s work, the practice of ‘firing’ donkeys in Maharashtra has completely stopped. This traditional technique of burning wounds or ailments using a heated iron rod causes a lot of pain, and was used on everything from colic to eye infections to lameness.

A follower of Islam, Faizan believes that eating meat in today’s world which provides a sea of alternatives is not in line with the teachings of Islam, and seeks to promote vegetarianism and a compassionate lifestyle.
ManuMitra

“It was a risk to design a project which hinges entirely on the community. But we found no shortage of local people willing to work voluntarily for street dogs. Even (or perhaps especially) in the most underprivileged communities there are individuals who resolve human-dog conflict or unofficially act as a font of knowledge on dogs. They are the experts in their local dogs and local humans, and they are permanent residents. It would be inappropriate for us to come and attempt to do their job – the only question we should ask is, ‘how can we help these people?’”

BASANTA GAUTAM, MANUMITRA COMMUNITY COORDINATOR

In Nepal’s capital, the Kathmandu Metropolitan City (KMC) authority is devolving responsibility for street dog management and rabies control to the smallest unit of local government – the ward. An Animal Management Committee (AMC) is established in each ward, with the prerogative to ensure that all street dogs are registered to a named guardian, rabies-vaccinated, and (if desired) sterilised, and all residents are educated in responsible dog ownership. Communities are empowered to resolve other animal issues, such as wild animal conflict, locally and humanely. The project, named ‘ManuMitra’ (meaning ‘friend of human’ in Nepali) was launched in March 2016 as a core program of KMC’s Urban Health Division.
Workshops

Create a roadmap for success: how theory of change can transform the way you plan and measure your impact on animals

FACILITATORS: AMIELLE DEWAN AND ELLIE MILANO, IMPACT BY DESIGN

How often have you wondered – Are we really making a difference? Are things getting any better? Improving the lives of animals and changing how people treat them is not easy and can test our patience. Especially when things get hard, we want to know that we are still taking steps in the right direction. Developing a Theory of Change (ToC) allows us to build a clear roadmap of the impact we want to achieve and how we plan to get there. This way we can understand and measure our progress, adapt as needed, and continue moving towards success. This was an engaging, interactive workshop covering the science and practice of Theory of Change, and how it can vastly improve the planning and evaluation of impact on animals and people. Participants began building their own Theory of Change to share with their teams and communities.

Exploring the community change agent approach to locally-led human behaviour change

FACILITATORS: KIM WELLS AND MELISSA LISZEWSKI, BROOKE UK

There is no shortage of passionate and committed people driving progress around the world when it comes to the professional field of human behaviour change (HBC) for animals. This interactive workshop raised the question of who should be the key driver(s) of change. A variety of community change agent approaches were explored as a means to understand how best to pass the leadership reins over to animal owning communities. Participants had an opportunity to learn from practitioners and organisations that have employed a change agent approach. The workshop included rich discussions about participants’ experiences, identifying the key considerations any individual or organisation wishing to apply this approach could utilise in their own work to ensure better results.
Caring for life education — an adaptable model

**FACILITATORS: JOY LENEY AND KERENZA VLASTOU, ACTASIA**

ACTAsia’s Caring for Life Education (CLE) is a humane education course for schools, fully concordant with the aims of Learning to Live Together, based on UNESCO’s 4 Pillars of Learning. CLE interprets the intent in a broader sense to include all sentient beings and provides a holistic approach to humane education, recognising that humans, animals and the environment are interrelated and interdependent. Global concerns were explored relevant to the age group of the students, their culture and traditions. This interactive workshop introduced CLE and demonstrated how the curriculum can be used, or adapted for use, in all Asian countries.

Advocating for Animals Through Social Media

**FACILITATORS: MANILA SANTOS AND ANNA CABRERA, PAWS PHILIPPINES**

In this workshop, participants learned how to recognise, harness and maximise the power of social media in promoting animal welfare and how to build an online community to push animal issues into the limelight.

Effective strategies to help farmed animals

**FACILITATORS: JESSE MARKS, DIRECTOR OF FARMED ANIMAL ADVOCACY, ANIMALS AUSTRALIA AND CHRIS LIPTROT, DIRECTOR OF CORPORATE RELATIONS, THE HUMANE LEAGUE**

Speaking up for farmed animals presents one of our greatest opportunities for high impact work for animals. Participants joined campaigners from Animals Australia and The Humane League to explore why farmed animal welfare is such an urgent issue, and learn about the simple tactics being used to secure commitments from some of the largest companies in the world to improve the lives of millions of animals. They also had the chance to find out about how to join The Open Wing Alliance – a global coalition of animal protection groups with a shared goal to free egg-laying hens from cages worldwide.

Are we making a difference? How to monitor and evaluate dog population management interventions using ICAM’s ‘indicators’ guide

**FACILITATORS: ELLY HIBY, ICAM COALITION; KATE ATEMA, IFAW; LOU TASKER, ANIMAL WELFARE CONSULTANT; PANKAJ KC, WORLD ANIMAL PROTECTION, HARRY ECKMAN, IFAW**

Many of us dedicate our time and energy to improving the welfare of stray dogs and preventing more dogs from becoming stray through dog population management (DPM) interventions. But how do we know our efforts are making a difference? Should we be looking for ways to improve our impact? And how can we prove to ourselves and others that the lives of dogs and the people they live amongst are changing? ICAM’s ‘Are we making a difference?’ guide aims to help those working on DPM to measure their progress objectively. This workshop was a deep dive into this guide and associated online tool, exploring how participants can develop a monitoring and evaluation plan for DPM and exploring one particular method of measurement that is relevant for many locations; street surveys of roaming dogs.
Digital storytelling
FACILITATORS: ALAN KNIGHT OBE, NICOLA GRINHAM, PHILY KENNINGTON, TOM MUMFORD AND HERIBERTUS SUCIADI, INTERNATIONAL ANIMAL RESCUE

International Animal Rescue has built a strong reputation for delivering exceptional digital campaigns which we believe have influenced the behaviours of our international audience. Powerful storytelling allows us to comprehensively engage this audience and we believe that when used effectively that behaviours can be affected in a positive way. This workshop aimed to provide participants with a better understanding of the ways in which effective storytelling, using digital platforms, can help influence and challenge the behaviour of a charity’s digital audience. Techniques and tips were provided to help participants deliver successful digital storytelling. Some of IAR’s most successful digital storytelling campaigns such as Budi the rescued baby orangutan and Ticking is Torture were highlighted.

Building Confidence and Encouraging Innovation in Animal Welfare Education (AWE)
FACILITATORS: PAUL LITTLEFAIR

Why your organisation needs a strategic plan and a simple, practical, step-by-step guide on how to create one
FACILITATOR: HARRY ECKMAN, INTERNATIONAL FUND FOR ANIMAL WELFARE

This new IFAW workshop aimed to show participants just how valuable and worthwhile making a strategic plan can be for them and their organisation, and how simple and straightforward a strategic planning process can actually be. The workshop and workplan were designed specifically for small animal welfare organisations as a simple, practical, step-by-step guide through the strategic planning process.

In it for the long haul: compassion fatigue and building resiliency
FACILITATOR: HILARY HAGER, HUMANE SOCIETY OF THE UNITED STATES

This workshop provided participants with the tools needed to stay resilient as they face the day-to-day challenges of their work in the animal protection field. The workshop offered participants a shared language and understanding of the causes and symptoms of compassion fatigue as well as a suite of skills that can be used to build and maintain a healthy and intentional culture of skilful communication, openness, and personal responsibility. Participants also had the opportunity to create a personal plan of action.

Copy Copy Copy - making effective behaviour change strategy fast
FACILITATOR: MARK EARLS, HERD

This practical workshop gave participants hands-on experience in using the Bentley-Earls choice-style map and toolkit discussed in Mark’s keynote. A number of different behaviour change challenges were examined together and in teams.
Panels

Animals and Happiness
KATE ATEMA, IFAW; MANOJ GAUTAM, JGI NEPAL; MATTHIEU RICARD, KIM WELLS, BROOKE

A special panel with speakers from IFAW, the Jane Goodall Institute and Brooke, and special guest Matthieu Ricard, which explored case studies of how caring for great apes in Tanzania, vultures in Nepal, dogs in Bosnia, and working equines across Africa and India has in turn helped people and communities to prosper.

The wellbeing and happiness of people and the animals they live and work with are deeply intertwined. In their new report, Measuring What Matters: True Wellbeing for Animals and People, researchers from the International Fund for Animal Welfare (IFAW) investigate the ways people are impacted by lives of the animals around them. They find that making the welfare of animals a part of social, environmental, and economic policies can have profound benefits for people.

Religion: a Blessing for the Animals?
WOLF GORDON CLIFTON, ANIMAL PEOPLE; NANDITHA KRISHNA, BLUE CROSS OF INDIA; MANOJ GAUTAM, JGI NEPAL; WU HUNG, EAST; SIRI. ABDUL RAHMAN, COMMONWEALTH VETERINARY ASSOCIATION, BR. WILLIAM NG, FRANCISCAN ORDER; THE GADHIMAI TEMPLE TRUST

Panellists representing five religions come together to discuss how religion can help improve animal welfare and reduce suffering.
Unlocking the Cage

**Q&A with Steven Wise**

Between 2013 and 2015, a group of nonprofit attorneys seek nonhuman clients for whom they can advocate in two U.S. territories, in order to establish legal personhood for elephants, cetaceans and nonhuman apes in the U.S. This documentary, directed by Chris Hegedus and D.A. Pennebaker, follows animal rights lawyer Steven Wise in his unprecedented challenge to break down the legal wall that separates animals from humans, by filing the first lawsuits that seek to transform a chimpanzee from a ‘thing’ with no rights to a ‘person’ with legal protections.

Blood Lions

**Q&A with Pippa Hankinson and Chris Draper**

Every single day in South Africa at least two to three captive bred or tame lions are being killed in canned hunts. And hundreds more are slaughtered annually for the lion bone trade. The Blood Lions story is a compelling call to action to have these practices stopped.

A documentary feature film presented by Regulus Vision and Wildlands, Blood Lions follows acclaimed environmental journalist and safari operator Ian Michler, and Rick Swazy, an American hunter, on their journey to uncover the realities about the multi-million dollar predator breeding and canned lion hunting industries in South Africa.

The Ghosts in Our Machine

**Q&A with Jo-Anne McArthur**

With the exception of our companion animals and the wild and stray species within our urban environments, we experience animals daily only as the food, clothing, animal tested goods and entertainment we make of them. This moral dilemma is largely hidden from our view. This cinematic documentary illuminates the lives of individual animals living within and rescued from the machine of our modern world. Through the heart and photographic lens of animal rights photojournalist Jo-Anne McArthur, audiences become intimately familiar with a cast of non-human animals. From undercover investigations to joyful rescue missions, in North America and in Europe, each photograph and story is a window into global animal industries: Food, Fashion, Entertainment and Research. The Ghosts in Our Machine charts McArthur’s efforts to bring wider attention to a topic that most of humankind strives hard to avoid.
The Marketplace

The AFA17 marketplace included 4 participatory presentations, 8 stalls from local Nepalese animal protection organisations, 5 international animal protection organisations, 5 local vendors and 35 poster presentations. Unlike traditional oral presentations, the marketplace aimed to offer a more intimate forum for exchange of ideas and information between presenters and participants. Time was allocated during the core conference programme for participants to visit the marketplace, in the Atrium of the Lal Durbar Convention Centre.

Participatory Presentations

DR. RINDA NOP

Get an Education - Creating the Ideal Classroom for Change.
LEANNE FOGARTY

DontGetMilked - Campaign Encouraging Behaviour Change of Dairy Consumers in India.
SWATI PODDAR

Dog Training in China: Changing Hearts and Minds.
RUBY LESLIE & WUQI

Local Organisations

Animal Nepal
Sneha’s Care
The Kathmandu Animal Treatment (KAT) Centre
Tree of Compassion
Project Humane
SPCA Nepal
Save the Rhino Foundation
Green Governance Nepal

International Organisations

ACTAsia
The SAVE Movement
Human Behaviour Change for Animals
Brooke Action for Working Horses & Donkeys
Syrian Team for Animal Rescue (STAR)

Vendors

Haushala Creative
Jamarko
Paila Shoes
Earthly
Mithila Art

Posters

For a full list of poster presentations, see the Programme Overview at Annex A.
Talks

Animals for... Trade

Pangolin trade and consumption in Vietnam, how to reduce demand for pangolins?
THAI VAN NGUYEN

The Role of the Zoo in Combatting the Illegal Wildlife Trade.
RACHANA SHAH

Reducing Demand for Rhino Horn in Vietnam.
ADAM PEYMAN

On Trauma, Shopping and the Lust for Power Objects.
MARY TING

DELPHINE RONFOT

Reducing Resistancy.
REZA KURNIAWAN

Tackling the Illegal Trade in Lorises: Changing Public Perceptions Using Social Media Platforms.
ISMAIL AGUNG

Ending the Bear Bile Industry in Asia – Positive Steps in Saying Goodbye to Unnecessary Cruelty in South Korea.
DR. KARANVIR KUKREJA

How do you Stop People from Hunting a Critically Endangered Tree Kangaroo when They have been Hunting Them for Thousands of Years?
JEAN THOMAS

NAOMI CLARK SHEN

Animals for... Work

How World Horse Welfare is Embracing the Human Element in Different Contexts.
DR. JOSEP SUBIRANA

Transforming Attitude Towards Responsible Donkey Ownership in Ethiopia.
BOJIYA ENDEBU DUGUAM

MELISSA LISZEWSKI

Uncovering the Plight of Working Equines.
UTTAM KAFLE

Defining Organisational Response to the Emergent Donkey Slaughter Trade.
KIM WELLS

Causes and Beliefs Towards Euthanasia of Donkeys in Egypt.
DR. MOHAMED ALY TAWFIK

Mule Behavior a Mirror Image of Human Behavior and Handling Techniques.
DR. AMY MCLEAN

Change the Attitudes of Brick Kiln Owners Towards the Farrier Services in El Saf Brick Kilns.
DR. SHAABAN FARHAT

Farriers Making Every Contact Count in Supporting Horse Owners to Prevent and Manage Laminitis: a Qualitative Research Study.
JENNY LYNDEN

Increased Service-Seeking Behaviour in Equid-Owning Communities.
DR. BIDHUR PAKHRIN

Tales from the Horse’s Mouth: How Narratives About Horse Owning can Illuminate Behaviour Change Strategies for Improved Equine Welfare.
TAMZIN FURTADO
Animals for... Companions

Evolving Attitudes to Animals in Nepal.

KHAGESWAAR SHARMA
Managed Dog Population on Koh Tao.

DR. JAE INTARASKA
Participatory Learning and Action: A pilot program using Behaviour change principles to improve dog ownership in Bali.

KATE ATEMA
Program Dharma: A community empowerment project in Bali to improve animal welfare and public health.

KADEK KARANG AGUSTINA
Mobile Treatment for Community Dogs with Community People.

PRAMADA SHAH
Dog Owners Play an Important Role in Eliminating Rabies from Indian State.

JULIE CORFMAT
Promoting Cambodian Animal Welfare Through a Pagoda Ambassador Program.

MARTINA MAYR
Nudging Community Behaviour to Improve Animal Welfare through Dog Population Management Programs.

DR. HELEN BYRNES
Human Behavioral Change in Dog Cruelty Response: a Case Study from Sneha’s Care Dog Rescue Program in Kathmandu Valley.

ABHISESH SUBEDI
The Role of Sterilisation in Rabies Control Programs: a Systematic Review of Impact and Outcomes.

DR. ABI COLLINSON
Building an Effective Community for First Aid in Varanasi.


DR. ANDREW ROWAN

RUBAIYA AHMED
Human Behaviour Change as a Rabies Elimination Strategy.

DR. NALINICA OBEYESEKERE
The Different Component of Dog Management Programme at Uttarakhand.

DR. PIYUSH PATEL

DR. AKSHAY PRAKASH
Change in Human Behaviour - How Government-Private Partnership is Helping.

PRAVEEN OHAL
Changing Pet Ownership Trends Pose Challenges for a Remote Tiwi Island Community.

BROOKE KENNEDY
A KAP Survey to Inform Dog and Rabies Control in Bhutan.

DR. KARMA RINZIN

DR. FIONA WOODHOUSE & SHUPING HO

JAIPAL SINGH GILL
Understanding Human Behavior To Prevent Animal Neglect.

HYUNG JU LEE
Culture Makes Strategy a Dog’s Breakfast.

KIM MCCREANOR & AGRA UTARI
Changing Negative Attitudes in Romania Towards Stray Dogs.

DR. ANCA TOMESCU
Animals for... Entertainment

Trends in Wildlife Entertainment - Taking Strides to End the Cruelty.
DR. JAN SCHMIDT-BURBACH

Transitioning to Chain-Free Corrals for Domestic Elephants in Chitwan National Park.
KAMAL JUNG KUNWAR

Back to Nature.
JO HEEKYUNG & EUNSOOK KIM

Welfare Awareness: An Analysis of the Public’s Welfare Perceptions of Activities Offered within Elephant Entertainment Venues in Thailand, as Expressed on Social Media.
LINDSAY HARTLEY BACKHOUSE

End Circus Suffering- Influencing the Consumption of Animal Entertainment.
PRASHANTH V

Elephant Management Change in the Tourism Industry in Nepal - a Case Story from Tiger Tops.
MARIE STISSING JENSEN

GUNUNG GEA

SARAH BLAINE

Animals for... Research

Ending Animal Testing in Cosmetics Globally.
KERRY POSTLEWHITE

India’s Cosmetics Animal Testing and Trade Bans – Creating an Environment for Change.
ALOKPARNA SENGUPTA

Casting Off the Great Chain: How Cosmology Affects Human Treatment of Animals.
WOLF GORDON CLIFTON

Legislative Reforms in Animal Welfare: Indian Sub-Continent.
JAYASIMHA NUGGEHALI

Animals for... Food

What Cars Taught Burgers: Innovating Away from Factory Farming.
EMMA SLAWINSKI

Motivators and Barriers for the Promotion of Meat Reduction, Vegetarianism and Veganism.
TRENT GRASSIAN

Building Vibrant Vegan Grassroot Communities.
SHWETA SOOD

I Am Just Like You - The Emotional Lives of Animals.
DAVE NEALE

Farmer Action Groups- a Participatory Approach to Reducing Antimicrobial Use on UK dairy farms.
LISA MORGANS

A Platform for Cattle Sparks Hope for Farmers in a Disaster-Prone Region.
JENNIFER GARDNER

Advocating an Ethic of ‘Knowing’ Chickens.
DR. YAMINI NARAYANAN

Understanding Veterinary Medicine Use on UK Dairy Farms.
DR. GWEN REES

Inspiring Change Through Motivational Interviewing: Can Evidence-Based Veterinary Communication Influence Farmer Behaviour?
ALISON BARD
**Animals for... Conservation**

Saving Mountain Frogs (Paha)
Before it’s Too Late: Conservation Effort at Manaslu Conservation Area.
**BIRAJ SHRESTHA**

**NICKY KIM MCCORMACK**

Conservation Education and Outreach: the Sustainable Effort to Understand Local Knowledge and Perceptions to Aid in Future Change Toward Bornean Orangutans.
**DWI RIYAN**

Using Social Media to Create Viral Change.
**LEANNE FOGARTY**

Safe Release of By-Catch of Endangered, Threatened and Protected (ETP) Species through Crew-Based Observer Programme of WWF-Pakistan.
**MUHAMMAD MOAZZAM KHAN & MUHAMMAD IQRAAR**

Evolving Human Aspect of Human-Wildlife Conflict: India.
**SUMANTH BINDUMADHAV**

Sharing the Sky: Empowering Locals to Provide Relief for Birds during Makar Sankranti (Kite Flying Festival) in Gujarat and Rajasthan, India.
**DIANE TREADWELL**

**HERIBERTUS SUCIADI**

At the Interface of Individual Wellbeing and Species Conservation: Child Development in Apes.
**DR. SIGNE PREUSCHOFT**

Building Relationships with Edge-Habitat Communities: Ensuring Habitat Protection and Post Release Welfare of Reintroduced Slow Lorises.
**NAMRATA ANIRUDH**

**Education for Compassion**

Children - The Answer to Protecting Animals.
**JO WHITE**

TRANSFORMING the WAY CHINESE PEOPLE TREAT ANIMALS.
**DR. SUN ZHONGCHAO**

Pedagogy and Planning: How to implement an evidenced based education programme to maximise impact.
**ANNA BAATZ**

Reaching Children and Youth in Nepal: Creating Human Behaviour Change through Humane Education.
**ANGEELA SHRESTHA**

**WONG EE LYNN**

**Changing Organisations**

Human Behaviour Change within Your Organisation: the Value of Developing a Motivated and Impactful Workforce.
**LUCY MARSH**

Creating an Environment for Change - Towards a High Impact and Responsive Movement for Animals.
**NORMA ALVARES**

Human Behaviour Change for Animal Welfare: From Grass Roots to Ivory Towers.
**DR. HEATHER BACON**

PsychoTech - Psychology x Technology.
**ANDY KOH**
Field Trips

Kathmandu Valley Animal Projects

6TH DECEMBER 2017 (MORNING AND AFTERNOON TRIPS)

There are more than ten organisations working to protect animals in Kathmandu and the surrounding valley. Street dogs and cats, abandoned cattle, human-wildlife conflict and working equines are major issues of concern. This field trip visited the Kathmandu Animal Treatment (KAT) Centre, Bachau Tatha Samaj Vikas Abhiyan and the donkey sanctuary of Animal Nepal to learn about their innovative approaches to improving animal welfare and changing the hearts and minds of the local community.

Chitwan National Park

6TH - 8TH DECEMBER 2017

Chitwan is the oldest and most ecologically significant national park in Nepal, home to over 120 Bengal tigers, 600 rhinoceros, wild Asian elephants, sloth bears, gharial crocodiles and hundreds of bird species. We will visit some community-based conservation measures and learn about the more responsible side of elephant-based tourism.

Tiger Tops is a famous institution in Nepal, the first organisation to establish wildlife-based tourism. They are now also leading the way towards more humane wildlife tourism, for example they have recently ceased elephant rides and developed a more humane alternative to elephant safaris. Hence Tiger Tops was selected as the destination for the AFA17 field trip.

“We often find that the road less traveled leads us to the greatest adventures. and this one certainly did not disappoint! Sharing space with these remarkable creatures this week, taught us many lessons about the protection of animals and their habitat in the Himalayas.”

-AFA17 (Chitwan Field Trip) Participant
AFA17 was punctuated with performance, art and entertainment in a way that was designed to highlight the diversity of Nepali culture.

The conference opened with an exciting ceremony full of traditional performance, with welcome messages from prominent animal, environmental, political and religious spokespersons.

A short film was screened which reflected on some of the defining achievements in animal protection in Asia since the first AFA conference in 2001. This was followed by vibrant Lakhey and Pulakesi dances with masked dancers erupting from the audience before a great white elephant was paraded up to the stage. After our Chief Guest, Mahendra Pandey, former Minister of Foreign Affairs, lit the inaugural lamp, we heard moving performances by the choir of John Dewey School.

That evening, after the final keynote address, participants were led into the candlelit garden to take part in a traditional Tharu fire dance and see a huge whale gate-crashing the conference centre. Famous Nepali band Kutumba got everyone dancing around the bonfires, whilst enjoying traditional Newari snacks and roxy (Nepali alcohol).
Throughout the conferences our emcees Alok Thapa and Jacinta Johnson provided seamless continuity and light entertainment. Morning and afternoon tea and lunch breaks included brain-boosting smoothies and snacks and picnic lunches with a diverse and plentiful menu.

At the close of the morning presentations on Monday, dancers paraded through the halls performing a traditional Sakela dance which is used by the Gurung people to bring cattle down from the hills before monsoon.

The Gala dinner on the final evening was a chance for participants to relax and socialise while enjoying a special three-course meal designed by conference chef, Nikki Botha. Salil Subedi treated us to an animal conversation via didgeridoo. Students of John Dewey school performed a drama and poem, and finally the Nepali pop band Pariwartan (meaning ’change’) had all remaining participants on the dance floor.
Awards

The 10th Asia for Animals Awards Ceremony celebrated 16 years’ of achievements in Asia animal protection, since the first AFA conference in 2001.

**OUTSTANDING CONTRIBUTION TO ANIMAL PROTECTION IN NEPAL**
Malika Nepal, Society for Prevention of Cruelty to Animals - Nepal

**WILDLIFE HERO AWARD**
Thai Van Nguyen, Save Vietnam’s Wildlife

**OUTSTANDING ACHIEVEMENT OF AN EMERGING ORGANISATION**
Scorpion – The Wildlife Trade Monitoring Group

**COMPASSIONATE TRANSFORMATION OF BUSINESS**
Kristjan Bahadur Edwards, Tiger Tops

**FOR INSTITUTIONALISING COMPASSION**
Department of Livestock Service, the Royal Government of Bhutan

**NEXT GENERATION AWARD**
ACTAsia

**OUTSTANDING CONTRIBUTION TO CONSERVING NEPAL’S WILD ANIMALS AND THEIR HABITAT**
Dr. Hemanta Raj Mishra

**OUTSTANDING CONTRIBUTION TO HUMAN BEHAVIOUR CHANGE FOR ANIMALS**
Suzanne Rogers

**OUTSTANDING CONTRIBUTION TO PROTECTING ASIA’S WILD ANIMALS**
Grace Gabriel, International Fund for Animal Welfare

**OUTSTANDING CONTRIBUTION TO ANIMAL PROTECTION IN ASIA**
Dr. Andrew N. Rowan, Humane Society International
Acknowledgements

The organisers would like to thank the following organisations and individuals for their valuable contribution to AFA17 - without them the conference would not have been possible.

To each and every member of the Planning Team who contributed so much of their time and effort to make the conference a success. Particular thanks to Andy Koh and the entire team at KindMeal.my and PetFinder.my, for handling all digital communications, design and registration; to Suzanne Rogers and Human Behaviour Change for Animals (www.hbcforanimals.com) for all the moral, scientific and general guidance; and Harry Eckman for coordinating the Scientific Committee and scheduling. And to Bex King and Katie Ball - the oil in the machine.

To Rabi, Sangita, Basanta, Niraj, Manish, Prabin, Shristi, Abhilasha, Pratibha and all the JGIN crew for working so tirelessly for so many months.

To Samir Shakya and the awesome team at International Sound Service (www.isssoundz.com) for taking care of all our audio visual requirements and being an absolute delight to work with.

To Andrew Davies and Campaign Film (www.campaignfilm.com) for production of the opening ceremony film and for conference videography.

To JJ and Srijana of F-Stop Studio (facebook.com/fstop.nepal) for rising beautifully to the challenge of creating a plastic-free conference, using only natural and sustainable materials.

To Nikki Botha of Vegan-It (facebook.com/VeganItCT) for spoiling us all with a daily bounty of healthy, delicious plant-based food (and for being a wonderful human bean). Huge thanks also to Justine Rist, Bhoj, Rubaiya and the Silver Mountain College for keeping our brains nourished with mouth-watering smoothies, snacks and fresh juices.

To Tenzing Wangdak and his fellow priests for spending the duration of the conference creating a beautiful sand mandala.

To Amir and Richa and all staff of the Yak and Yeti, for providing the perfect relaxed and friendly setting for our conference.

To Aauysman Kayasthe for the brilliant conference photography.

To Dr. Natasha Lee, Dr. Jan Schmidt Burbach, Dave Neale, Dr. Elly Hiby, Dr. Govinda Gajurel, Dr KB Shrestha, Dr. Keshav Premi, Rahul Sehgal and all our fantastic chairpeople, timekeepers and room managers.

To Kutumba (www.kutumbaband.com), Salil Subedi, Nepal Dance Academy (www.nda.edu.np), Pariwartan (facebook.com/PariwartanChangeNepal), and all performers for punctuating the conference with mind-expanding entertainment.

To Milan Rai for... the whale!

To Heidi Pryce and Lou Tasker, for looking after us.

And to the staff and students of John Dewey School for the delightful songs, performances and poems.
To all the AFA17 volunteers…

AA CHAL THAPA  
AADESH PRASAD SHRESTHA  
AA KANCHYA SHAHI THAKURI  
AA KRITI KHADKA  
ANISH KHADGI  
ANJAN KUMAR GAUTAM  
BIBECHANA SHARMA  
BIVA KHATIWADA  
CHODEN SANGMO LAMA  
CHOPHEL SANGMO  
DEEPIKA NEPAL  
DOLMA TESHERING LAMA  
DORJE LAMA  
GOMA NEUPANE  
GOMA SUNCHURI  
GONKYAB Tsering  
HEIDI PRYCE  
JENISH ARYAL  
JUSTINE RIST  
KAJAL MAGAR  
KRITI SHAHI THAKURI  
KUSHAN PANDIT  
MAI HẢI THƯƠNG  
MALIKA TANDUKAR  
MANJIT BASNET  
MANJU NAGARKOTI  
MANOJ GHIMIRE  
NEHA SHRESTHA  
NEHA SUBEDI  
NELLY DHAKHWA  
NIK SCHELLING  
NISCHAL KHADKA  
NISHA SHAHI  
NISIM GORKHALI  
PARITOSH POUDEL  
PRAGYA BHATTrai  
PRAJWOL DHUNJU SHRESTHA  
PRASANNA BAJRACHARYA  
PRASANSA TAMANG  
PRASANA MALLA  
PRATIKSHYA POUDEL  
RABINA SAPKOTA  
ROBIN PAUDYAL  
ROJINA KHADKA  
SABINA LAMA  
SA KSHI GORKHALI  
SAMEER GURUNG  
SANGITA BANJAR A  
SANJU TIMLASINA  
SARIK B.K  
SASEEN DANGOL  
SHALIN PRABHAT LUITEL  
SMIRITI ROKA  
SONAM Diki LAMA  
SUDARSHAN HAMAL  
SUDIP KARMACharya  
SUMAN GHALE  
SUMAN SHRESTHA  
SUMEET PRADHAN  
SUMIT K.C  
SUSHMEE SINGH  
SWETA TAMRAKAR  
TSHERING CHODON LAMA  
YUDON LHAMO LAMA
And the AFA17 Scientific Committee...

LOU ATKINS, PH.D.
A researcher, trainer and consultant in behaviour change intervention design and evaluation, Lou is a Senior Teaching Fellow of the UCL Centre for Behaviour Change, leading the Australasian Hub. She is involved in a number of projects to improve health and wellbeing through the application of behaviour change theory to intervention design to change health professional behaviour, prevent and manage illness and promote environmental sustainability. Together with Professors Susan Michie and Robert West, Lou co-authored the book, ‘The Behaviour Change Wheel – A Guide to Designing Interventions’. She is a registered Chartered Psychologist and Associate Fellow of the British Psychological Society. Lou is a regular speaker at national and international scientific meetings and in UK Government departments including Department for Work and Pensions and The Treasury.

KATE NATTRASS ATEMA
Director of the Global Companion Animal Program at the International Fund for Animal Welfare (IFAW), Kate oversees community-based dog and cat welfare projects and campaigns in 13 countries on six continents. She also serves as Chairperson of the International Companion Animal Management Coalition (ICAM). Kate began her career at the Social Science Research Center of Berlin (WZB) in Germany, and holds a Master’s degree in Animals and Public Policy from Tufts University in the U.S., where she subsequently served as adjunct faculty and continues to enjoy mentoring students in global animal welfare policy and research. Kate has published numerous articles in scientific and popular literature on topics ranging from assistance dogs to animal law, and regularly presents her team’s work internationally with emphasis on the impacts of animal welfare on communities and strategies for community engagement in animal welfare. Her work at IFAW focuses on the development and implementation of participatory processes for empowering communities to sustainably address both human and animal welfare development challenges.

DR. HEATHER BACON BSC (HONS), BVSC, CERTZOOMED MRCVS
Currently the Veterinary Welfare Education and Outreach Manager at the University of Edinburgh’s Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE), based within the Royal (Dick) School of Veterinary Studies, Heather works with NGOs and veterinary organisations internationally, particularly on the topics of dog population management, zoo animal and exotic pet welfare. Much of her work is focused in Asia where she has almost 10 years’ of work experience. She previously lived and worked in China as the Veterinary Director at the Animals Asia Foundation, and has been awarded the Chris Laurence vet of the year award and the British Veterinary association’s Trevor Blackburn award for services to animal health and welfare overseas. Heather graduated from the University of Liverpool with a first class degree in Conservation Medicine in 2003, and from the University of Bristol with a degree in Veterinary Medicine in 2005. She is an RCVS Advanced practitioner in zoological medicine.

LOU TASKER, PH.D.
Lou has a professional and academic commitment to understanding and enhancing animal welfare through the practical application of scientific research and knowledge. She works as an independent consultant, with special interests in enhancing the welfare of captive nonhuman primates and humane dog population management.
HARRY ECKMAN
An international animal welfare specialist with almost 20 years’ experience, Harry co-founded Change for Animals Foundation, where he directs their stray animal population management projects as well as providing strategic planning and capacity development support for animal welfare organisations around the world. Harry is also a consultant for the International Fund for Animal Welfare (IFAW) supporting their international dog and cat animal management programmes. He has worked for the RSPCA, World Animal Protection, the Mayhew Animal Home and Wood Green Animal Shelters where his work included directing humane dog and cat population management projects, providing strategic planning and capacity development support to animal welfare NGOs, rabies eradication projects and improving welfare standards in shelters and veterinary facilities.

NATASHA LEE, DVM, MSC
Dr Natasha Lee has over 12 years of experience in animal welfare. She started her career managing the first high-volume high-quality neuter clinic in Malaysia before working at the regional level. Her experience with companion animal welfare include managing several large-scale projects in Asia to advocating animal welfare to governments and organisations on humane approaches using science-based, comprehensive, and participatory methods. Dr Lee also has experience leading a campaign to include animal welfare science into veterinary curriculum across Asia. She provided training to more than half of the 250 veterinary schools in Asia, started a network of animal welfare educators, and conducted online courses for vets. She is currently an independent animal welfare consultant and sits on the board for SPCA Selangor, Malaysia as well as the World Small Animal Veterinary Association’s Animal Welfare Guidelines Sub-Committee.

NEIL D’CRUZE, PH.D.
A wildlife researcher interested in a range of conservation and animal welfare issues, through his research Neil seeks to obtain the data needed to inform practical solutions that reduce the suffering of wild animals and protect wild populations. During his career he has lived, worked and travelled in over 40 countries across six continents and has published over 30 peer-reviewed scientific articles. More recently, he has been involved in addressing a number of complex global issues including human-wildlife conflict and wildlife trade. Currently he is Head of Wildlife Research and Policy at World Animal Protection and also joined WildCRU, University of Oxford as a visiting academic in 2014.

SHWETA SOOD
Senior Campaign Manager for the Federation of Indian Animal Protection Organisations (FIAPO), Shweta spearheads the Living Free Campaign – FIAPO’s flagship outreach and advocacy programme run in over 25 cities across India. Pushing for mass vegan advocacy through time tested and innovative methods of campaigning, she works closely with grassroots activists – building capacity and inspiring lifestyle change for the rights of farmed animals. She has successfully planned and executed nine national campaigns in over 25 cities, helped organize two Regional Bootcamps (skill building workshops for young activists ) has travelled across 12 cities during the Compassion Crusade- a ten week leafleting tour of India. Pushing for a collaborative approach that builds an effective environment for change, she presented her work at the first conference for Human Behaviour Change for animal Welfare in Surrey, UK. At FIAPO she has gained experience working on the issue of farmed animals, events, campaigns, volunteer management and communication.

SYED ZAHIR ALI SHAH
For 15 years’ Syed has been working on behalf of the Brooke to improve the welfare of equines and their owners in Peshawar, Pakistan. He has managed numerous programmes and campaigns to set standards, build awareness and create unity and a sense of self-help in the community, particularly with regards to the care of working animals in brick kilns. He is responsible for creating partnerships between international and national organisations such as the Al-Khidmat Foundation, DACAAR (Danish Committee for Aid to Afghanistan) and strengthening support for local programmes. Since 2006 he has worked as Brooke’s Research Coordinator. He holds a Master’s degree in Animal Science (1st division).
And finally, to all the co-sponsors of AFA17... thank you!
The Jane Goodall Institute

Founded by Dr. Jane Goodall, DBE, the Jane Goodall Institute believes in creating a world more compassionate and better for all living beings.

The Jane Goodall Institute Nepal is a non-profit organisation that works with communities to demonstrate practical solutions to Nepal’s pressing challenges in biodiversity conservation and animal welfare. Positioned in a unique spot being the only organisation in Nepal that takes conservation and animal welfare side-by-side, JGI Nepal strives to amalgamate animal welfare practice, a relatively new concept, and the long standing practice of conservation in Nepal.

The Jane Goodall Institute chapters in Malaysia, Nepal and Australia collaborated to host Asia for Animals 2017.
Looking Forward

By compiling feedback from pre- and post-conference surveys, recommendations and a record of the planning and impact of AFA17, it is intended that this report is the first step toward planning the next AFA conference. We hope it has reaffirmed the value and importance of the AFA conference as a unique forum for sharing and learning, and as an opportunities platform for those working tirelessly to protect the animals of Asia. We are sure AFA will continue to evolve and develop to meet the needs of our growing community and rapidly expanding movement. Here are some key recommendations for how to make the conference even better:

Expanding outreach throughout Asia

Despite efforts to seek out, encourage, and support Asian participants, some AFA17 participants commented that this was a Western-focused conference and more should be done to highlight Asian voices. We recommend announcing the conference in a range of forums in multiple languages (not just English speaking groups). The Call for Abstracts was somewhat inherently biased, in that high scoring abstracts tended to come from Western iNGO workers with considerable experience of research and scientific writing. In reality, some of the most interesting, groundbreaking and pertinent messages come from individuals who would not be able to write a strong abstract. Consideration should be given to developing a fair process for abstract submission or presenter selection which takes this into account.

Expansion across sectors

75% of AFA17 participants were NGO workers from within animal protection field. To really maximise the value of the conference participation could be further diversified across sectors, and the dialog expanded across industry, private, other social movements, government, media and academia.

Pre-orientation and use of technology

To make the most of the few days for which the conference lasts, we tried to initiate networking via the AFA App. This worked quite well - many participants had introduced themselves, set up meetings or planned their schedule before the conference started. Overall the App was well used, despite some teething problems and lack of reliable wifi, but the functionality could be explored even further next time. Live streaming would also help reach a wider audience, and other tools could help build the online audience before and after the conference.
Our post-conference questionnaire in March 2018 asked AFA17 participants for suggestions for the theme for the next AFA conference. Suggestions are summarised in the word cloud below.

Participants were also asked for suggestions for the location of the next conference. Suggested locations are summarised in the table. Indonesia, India and Thailand received the most votes.
## ANNEX A: Programme Overview

### 2 December 2017, Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
<th>Location</th>
</tr>
</thead>
</table>
| 10:00 | **WORKSHOP:** Create a Roadmap for Success: How Theory of Change can Transform the Way You Plan and Measure Your Impact on Animals  
HANNAH LENTZ, AMIELLE DEWAN & ELLIE MILANO  
IMPACT BY DESIGN | CRYSTAL           |
|       | **WORKSHOP:** Exploring the Community Change Agent Approach to Locally-Led Human Behaviour Change  
KIM WELLS & MELISSA LISZEWSKI  
BROOKE | DYNASTY           |
|       | **WORKSHOP:** Caring for Life Education: An Adaptable Model  
KERENZA VLASTOU & JOY LENGY | REGAL 2          |
|       | **WORKSHOP:** Advocating for Animals Through Social Media  
MANILA SANTOS & ANNA CABRERA  
PAWS PHILIPPINES | DURBAR           |
| 12:30 | Lunch                                                                     |                  |
| 14:00 | **WORKSHOP:** Effective Strategies to Help Farmed Animals  
JESSE MARKS & CHRIS LIPTROT  
ANIMALS AUSTRALIA & THE HUMANE LEAGUE |                  |
|       | **WORKSHOP:** Are We Making a Difference? How to Monitor and Evaluate Dog Population Management Interventions using ICAM’s ‘Indicators’ Guide  
DR. ELLY HIBY, KATE ATEMA, DR. LOU TASKER & PANKAJ KC  
ICAM COALITION |                  |
|       | **WORKSHOP:** Building Confidence and Encouraging Innovation in Animal Welfare Education (AWE)  
WU XIAHONG & DAVID COGGAN  
RSPCA |                  |
|       | **WORKSHOP:** Digital Storytelling  
ALAN KNIGHT OBE, NICOLA GRINHAM, PHILY KENNINGTON, TOM MUMFORD & HERBERTUS SUCIADI  
INTERNATIONAL ANIMAL RESCUE |                  |
| 17:00 | **PANEL:** Animals and Happiness  
BETH ALLGOOD, KATE ATEMA, KIM WELLS AND MANOJ GAUTAM  
IFAW, BROOKE & THE JANE GOODALL INSTITUTE |                  |
3 December 2017, Sunday

REGAL

08:45
OPENING CEREMONY AND WELCOME ADDRESS

10:30
Protect the Earth. Live Simply. Act with Compassion.
KHENPO CHONYI RANGDROL

10:45
Animal Protection: the Human Element
SUZANNE ROGERS

11:15
Morning Tea

11:30
Copy, Copy, Copy. A Better Map for Behaviour Change
MARK EARLS

12:30
People, Parks and Wildlife Preservation in the 21st Century - a Nepal Case Study
DR. HEMANTA RAJ MISHRA

13:00
Lunch

14:00
Wildlife Not Medicine
GILBERT SAPE

14:30
Animal Welfare Campaign Strategies on a Shoestring Budget
ANNA CABRERA

15:00
Change How We Teach, To Change How We Behave
PEI FENG SU

15:30
Afternoon Tea

15:45
The Struggle of the Nonhuman Rights Project to Gain Legal Rights for Nonhuman Animals
STEVEN M. WISE

16:30
In it for the Long-Haul: Compassion Fatigue and Building Resiliency
HILARY HAGER

17:30
WELCOME RECEPTION
Join us in the Yak and Yeti gardens for an evening of Nepali food, drink, music and culture.
<table>
<thead>
<tr>
<th>14:00</th>
<th>REGAL 1</th>
<th>ANIMALS FOR... ENTERTAINMENT</th>
<th>ANIMALS FOR... FOOD</th>
<th>WORKSHOP:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ending The Dog Meat Industry In South Korea: Creating Models for Change</td>
<td>DR. ANDREW ROWAN</td>
<td>Trends in Wildlife Entertainment - Taking Strides to End the Cruelty</td>
<td>DR. JAN SCHMIDT-BURBACH</td>
<td>In it For the Long-Haul: Compassion Fatigue and Building Resiliency</td>
</tr>
<tr>
<td>Animal Protection Through Addressing Human Needs</td>
<td>RUBAIYA AHMED</td>
<td>Transitioning to Chain-Free Corrals for Domestic Elephants in Chitwan National Park</td>
<td>DR. NALINIKA OBEYESEKERE</td>
<td>HILARY HAGER</td>
</tr>
<tr>
<td>Human Behaviour Change as a Rabies Elimination Strategy</td>
<td>DR. NALINIKA OBEYESEKERE</td>
<td>Back to Nature</td>
<td>JO HEEKYUNG &amp; EUNSOOK KIM</td>
<td>HSUS</td>
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<tr>
<td>The Different Component of Dog Management Programme at Uttarakhand</td>
<td>DR. PIYUSH PATEL</td>
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<tr>
<th>15:30</th>
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<tr>
<th>15:00</th>
<th>Afternoon Tea</th>
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<tr>
<th>15:45</th>
<th>Sarnath Animal Welfare Success - From Fear of Dogs to Love of Dogs</th>
<th>Welfare Awareness: An Analysis of the Public’s Welfare Perceptions of Activities Offered within Elephant Entertainment Venues in Thailand, as Expessed on Social Media</th>
</tr>
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<tbody>
<tr>
<td>DR. AKSHAY PRAKASH</td>
<td>PRAVEEN OHAL</td>
<td>LINDSAY HARTLEY BACKHOUSE</td>
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<tr>
<td>Change in Human Behaviour - How Government-Private Partnership is Helping</td>
<td>Changing Pet Ownership Trends Pose Challenges for a Remote Tiwi Island Community</td>
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<td>BROOKE KENNEDY</td>
<td>BROOKE KENNEDY</td>
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<tr>
<td>A KAP Survey to Inform Dog and Rabies Control in Bhutan</td>
<td>Push You - Pull Me. Intended and Unintended Consequences in Human Behavioural Change</td>
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<td>DR. KARMA RINZIN</td>
<td>DR. KARMA RINZIN</td>
<td>DR. FIONA WOODHOUSE &amp; SHUPING HO</td>
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<tr>
<th>18:00</th>
<th>SCREENING:</th>
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<tbody>
<tr>
<td>Blood Lions</td>
<td>Unlocking the Cage</td>
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<tr>
<td>Q&amp;A WITH PIPPA HANKINSON</td>
<td>Q&amp;A WITH STEVEN WISE</td>
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<tr>
<td>The Ghosts in Our Machine</td>
<td>World Premier of a New Animal Rights Film - Not to be Missed!</td>
</tr>
<tr>
<td>Q&amp;A WITH JO-ANNE MCArTHUR</td>
<td>Q&amp;A WITH PRODUCER</td>
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<p>| 56 |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>08:45</td>
<td>From “Crying Life” to “Strategic White Paper” - Changing My Behaviour for Better Farm Animal Welfare Policy in Taiwan</td>
<td>WU HUNG</td>
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<tr>
<td></td>
<td>Animal Campaigns in Asia: Making a Difference for Animals by Changing Human Behaviour</td>
<td>DR. ANDREW ROWAN</td>
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<tr>
<td></td>
<td>Some Humans and their Behaviour Change</td>
<td>MANOJ GAUTAM</td>
</tr>
<tr>
<td>11:00</td>
<td>Morning Tea</td>
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<tr>
<td>11:15</td>
<td>Change Behaviour to Reduce Ivory Trade in China</td>
<td>GRACE GABRIEL</td>
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<td>Everyone Cares, Just Not About the Same Things:</td>
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<td></td>
<td>Joined Up Approaches to Tackling Donkey Welfare</td>
<td>ALEX MAYSERS</td>
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<tr>
<td></td>
<td>Human Behaviour Change for Sustainable Animal Welfare</td>
<td></td>
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<tr>
<td></td>
<td>Experiences of the Brooke Hospital for Animals India</td>
<td>FAIZAN JALIL</td>
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<td>Sharing the Sky: Empowering Locals to Provide Relief for Birds during Makar Sankranti (Kite Flying Festival) in Gujarat and Rajasthan, India</td>
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<td>The Power of Photography and Videography to Inspire Actions in Support of Orangutan Conservation</td>
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<td>At the Interface of Individual Wellbeing and Species Conservation: Child Development in Apes</td>
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<td>Pedagogy and Planning: How to implement an evidenced based education programme to maximise impact</td>
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# MARKETPLACE PRESENTATIONS

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<td>Get an Education - Creating the Ideal Classroom for Change</td>
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<td>The Kathmandu Animal Treatment (KAT) Centre</td>
<td>LEANNE FOGARTY</td>
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<td>Tree of Compassion</td>
<td>DontGetMilked - Campaign Encouraging Behaviour Change of Dairy Consumers in India</td>
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<td>Dog Training in China: Changing Hearts and Minds</td>
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# INTERNATIONAL ORGANISATIONS

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<td>Brooke Action for Working Horses &amp; Donkeys</td>
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<td>Syrian Team for Animal Rescue (STAR)</td>
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# POSTERS

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<td>MANISH NEPAL</td>
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<td>The Effectiveness of the ‘Light Touch Support’ Model to Influence Human Behaviour Change Towards Farmed Animals</td>
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<td>KOUSHIK RAGHAVAN</td>
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| The Effect of Changing Knowledge and Skills of Service Providers on Donkeys |
| FARID ELALIM |
| The Challenges that we are Facing During Training the Local Harness Makers in Egypt |
| FARID ELALIM |
| Prevalence of Tuberculosis in Macaca fascicularis Formally Used as Dancing Monkeys in JAAN Ex Dancing Monkey Rehabilitation Centre |
| MARIANA KRESTY FERDINANDEZ |
| Empathy: We need it. We share it. We teach it. |
| MANANA GABASHVILI |
| Improve Animal Welfare of Confiscated Pangolins by the Rapid Response Team Intervention and Law Enforcement Training |
| LAM THI KIM HO |
| Ending the Bear Bile Industry in South Korea |
| DR. KARANVIR KUKREJA |
| Global Influence - Local Changes and Challenges |
| IVAN KURAJOV |
| Making animals activism as social movement a lesson learnt from cop school |
| REZA KURNIAWAN |
| Justice for All - Achieving Trans-Species Social Justice by Changing Human Behaviour and Thinking |
| PROF. ATSUKO MATSUOKA & PROF. JOHN SORENSON |
| Animal Management in Rural and Remote Communities (AMRRIC) |
| KIM MCCREANOR |
| Training Local Farriers |
| YOSEF MOHAMED |

| The Marketplace School Poster Competition: |
| Please visit the school poster exhibition with posters made by local school children on the theme of changing human behaviour for animal welfare. You can vote for your favourite via the AFA App and the winning students will receive a special award. |

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| DR. MARY ROSE VINCOY |
ANNEX B: Abstracts

ANIMALS FOR... COMPANIONS

PROGRAM DHARMA: A COMMUNITY EMPOWERMENT PROJECT IN BALI TO IMPROVE ANIMAL WELFARE AND PUBLIC HEALTH

Kadek Karang Agustina1, Made Subrata1, Ida Bagus Nqurah Swacita1, Sang Gede Purnama2, Ni Wayan Arya Utami2, Pande Putu Januraga2, Kate Atema3, Elly Hiby1, Janice Girardi4, Dewa Nyoman Wirawan2 *Presenting author
1Laboratory of Veterinary Public Health Faculty of Veterinary Medicine, 2School of Public Health, 3Postgraduate Master Program of Public Health, Faculty of Medicine Udayana University, 4International Fund for Animal Welfare, “Bali Animal Welfare Association

Program Dharma is a community-based dog population management program designed to protect public health and animal welfare in three Desas, or villages, in Bali. This project was designed to establish effective methods by which entire communities can better maintain rabies safety through: consistent dog vaccination coverage; improved public knowledge regarding rabies safety and response; and reduction in dog population turnover.

Our baseline data show that, while 97-99% of dogs in the area are owned, average dog age is <3 years, indicating high population turnover, possibly related to insufficient animal health management and poor animal welfare. Our intervention, therefore, targets, dog owners to support improved ownership practices. Methods focused on training local village cadres, who are residents of targeted communities, supported by eight mentors from Udayana University trained in public health and veterinary medicine. Together, cadres and mentors collected baseline dog population census data including: animal welfare measures, caretaker attitudes and rabies vaccination status; and density of dogs in public spaces. Using dog census information, village cadres are able to provide personal door-to-door outreach to dog-owning households in their own communities to support rabies vaccination coverage, improved dog-care behaviors, and education regarding appropriate rabies prevention and response. Cadres and mentors also organize community health events in which rabies vaccination, basic preventive care and sterilization are provided by local providers.

Results suggest that this community-based approach has been successful in improving rabies vaccination coverage, human attitudes toward ownership, and dog condition. In a total population of 5504, rabies vaccination coverage rose from 57.1% to over 80%, while residents’ disagreement with mass culling as a rabies response rose from 66% to 90%, along with improvement in identification of appropriate post-bite response. Significant changes also occurred in animal welfare, with underweight dogs reduced by half, and dogs with poor skin condition reduced from approx. 20% to under 3%. Critically, respondents indicating that it is the owner’s responsibility to seek care for sick and injured dogs rose from 45% to 92%. We suggest that this community-based peer training and outreach can lead to significant changes in dog ownership practices in Bali, resulting in sustainable welfare improvements and rabies safety.

ANIMAL PROTECTION THROUGH ADDRESSING HUMAN NEEDS

Rubaiya Ahmad, Founder, Obhoyaronno – Bangladesh Animal Welfare Foundation, Dhaka, Bangladesh

In a country like Bangladesh, where 80% of the population lives below the poverty line, animal welfare ranks nowhere in the development agenda. Moreover, Bangladesh carries a heavy burden of rabies, claiming more than 2000 lives every year in the rural Bangladesh. In the cities, dogs are seen as a menace, and are victims of horrible abuse.

For decades, the government of Bangladesh had been indiscriminately killing free-ranging dogs in a vain attempt to control rabies and dog population. A huge amount of government resources were used to kill thousands of dogs every year with no change in the incidents of rabies, or public complaints. But all this changed in 2012, when the then Secretary of the Local Government Division declared Dhaka a no-cull city. The capital’s city corporations halted killing dogs for the first time in 60 years, and Obhoyaronno commenced the country’s first spay-neuter programme. By 2014, Bangladesh successfully reduced Rabies related death by 50%. Today, ours is a no-cull nation following an order by the supreme court of Bangladesh against dog culling, and animal sports. The country is also in the process of replacing the 100 year old animal cruelty act with a new animal welfare bill, which has recently been passed by the cabinet. There is also a paradigm shift in the way people used to view and treat animals, especially dogs in the society.

The advocacy method, which brought about these changes in policy and human behaviour focused largely on addressing human fear, and needs. Animal welfare was highlighted not as a separate agenda, but one that is essential for our own well-being. The connection between killing dogs and rabies outbreak, and the countless examples of cruelty to animal leading to violence against people were showcased. Data were collected before and after community based humane education, proving over and over that compassion and reason combined can turn even the cruelest man into a compassionate human being.


Rubaiya founded Obhoyaronno – Bangladesh’s Animal Welfare Foundation in 2009- the country’s first and currently the largest animal welfare organization. Rubaiya obtained her B.A. in Information System from the University of Texas at San Antonio in 2000. She worked as an IT consultant in the US for 6 years before returning to Bangladesh in 2006. There she worked for the United Nations Development Programme (UNDP), Bangladesh for years 3 as a policy advocacy consultant before leaving the field of IT to work full time in animal welfare. Obhoyaronno has secured a high court ban against dog culling in Bangladesh in 2014. The organization currently runs a CNVR programme in the capital of the city, and carries out campaign for plan based diet.

rubaiya@gmail.com
PARTICIPATORY LEARNING AND ACTION: A PILOT PROGRAM USING BEHAVIOR CHANGE PRINCIPLES TO IMPROVE DOG OWNERSHIP IN BALI

Kate Atema, Program Director, International Fund for Animal Welfare

It has been shown that poor dog welfare, negative attitudes toward dogs, and negative human behaviors toward dogs are often interlinked. Together, they result in a cycle which promotes negative attitudes and poor caring behaviors toward dogs.[1]

In Bali, Indonesia, many dogs experience poor welfare and other threats including rabies, vehicle accidents and human-caused deaths. Although many dogs free-roam on the streets, studies indicate that between 97-99% of dogs have owners. Therefore, owners must play a critical role in dog welfare and management, and owner attitudes toward dogs are key to changing the cycle of poor ownership behaviors.

In a pilot project targeting dog ownership behaviors in Bali, 18 rural and semi-rural communities were targeted for a community-engagement interventions comprised of peer-to-peer outreach, community meetings and “dog club” formation, and support through community-organized veterinary events. Using participatory approaches coupled with a basic behavior change campaign model[2], this intervention effectively targeted underlying human attitudes regarding dogs in targeted Balinese communities. The result was improved dog condition, reduced dog population turnover, and the absence of rabies-related culling in target communities, compared with neighboring communities where dog condition remained poor and culling was routine. Further, while rabies persisted in the region surrounding these communities, pilot communities experienced only a solitary case of canine rabies, which was managed quickly and effectively with no spread or human impacts.

We propose that, by addressing not only the dogs’ welfare, but the underlying human attitudes toward dogs, this peer-to-peer outreach intervention resulted in true human behavior change, leading to more sustainable dog welfare outcomes. We will conclude with lessons learned from the pilot program which have been applied to a larger-scale intervention in Bali: Program Dharma.

References:

NUDGING COMMUNITY BEHAVIOUR TO IMPROVE ANIMAL WELFARE THROUGH DOG POPULATION MANAGEMENT PROGRAMS

Dr. Helen Byrnes, Director Vets Beyond Borders
helenbyrnes31@gmail.com

Eliciting small changes in community behaviour over a time period can result in big improvements in animal welfare for roaming dogs. This presentation will examine factors and approaches in dog population management programs in remote indigenous communities in Australia, and the Sikkim Anti-Rabies and Animal Health Program in India which have contributed to program success by eliciting small incremental changes in community behaviour which have in time led to significant improvements in animal welfare.

A cycle of intolerance was presented by Dr Kate Atema at the International Conference on Human Behaviour Change for Animal Welfare in 2016 in Dorking, UK showing links between roaming dogs and communities and describing the inter-relationship between lack of guardianship, problems caused by dogs, intolerance for dogs and ambivalence or cruelty to dogs. This presentation will consider how successful dog population management programs in Australia and India have enabled incremental changes which have reduced the critical elements of the cycle of intolerance. The communities in remote Australia and in Sikkim, India are very different and the comparison provides a useful mechanism to illustrate approaches that seem to be relevant across the different communities, and demonstrate how significant change can appear in different contexts.

Dog Population Management programs can contribute to a cycle of virtuousity which results in improved animal welfare reversing the cycle of intolerance that often exists.

THE ROLE OF STERILISATION IN RABIES CONTROL PROGRAMS: A SYSTEMATIC REVIEW OF IMPACT AND OUTCOMES

Dr. Abi Collinson, University of Nottingham

Rabies is the most deadly of all zoonotic diseases as once symptoms occur it is almost invariably fatal. It has been eradicated from most developed countries but still causes an estimated human 60,000 deaths per year worldwide. More than 99% of human cases are acquired from dog bites, and therefore controlling the disease in dogs is key to reducing the burden of the disease in humans. Current guidelines recommend annual vaccination of at least 70% of the canine population in order to stop rabies transmission.

In the past, dog population management (DPM) tools, commonly large scale culling, have been utilised for rabies control. Culling has been shown to have no sustainable effect on rabies transmission or population control. Sterilisation is an alternative method of DPM, and many interventions still perform surgical sterilisation alongside rabies vaccination, although it is not considered essential for rabies elimination. However there is some evidence that other benefits provided by sterilisation, such as reduced dog population turnover and a more stable dog population, may contribute to improved rabies control.

Evidence suggests that the behaviour of people within the local community is important in dog population management and in the transmission and control of rabies. The question of how sterilisation programs affect human behaviour remains a key issue. It has been proposed that sterilisation may be successful as an entry point into a community and can increase support for vaccination campaigns, improve public perception of dogs and reduce human-dog conflict. However it has also been suggested that sterilisation may increase human-mediated translocation of dogs and so potentially increase rabies risk due to introduction of a new and susceptible population. Additionally, sterilisation is resource-intensive and expensive.

The aim of this study is to assess the contribution that sterilisation may make to the effectiveness of rabies control interventions by synthesising the available evidence utilising systematic review methodology. It will compare the outcomes in programs where vaccination and sterilisation
has been carried out with those that have performed vaccination only. Identified studies will be screened and selected using pre-defined selection criteria. Included studies must have measured one or more of the following indicators to determine reduction of rabies risk as an outcome: number of confirmed or suspected rabid dog bites; doses of post-exposure prophylaxis administered; number of dog rabies cases; number of human rabies cases. It will also analyse the impact of the programs, as measured by related indicators such as human behaviour change, dog population turnover and number of dog bites. The preliminary results and next stages for the review will be presented.

Abi Collinson is a PhD student at the University of Nottingham, School of Veterinary Medicine and Science. She graduated from the Royal Veterinary College in 2009 and has worked as a vet both in the UK and with various NGOs in many different countries. This has involved mainly working on projects with free roaming dogs, but has also included veterinary disaster management and research and development of community animal health-worker schemes. Abi has also been part of the veterinary team on two civil-military humanitarian missions in conjunction with the U.S Navy, one in the Asia-Pacific region and the other to Latin America and the Caribbean. Her research interests are in evidence-based methods used to control free roaming dog populations, with particular reference to rabies transmission. Her PhD is supervised by Dr Rachel Dean, Prof Malcolm Bennett and Dr Jenny Stavisky and is co-funded by Dogs Trust.

Julie Corfmat is a qualified veterinary nurse and has over twenty years’ experience working with a variety of animals in different establishments including animal shelters, farm rescue, wildlife centres, private and charity veterinary hospitals. Julie also holds a Certificate in Animal Behaviour and ran her own dog training classes and animal behavioural service for five years. After completing her BSc degree in Animal Science in 2012, Julie moved to Vietnam to work at the Animals Asia Bear Rescue Centre. After almost three years of caring for the bears, Julie moved to Goa, India to take up the position as Project Manager for Mission Rabies. Julie had been travelling to India and volunteering with an animal welfare NGO for over twelve years and had always dreamed of a position where she could use her skills and knowledge to improve the welfare for both animals and humans. Julie has now been based in Goa for two years and is currently studying for her MSc in International Animal Welfare, Ethics and Law through the University of Edinburgh.

DOG OWNERS PLAY AN IMPORTANT ROLE IN ELIMINATING RABIES FROM INDIAN STATE

Julie Corfmat, Mission Rabies Project Manager, Goa, India
Dr Andy Gibson, Dr Luke Gamble, Dr Kate Sherwell, Dr Murugan Appupillai, Dr Gown Yafe

Mission Rabies is a UK-based NGO working to eliminate rabies and prevent human rabies deaths through systematic mass dog vaccination. In September 2013, a campaign was launched in Goa, India and to date a total of 151, 756 dogs have been vaccinated against rabies across the state. Like many parts of India, Goa has a large free-roaming dog population and the vaccination teams utilise a variety of methods from catching dogs in nets, to physical restraint and hand-feeding to safely administer every vaccine. In addition to vaccination, Mission Rabies efforts have focused on development of novel smartphone technology to direct the teams and enable data collection; improving vaccination coverage assessment methods; development of relevant educational materials on rabies prevention; implementing active canine rabies surveillance and building partnerships with the government and local stakeholders with a view to obtaining sustained local funding.

From data collected at the time of vaccination, it was identified that there is a far higher proportion of owned dogs in rural areas (64%) as compared with urban settings (45%). Further analysis of the data revealed that 58% of the owned dog population are constantly free-roaming on the streets, with an additional 27.5% of dogs being allowed to roam intermittently. The total proportion of dogs roaming for some or all of the time is greatest in the urban areas (88%) as compared to rural areas (80%); emphasising the importance of accessing owned dogs, even if they are confined at the time of vaccination. Differences between rural and urban populations have also been observed with ‘semi-owned’ dogs (those that someone feeds regularly, yet perceives as a stray). 5.8% of the urban dog population are semi-owned as compared with 2.6% of the rural dog population. Semi-owned dogs are likely to have the highest reproductive capacity, within the roaming dog population as they are supported nutritionally, but are unlikely to have someone take responsibility for their vaccination and reproductive control.

As free-roaming dogs represent the majority of Goa’s dog population and a large proportion are owned it is essential to build partnerships with local authorities and engage the community. Changing human behaviour is also fundamental to the success of the project as catching free-roaming dogs is an extremely challenging task. Awareness of the campaign and rabies education is incorporated to overcome any preconceptions and resistance to vaccination. Although education is important, it is only one component and does not solve the problem. Once individuals accept the benefits and need for vaccination they are encouraged to assist by catching/restraining their dogs for vaccination. People who feed dogs are also encouraged to participate in the vaccination campaign and aid dog population control. Changing human behaviour and encouraging responsible dog ownership is key to eliminate rabies in Goa. It will also assist in the application of rabies control programmes elsewhere in India and will support the development of more efficient approaches to rabies elimination in the world’s worst affected country.

Julie Corfmat is a qualified veterinary nurse and has over twenty years’ experience working with a variety of animals in different establishments including animal shelters, farm rescue, wildlife centres, private and charity veterinary hospitals. Julie also holds a Certificate in Animal Behaviour and ran her own dog training classes and animal behavioural service for five years. After completing her BSc degree in Animal Science in 2012, Julie moved to Vietnam to work at the Animals Asia Bear Rescue Centre. After almost three years of caring for the bears, Julie moved to Goa, India to take up the position as Project Manager for Mission Rabies. Julie had been travelling to India and volunteering with an animal welfare NGO for over twelve years and had always dreamed of a position where she could use her skills and knowledge to improve the welfare for both animals and humans. Julie has now been based in Goa for two years and is currently studying for her MSc in International Animal Welfare, Ethics and Law through the University of Edinburgh.

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UNDERSTANDING AND MEASURING ANIMAL HEALTH INFORMATION SEEKING BEHAVIOURS AMONG PET OWNERS IN SINGAPORE: A STUDY OF PET OWNERS KNOWLEDGE, ATTITUDES AND BEHAVIOURS

Jaipal Singh Gill (Presenter), Satveer Kaur-Gill, Mohan J. Dutta, Joanne Tan, & Dennis Wormald

Companion animal ownership in Singapore has been on the rise in recent years, with the number of pets in the country estimated at 789,300 in 2011 and expected to grow to 824,600 by 2016 (Euromonitor International, 2016). Currently, the Agri-Veterinary Authority (AVA) of Singapore indicated that there were 60,000 licensed dogs in Singapore (Agriculture and Veterinary Authority of Singapore (AVA), 2017). The improving economy and the sudden marked increase in resident population, occurring because of economic and immigration policy shifts, may explain the rise in companion animals in the country. While the human-animal bond can bring great benefits to both parties, it can also cause a range of welfare problems for a pet, the pet owner, and the community. Some of these problems include poor knowledge and/or poor health information seeking behaviours (HISB), when using various knowledge mediums that impact welfare practices.

Our present study seeks to understand the health information seeking processes of pet owners and animal care practices that contribute to good or poor welfare standards for companion animals. A growing body of research involves investigating how individuals seek health information through various communication routes (Dutta-Bergman, 2004;2005). Acquiring information purposefully, using selective mediums as information sources is defined as HISB (Johnson et al., 1990; Tardy & Hale, 1998). Later definitions define it as an activity that can be serendipitously acquired in the process of gathering information (Anker et al., 2011; Lambert & Loiselle, 2007). Scholars try to make sense of the conceptualization and nature of HISB and practices. Often, these acts imply some form of awareness and attitudinal changes in favour of better health practices (Marazienė, Klumbienė, Tomkevičiutė, & Misevičienė, 2012).

The research tries to make sense of motivations of Singaporeans (attitudes) in their HISB, specifically for their companion animals (cats and dogs). We explore the relationship between companion animal welfare practices and HISB across various mediums (knowledge), and relate these findings to pet owner’s actual practices (behaviour). Our study, interested in pet health information seeking, begins by asking respondents about active seeking “Have you ever looked for information on pet care topics from any source?” from which n=1084 responded “yes”. Variables pertaining to demography such as gender, age, education, and income were reported in the study. We hypothesize that if active-oriented channels (internet [veterinarian websites, blogs, forums] books, magazines, newspapers) share a relationship with HISB, pet owners are more likely to have better welfare standards. However, if passive-oriented channels were adopted (radio, television), HISB would not lead to better welfare standards.

The aim of our study is to better address welfare issues that pertain to neglect, quality of life, poor pet ownership, and knowledge gaps that compromise the welfare of companion animals in Singapore. Once we understand how information is sought and how this translates to welfare outcomes, we can work towards changing pet owner’s behaviour so as to secure the quality of life of their companion animals.

CHANGING PET OWNERSHIP TRENDS POSE CHALLENGES FOR A REMOTE TIWI ISLAND COMMUNITY


The Tiwi Islands of northern Australia are home to a diverse range of native wildlife, including several threatened species. The largest community, Wurrumiyanga, has a population of approximately 1500 of which 88% are Indigenous. Historically, the local Indigenous inhabitants have kept dogs as pets which are allowed to roam freely in the community, and there are also wild-living dingoes on the islands. A census conducted in 2017 found that the proportion of de-sexed animals in the free-roaming dog population in Wurrumiyanga had decreased to 55% compared with 68% in 2014 (Brown, Kennedy, Allen, Cutter, & De Santis, 2014). In contrast to traditional dog ownership, cats have not been kept as pets by Tiwi islanders. Recently however, this practice appears to be changing, and cat ownership is steadily increasing in Wurrumiyanga. This poses a challenge for animal management, as there is no resident veterinarian on the islands, and the infrequent vet visits will not be sufficient to control the cat population, given the high reproductive rate of felines. To address these issues, a collaborative approach has been proposed between the University of New England (UNE), Tiwi Island Regional Council (TIRC), Tiwi Island Land Council (TILC) and AMRRIC (Animal Management in Rural and Remote Indigenous Communities) to regain a sustainable dog population and to develop a broader animal management plan to include cats.

A full community census will determine the current demographics of pets in the community. A questionnaire will ascertain people’s perceptions regarding cat ownership, and identify any barriers to people’s willingness to have their cats
desexed. The responses will inform a community awareness/education campaign about feral cats and their impacts on wildlife, addressing barriers and focussing on the benefits of de-sexing. The TILC will host a community cat de-sexing program that will be delivered free of charge to residents in conjunction with the education campaign. The questionnaire will be delivered again to determine if there has been any change resulting from the targeted education campaign.

Dog and cat roaming behaviours will be investigated before and after the education campaign, with 'owned' and 'unowned' animals distinguished by flat reflective collars which will be fitted to all owned cats and dogs during the census. Researchers will conduct a short observational study at 5 time-points over 4 nights along a defined transect within town, and remote cameras set up along roads leading out of town. Parallel to this, a wildlife survey will be conducted immediately outside the town border in the eucalypt forest.

We anticipate that by raising awareness of the potential impact on wildlife there will be a reduction in the number of roaming cats, and an increased willingness to have pet dogs and cats desexed – an indicator of changed owner behaviour regarding pet-keeping practices. It is hoped that responsible pet ownership behaviours (e.g. keeping cats confined during peak hunting periods) will also increase, resulting in fewer owned cats hunting wildlife species in and outside of town.

Brooke Kennedy is Gomeroi (Kamilaroi) woman from Tamworth, NSW, Australia. Brooke completed her Bachelor of Zoology at the University of New England in early 2014. She has always loved animals and always wanted to help them survive into the future. During her third year, her Wild Dog Ecology lecturer offered her to attend a field trip to the Tiwi Islands to assist in an AMRRIC facilitated dog health program. As an Aboriginal woman, she was so captivated by the strong culture of the Tiwi and has now been back 10+ times to assist. She completed her Honours year in 2015 on body condition scoring dogs and is now 10 months in to her PhD. Her topic is titled “Improving animal management in remote Aboriginal communities through capacity building”. Brooke believes that there needs to be a strong emphasis on community involvement when working in Aboriginal communities, this will ensure that the benefits of the program will be sustained and continue into the future.

UNDERSTANDING HUMAN BEHAVIOUR TO PREVENT ANIMAL NEGLECT

Hung Ju Lee, AWARE

As of 2015, over one-fifth of the country’s households or about ten-million people are said to be living with companion animals in South Korea, according to the Ministry of Agriculture, Food and Rural Affairs. However, many people in rural communities in South Korea lack awareness about proper animal care and fail to provide life sustaining elements such as food, water and adequate shelter to their animal companions. In 2017, AWARE has launched “A Life Within One Meter - Fighting Against Animal Neglect”, a campaign designed to improve the welfare of dogs chained outside by providing public education on responsible pet ownership. This presentation emphasizes the importance of understanding the human behavior towards animals and how they influence welfare of animals. Policy issues including how South Korea’s legal enforcement system is ill-prepared to address animal neglect under current legislations will be discussed during the presentation.

Hyung Ju Lee is the founder and Chief Executive Officer of AWARE (Animal Welfare Awareness, Research and Education), a non-profit organization established to improve public policy and animal welfare standards in South Korea by promoting public campaigns, conducting research and developing animal welfare policies. She has formerly served as a campaign director at Korean Animal Welfare Association and a regional campaign manager at Cruelty Free International.

She regularly participates as policy and program advisors to governments, academics, national and international NGOs and media. To ensure proper animal welfare standards in research, she serves as a member in Institutional Animal Care and Use Committee in research institutes to review plans for animal testing.

A journalist and an author, Ms. Lee is a regular contributor to newspapers and magazines including Korea Times, OhMyNews, Huffington Post Korea and begun Magazine. Her book “Sipping Tears Of Palm Civet - How Our Everyday Choices Affect Animals(2016)” has received the Award For Contents Of Excellence by Korea Culture and Art Foundation.

PROMVATING CAMBODIAN ANIMAL WELFARE THROUGH A PAGODA AMBASSADOR PROGRAM

Martina Mayr, Founder and Director – Animal Rescue Cambodia

Not unlike many places of workshop in Southeast Asia, Cambodian pagodas are overrun by abandoned, sick and injured street animals. There is a common misconception that pagodas are a safe haven for animals, which encourages the dumping of unwanted animals; rarely however do pagodas offer the safe haven that they are thought to be. Food is typically scarce, and overcrowding and birth of new litters contributes to the constant spread of infectious diseases and high mortality rate. Monks are rarely involved in animal caretaking and all too often, animals are left to fend for themselves. Compounding the problem is the fact that many monks reject the idea of neutering animals due to their Buddhist beliefs, while animal welfare is not highly valued in general among the majority of the Cambodian population.

To improve the welfare of these and future animals, Animal Rescue Cambodia (ARC) has launched the Pagoda
Ambassador Program (PAP) in the capital city of Phnom Penh to promote animal welfare through community engagement. This outreach program aims to improve the care of pagoda animals through spay/neuter, feeding, and medical care by involving the monks and other locals living at the pagodas. Pagoda Ambassadors (PA) are recruited from a pool of dedicated foreign and/or Cambodian volunteers, who are assigned a pagoda. PAs visit their assigned pagoda regularly, casually communicating with locals at first, identifying potential caregivers present, and later engaging them more intensively in feeding, sterilization, and medicating activities. By doing so, they not only introduce them to new perspectives on the importance of animal lives, but gradually educate and train caregivers on providing basic medical care and husbandry. Once dedicated local caregivers have been identified and trained at particular pagodas, the goal is that they then carry on the program themselves, while PAs shift their attention to new pagodas, while still serving as a safety net should the caretakers need them.

Changing human behavior is key to the success of the PAP. Community engagement is the only way ARC can provide a sustainable and long-lasting impact in the Kingdom. It is critical that the local community becomes aware of animal welfare issues as they are the ones that teach future generations. As a Chinese proverb explains: “You give a poor man a fish and you feed him for a day. You teach him to fish and you give him an occupation that will feed him for a lifetime.” We encourage local people to take an active part in the development of a Cambodian animal welfare system. Our ultimate goal is simple: To become redundant. With this in mind, ARC’s presentation will explore a practical approach towards changing beliefs and traditions by providing insights into our PAP strategy, sharing experiences, challenges, lessons learned and plans for program expansion across Phnom Penh.

CULTURE MAKES STRATEGY A DOG’S BREAKFAST

Kim McCreanor and Agra Utari, The Bali Street Dog

The island of Bali is world famous for its stunning scenery, beautiful ceremonies and astoundingly unique culture. Over recent years it has become infamous in some circles for its treatment of the islands Indigenous canine, the Bali Street Dog. A rabies incursion, an underprepared government, spiraling human deaths and a massive growth in tourism has resulted in a plethora of formal and informal animal welfare groups and organization’s all vying to save the Bali Street Dog from a supposed annihilation.

Bali dogs have lived alongside Balinese people for thousands of years. Theirs is a unique reciprocal relationship entwined in scripture, ceremony and mutual obligation. A relationship that does not align with the Western cultural context of pet ownership. Within this non alignment is where the greatest threat to the Bali Dog lies. Foreign initiated sterilization programs, rescue activities and adoption appeals abound throughout the tourist areas. The vast majority of these are underpinned by the Western context of responsible pet ownership and openly demand human behavioral change – for Balinese people to emulate the Western model of pet ownership.

Unsurprisingly, these ethnocentric attempts are limited in their impact, even when implemented by local people. Repeated calls for laws, tourism boycotts and attempts to increase the value of the Bali dog within its own culture seem to make little difference aside from alienating local Balinese against any form of attitudinal change towards their companion animals.

Culture really does make a dog’s breakfast out of ethnocentric strategies. This presentation unpacks the role of the Bali Dog within Balinese culture and demonstrates that when you forget that you know it all and listen loudly to what already is you can influence positive change. Illustrated with examples of optimizing local culture to influence positive change this paper outlines the story of a father dedicating his life to the health of his local village dogs in order to repay his karmic debt for the life of his child; the use of cultural symbols within the fight against rabies by using existing norms and structures to reinforce the need for herd immunity; and the use of Balinese youth culture to make animal welfare cool and an activity worthy of extensive social media sharing.

These stories all reinforce the importance of working within cultural context. The need to explain, inform and empower locally driven choice by giving people skills and resources, not charity, is the path to sustainable human behavior change. Change that is positive for people and their animals.
Facilitating this change is costly and funding for such new approaches is limited. During Blue Paw Trust’s interventions, it was evident that enabling effective collaboration between organizations, specially within government, is arduous. Identifying commonalities and overcoming competition for recognition and resources (e.g. funds, logistics) are common challenges. Nonetheless BPT’s HBC approach has had notable success in several areas. Strong community support and effective engagement towards rabies and population control was achieved. Killing dogs all but stopped with a “no indiscriminate killing” presidential policy. Dumping to distant locations still occurs but results in strong public protest. The concept that eradication requires focus on dog rabies rather than on human post exposure prophylaxis, is now well accepted. However political backing needs to be strengthened, veterinary and medical health sectors must be willing to work together and resources must be allocated for effective national level impact.

Dr Nalinika Obeyesekere, after growing up in California (La Jolla and then Davis), made a conscious decision to return to her roots in Sri Lanka with a desire to give something back to her country of birth. Trained as a Wildlife Biologist and Veterinarian, her goal is to effectively improve the capacity and influence of the veterinary profession in Sri Lanka and the South Asian region. As Veterinarians have extensive knowledge of both animal and human behavior and needs, they should play an integral role in building cross species understanding, communication and tolerance. Dr Obeyesekere’s goal is to strengthen the capacity of the Veterinary profession and through this channel, promote evidence and knowledge based solutions to effectively mitigate conflict between humans and animals: thus to ensure sustained positive impact on animal welfare. Dr Obeyesekere has received several international awards (NRC Presidents award, WSAVA One Health award, Australian Alumni Excellence Merit Award, Ashoka Social Entrepreneur Award, NAVC international Scholar award) for her work.

**CHANGE IN HUMAN BEHAVIOUR – HOW GOVERNMENT – PRIVATE PARTNERSHIP IS HELPING**

Praveen Ohal, CEO, HOPE & Animal Trust (Ranchi & Varanasi)
This is very important now to work on Government – Private Partnership in bringing the change in human behaviour. There have been always a big time struggle for any Animal welfare Organisation working in the field. Millions of people either don't want to know the problems and suffering of animals around them or they are just not bothered to learn or bring change in themselves.

Municipalities are often seen as reliever for the people who think or talk about nuisance by the stray animals in particular dogs. Municipalities then start working under pressure to find solutions. Out of thousands of Municipalities in India, very few carries out the Animal Birth Control Program and are working
as per the guidelines provided by the Animal Welfare Board of India. However, a very big question arises where the Municipalities don't know what to do and in haphazard manner, the dogs or other stray animals are just picked up and thrown here and there or killed to increase the animal suffering and this leads to bad human behaviour development. This keeps on building and people started to think that as a common practice. Hence Government partnership plays a very important role in changing the human behaviour.

What is important for people/ charities working in Animal welfare activities? Thumb rule is – no fighting with Government – neither with Municipal Corporation nor the Animal Handusry Department. I have often seen people or AWOs fighting with the Government departments. Keeping good relationships with the Government Departments, providing them with better solutions and helping them to make sure they do the right thing. This may take a long time, but fighting will not bring you any results. Hence the priority for human behaviour change should be taken up with the Government Officers. Once you develop good relationships and start helping the Government Departments, you are actually building their capacity while you are making out your plans at large on changing the human behaviour by getting the control over Government run programs in the city.

Once you are in control with the Government run programs, you start using these programs and the resources and the rules and regulations to bring change in human behaviour cause simply going around and teaching people about what to do and what not, it is also important to show them the rules and regulations in these lines so that the message is communicated to both the groups – the animal loving people and the people who think stray animals as nuisance. This is what exactly we followed in Varanasi, we continued to work and finally we signed the contract with Varanasi municipal Corporation along with the resources and the law of Supreme Court.

Now our team goes in the city of Varanasi and working on changing the human behaviour by way of community education programs in the area where people have complaint about dogs as nuisance. Same people are now getting the message that the dogs are going to come back and there is no way that we displace them elsewhere. We have been working in Varanasi for more than a year now and this is the beginning of the CHANGE in Human Behaviour.

The focus areas of this presentation will be on different components of Dog Management program in India. Humane Society International, India had signed a MoU with Street Dog birth Control Societies of Municipal corporations of Dehradun, Nainital and Mussoorie cities. Uttarakhand being a first state of India with active street Dog Birth Control Society has constructed facilities in all 3 cities to carry out Mass sterilization program for street roaming dogs. Apart from conventional components of typical DM program, this program was an opportunity to try some additional components like education and awareness for the community and Knowledge, aptitude and practice survey to achieve the project objectives e.g. Improve Dog Welfare, Improve care provided to dogs, Reduce dog population density/Stabilize population turnover, Reduce risks to public health, Improve public cognitions etc. The KAP and E&A team have gathered a baseline data after several interactions with different communities in 3 cities. The same surveys will be carried out bi-annually to see the impacts.

Dr. Piyush has joined HSI in 2009 as a veterinarian at ongoing spay/neuter program. Just after finishing, spay/neuter training at TAPA, Sri Lanka, he was deployed at National Dog Population Program, Bhutan for 2 years. After the completion of his term in Bhutan, he started working in different spay/neuter training programs conducted by Humane Society International in India and Philippines. He has experience of leading the campus dog managements program at Indian Institute of Management, Ahmedabad and Indian School of Business, Hyderabad. He was also the part of the street Dog's survey team during Mumbai, Mauritius, Malawi and Haryana and a disaster response team for the Bangkok and Orissa floods. In 2015, He got promoted as a Program Manager of the National Rabies Control Program started in Haryana. Currently he is working as a program manager, Dog Management at Humane Society International, India. Email : ppatel@hsi.org

**SARNATH ANIMAL WELFARE SUCCESS: FROM FEAR OF DOGS TO LOVE OF DOGS**

Dr. Akshay Prakash; Senior Vet and Cofounder Trustee of Sarvodaya Sevabahi Samsth, India; Advisory Board Member of Help Animals India, www.helpanimalsindia.org akshayprak@gmail.com

Sarnath is a small, poor rural village in Uttar Pradesh, India, well known for Deer Park where the Buddha gave his first teaching, our ABC/Education approach has completely transformed Sarnath from a village that fears and chases away sick, injured street dogs, to a village that loves and cares for healthy happy community dogs.

Upon our first visit to Sarnath, we saw the pathetic conditions of the animals-malnourished, manged street dogs with open wounds and other diseases. Dogs were a “nuisance” and being chased off by throwing stones, sticks, and hot water.

To tackle the inhumane behaviour, community education alone would not help. We developed a comprehensive plan to provide a solution to the fear of Rabies and the ever rising dog bites. We collaborated with a well-known and highly trusted local activist who heads up the Sarnath Village Development Project to educate and provide health care to poor children. We then developed an ABC/ARV and community education plan.

Our successful approach was 6 pronged:

1. Collaborate with a local trusted human rights activist to gain community support
2. ABC to reduce the population and control Rabies
3. Dog catchers who use the most humane catching methods, thereby teaching the observing villagers how to treat dogs kindly
4. The different components of Dog Management Program at Uttarakhand (Dehradun, Nainital and Mussoorie)
5. Love of Dogs
6. The 10th Asia for Animals Conference
return the community dogs are loving and caring for their
Three years ago, Sarnath was a village that feared dogs and,
substantially and as of this year, there has been not a single
into our ABC camp for care! Dog bite cases have reduced
dogs, and eagerly posing with them for photographs. Even
horrid of touching dogs or scaring the dogs away, now
people are naming their village dogs, claiming them as "pet"
dogs, and eagerly posing with them for photographs. Even
children are now playing with dogs and regularly bring them
into our ABC camp for care! Dog bite cases have reduced
substantially and as of this year, there has been not a single
report of rabies.

Three years ago, Sarnath was a village that feared dogs and, and,
equally, the street dogs feared the locals. Sarnath is now a village
which loves and cares for its community dogs and in return the community dogs are loving and caring for their
villagers!

BUILDING AN EFFECTIVE COMMUNITY FOR FIRST AID IN VARANASI

Tauseef Rahman, Federation of Indian Animal Protection Organisations

The shift of perspective in Varanasi:

In October 2014, the animal protection movement in Varanasi
was kick started by means of on-site first-aid with community
engagement and outreach in the city. This was intended to
contribute to the vision of setting up a strong network of local
activists and leadership that would work with the community
to resolve human-animal conflict issues. It has been a great
journey from the time when there was no compassion,
beneficence, awareness among the people for the animals
to the current state where people have drastically changed
to the extent of treating the stray animals, feeding them and also adopting them. We have seen a
remarkable change in the behavior of the people in Varanasi.
It became possible only because of the fact that people
started taking initiatives and got involved in the whole
phenomenon of serving the animals. We have successfully
been able to provide first aid treatment in 40% areas of
Varanasi. A total of 1200 animals were treated last year
and that was possible only because we have a strong team of
volunteers who selflessly work for the animals. We have
amazing community caretakers who always take the
responsibility of informing the NGO's when they see any
injured animal in their areas. We have many of them today
who have been trained in such way that now they have the
capability to treat the animals independently

How to build an effective community movement:

For any first aid programme to run successfully in a city, you
need the support of the local people which includes
dedicated volunteers and a strong network of community
caretakers. Having an effective community can contribute
immensely towards ending human-animal conflicts. A change
in their behavior can lead to the welfare of the animals. It is of
utmost importance to communicate with the local people
during any onsite first aid treatment. They need to be
educated why and what they are doing for the animals, they
should be motivated to come forward and join them in
helping the animals. They have to be educated about the
importance of providing first aid to the street animals. These
are the kind of initiatives the volunteers should always take

A SURVEY TO DETERMINE THE KNOWLEDGE, ATTITUDE AND
PRACTICES (KAP) OF THE COMMUNITIES TOWARDS THE DOG
POPULATION AND RABIES CONTROL IN BHUTAN

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A cross sectional household survey was undertaken to
determine the knowledge, attitudes and practices (KAP) of the
community regarding the dog population and rabies control
in Bhutan. In January and February 2012, a total of 521
households from both rural and urban areas in six districts
(these districts were located in different agro-ecological zones
representing the different regions of Bhutan) were
interviewed. Similar survey was undertaken by interviewing
839 households (from both rural and urban area) in May 2015
covering all the 20 districts.

Bivariate analyses were performed using $\chi^2$ tests of
independence to compare response to questions relating to
the knowledge, attitudes and practices towards rabies and
dog population control between respondents from rural and
urban areas, dog owning and non dog owning households.
The findings of two surveys were compared to assess whether
there is any improvement in the knowledge and attitudes of
communities towards free-roaming dog population control in
2012 and 2015.

The results of the bivariate analyses to questions relating to
rabies and dog population control programme showed
improvement in knowledge, attitude and practices of the
communities. The majority of respondents (95% in 2012 and
89% in 2015) had heard about rabies. The knowledge on the
and where dogs are routinely sourced from the streets or stolen pets, South Korea is the only country known to have established large intensive farming systems to supply the demand for dog meat. An estimated 2.5 – 3 million dogs are slaughtered each year, the majority raised on over 17,000 farms located throughout the peninsula, including surplus dogs produced for the pet dog and dog fighting industries. Motivations for dog meat consumption vary; however, it has always had strong links with custom, medicine, and a part of dietary tradition. Despite the significance of the industry, there is neither explicit recognition of dogs for food, nor a clear ban on the production, sale or slaughter of dogs for human consumption, as the government attempts to negotiate the issue between local animal groups, industry workers, and the international community.

Humane Society International is committed to tackling both the supply of and demand for dogs for human consumption to ultimately eliminate the dog meat trade nationwide. Our holistic approach involves working in collaboration with various stakeholders, including those whose livelihoods are currently dependent on the industry, to ensure that the dual goals of protecting animal welfare and the implementation of alternative livelihood opportunities for those currently reliant on the industry are achieved. This is in recognition that:

- The demand for dog meat is decreasing and is increasingly unpopular amongst younger generations as concerns for animal welfare and food safety rise;
- The dog meat industry causes significant and growing societal discontentment and problems for the government and local authorities, as opposition to the dog meat industry increases;
- There are many industry workers wanting to leave the industry if presented with economically-viable solutions, due to bad karma concerns, family and societal shame, and economical instability associated with the dog meat trade.

A significant component of the campaign, therefore, is the transition of dog meat farms into humane, economically viable alternative livelihoods – the creation of “Models For Change”. By working with farmers who have expressed a desire to end their involvement in the industry, we are creating “models” that can ultimately be replicated throughout the country with governmental support. Not only do the farm conversions become models for change, but also the farmers we work with become strong allies and voices in our united call for an end to the dog meat industry. As more farmers make the transition, we see a growing demand for assistance from other industry-workers as opportunities for change materialise. Furthermore, the rescued dogs from the farm closures become ambassadors for the public awareness campaign, encouraging discussion about an issue that is almost ‘taboo’ in South Korea. These ambassador dogs are key in changing hearts and minds, and help to unveil the defenses afforded to the industry, essential in creating an atmosphere whereby it is ‘normalised’ to oppose the practice and to join the movement to end the dog meat industry.

Lola Webber (BSc (hons), MSc): Based in Indonesia, Lola is a campaign manager for Humane Society International’s campaign to end the dog meat industry in South Korea, and a co-founder of, and programmes director for, Change For Animals Foundation. Lola works on campaigns throughout South-East Asia, including: ending the dog meat trades in Vietnam and Indonesia, and lobbying for the strengthening and enforcement of legislation to safeguard the welfare of wildlife housed in facilities throughout the region. Lola also holds the
signs of rabies (61% in 2012 and 70% in 2015) and method of preventing of rabies by vaccination (53% in 2012 and 72% in 2015) improved significantly over the years. High proportions of communities (83% in 2012 and 75% in 2015) are aware of the CNVR programme initiated by the RGOB and HSI. We noticed significant improvement in the treatment seeking behaviours following dog bites of people with most (84% in 2012 and 91% in 2015) respondents indicating they would report to a hospital after thorough washing of the wound with soap and water. Most participants (84% in 2012 and 92% in 2015) were in favour of dog population control with birth control as the preferred method (84% in 2012 and 88% in 2015). Not many respondents were aware of the animal welfare groups (22% in 2012 and 34% in 2015) and animal welfare law/ dog population control regulations in the country (18% in 2012 and 24% in 2015).

Based on the findings of this study, it is recommended to develop specific behaviour change communication programmes for the communities. Such human behaviour change programme should be implemented by involving government organizations, animal welfare groups and communities. This will encourage participation of the communities and relevant stakeholders which would lead to successful implementation dog population and rabies control programme.

Dr. Karma Rinzin completed his Veterinary degree (B.V.Sc & AH) from Bombay veterinary College, Mumbai, India in 1998. He finished his Master of Veterinary Epidemiology from Epicentre, Massey University, New Zealand in year 2007 with a Master thesis titled “Epidemiology of free-roaming dogs and cats in Wellington region of New Zealand”. Dr. Rinzin has completed his PhD from Murdoch University, Perth, Australia under the auspices of prestigious Endeavour Award Program in year 2015. From the start of the project in 2009, Dr. Rinzin has been actively involved with the National Dog Population Management and Rabies Control Project jointly initiated by Department of Livestock, Royal Government of Bhutan and Humane Society International as the member of project task force and adviser to the project. His PhD research titled “Population dynamics and health status of free-roaming dogs in Bhutan” is based on the data generated from the capture-neuter-vaccinate-release (CNVR) programme and surveys carried out in Bhutan.

Dr. Rinzin is a full time employee of Department of Livestock, Royal Government of Bhutan. Dr. Rinzin has been working as Chief Veterinary Officer, Animal Health Division, Department of Livestock, Bhutan since January 2016. From April 2007 till July 2008, he worked as Head Disease Prevention and Control Unit under National Centre for Animal Health during which he managed WHO supported Rabies Prevention and Control Project. From August 2008 to March 2011, Dr Rinzin worked as Programme Director of National Centre for Animal Health, Thimphu, Bhutan. After the completion of the Veterinary degree, Dr Rinzin worked as Regional Veterinary Officer in Western region of Bhutan from 1999 to 2004.

ENDING THE DOG MEAT INDUSTRY IN SOUTH KOREA: CREATING MODELS FOR CHANGE

Lola Webber, Campaign Manager, Humane Society International, lolawebber@changeforanimals.org
Presenting author: Dr. Andrew Rowan

Unlike in many other countries where dog meat is popular and where dogs are routinely sourced from the streets or stolen pets, South Korea is the only country known to have established large intensive farming systems to supply the demand for dog meat. An estimated 2.5 – 3 million dogs are slaughtered each year, the majority raised on over 17,000 farms located throughout the peninsula, including surplus dogs produced for the pet dog and dog fighting industries. Motivations for dog meat consumption vary; however, it has always had strong links with custom, medicine, and a part of dietary tradition. Despite the significance of the industry, there is neither explicit recognition of dogs for food, nor a clear ban on the production, sale or slaughter of dogs for human consumption, as the government attempts to negotiate the issue between local animal groups, industry workers, and the international community.

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forced people to leave the countryside and move into apartment blocks in the cities. As a result, many people abandoned their dogs either in the country side or in the cities due to the lack of space. The dogs obviously reproduced rapidly and soon the streets were filled with homeless dogs and their puppies.

Today, it is estimated that Romania has about 3.5 million owned dogs and about 300,000 stray dogs (2014 data) and the primary reason for such a large population is the result of abandonment and uncontrolled breeding. People’s attitude towards these homeless dogs are wide-ranging. While some people understand that these dogs have just fallen into unfortunate circumstances and still deserve to be cared for, others try to avoid them fearing aggressive behaviour or considering them sources of diseases.

In the last few years, the media has played a major role in influencing people’s perception towards stray dogs. In 2013, following a dog attack where a four-year-old boy in Bucharest died, the media encouraged the eruption of a public outcry which led to the Romanian Government passing a new law allowing the mass euthanasia of the city’s stray dog population. Many stray dogs were collected, held in public dog pounds and then euthanized. During this period there was also a rise in the mistreatment of strays with many cruelty cases reported, this was thought to be a direct result of the media portraying all stray animals negatively following this incident.

In an effort to prove that Romanian stray dogs can be an immense asset to the society and to improve the way in which they are treated, FOUR PAWS introduced in 2004 the first stray animals Animal Assisted Therapy (ATT) project in Romania, in which former stray dogs are selected and trained by experts to become therapy dogs for children with emotional and physical disabilities. AAT is a type of complementary therapy that involves guided interaction with animals as a form of treatment. In 2012, after 8 years of working with children FOUR PAWS extended the scope of the project to offer animal assisted activities for institutionalised senior citizens in which stray dogs visit patients with age-specific mental issues in retirement homes in Romania. In early 2016, FOUR PAWS opened the first stray dog ATT centre in Romania, where children are offered support and therapy from the dog and their handler, completely free of charge.

AAT was developed to benefit both people and animals. The project aims to change people’s negative perception towards stray dogs and ultimately their behaviour by emphasising the dogs societal value as therapy and companion dogs. One of the desired side effects is that through a change in perspective about stray dogs, people may also consider adopting strays as companion animals. Through this in the past through the positive media coverage the project receives in Romania.

From 2004 to 2009 Julie held the position of Head of Global Charity Programmes for British Telecom (BT). During this time she oversaw the set up of BT’s first ever global charity programme working with UNICEF on projects in South Africa, Brazil, China and India. Julie also set up BT’s first ever disaster relief volunteer programme working in partnership with the British Red Cross. Besides her work Julie spent ten years volunteering in animal welfare as a Trustee and welfare officer, and is founder of an

HUMAN BEHAVIORAL CHANGE IN DOG CRUELTY RESPONSE: A CASE STUDY FROM SNEHA’S CARE DOG RESCUE PROGRAM IN KATHMANDU VALLEY
Abhisekh Subedi, Sneha’s Care
Animal cruelty has been increasing worldwide. In 2014, the number of animal cruelty cases in UK was 159831 which is higher than the number of cases in 2013 i.e. 153770. In Nepal, the animal cruelty cases haven’t been recorded yet but the recent coverage from media about animal cruelty indicates that the number of cases is very high. Sneha’s Care has been operating dog rescue and ground medication since September 2014. In year 2015 and 2016, Sneha’s Care has received and dealt over 4000 cases of ground medication and rescue of the sick and abandoned dogs in Kathmandu Valley including 1938 cases in 2016 alone which is 10.5% increase than 2015. In year 2015, Sneha’s Care received 1754 cases of dog cruelty in Kathmandu.

The purpose of the study is to understand the change in the animal cruelty response of year 2015 and 2016 along with behavioral change in respondents. Considering the confidence interval of 95%, 321 respondents of year 2016 participated for the questionnaire survey, out of which 30.52% of respondents made an animal abuse complaint in both of the years. In addition, the result also presented that 60.43% of respondents made an abuse complaint only once in a year 2016 while 24.61% of them made it two times; 8.72% complaint for thrice and 2.18%, 2.80%, 1.24% of respondents complaint about animal abuse four, five and six times in 2016. Also, 84.7% of respondents mentioned that they will again report an animal cruelty if they encounter it again.

The study recommends that there should be a systematic one door animal cruelty reporting mechanism in Kathmandu which allows stakeholders to get proper information and also analyze that also supporting in the development of animal welfare in Nepal.

CHANGING NEGATIVE ATTITUDES IN ROMANIA TOWARDS STRAY DOGS
Julie Sanders - Director Companion Animals Programme; julie.sanders@four-paws.org.uk, FOUR PAWS: http://www.four-paws.org.uk/ Presenting author: Dr. Anca Tomescu
Historically Romania has always had stray dogs. The stray dog overpopulation increase significantly in the 1980s because of systematisation, a policy imposed during the communist regime that ruled Romania for decades. Systematisation

worked for several shelters and NGOs before co founding HART with Jim Pearson and Barbara Webb in 2010. Khageshwaar is a family man and enjoys cricket, reading and cooking in his spare time. He has travelled extensively to attend and present at conferences and to develop ties with other animal welfare groups. Most recently he presented at the One Health Conference in Melbourne in December 2016.
animal welfare organisation in Ireland, focused on improving the welfare of racing greyhounds.

Her interest was taken onto a new level when she decided to leave her position at BT to study full time for a BSc in Applied Animal Behavioural Science and Welfare, at the University of Greenwich, achieving a First Class Honours.

In 2013 Julie was appointed Country Director for FOUR PAWS in the UK. She was responsible for leading the UK office and managing the fundraising, finance, campaigns and communication departments. In 2015 she became the International Director of Companion Animals Programme, at FOUR PAWS. In her current role she is responsible for the strategic direction of the Companion Animals department including creating compelling international campaigns to advance companion animal welfare, overseeing the set up and operation of FOUR PAWS stray animal care programmes worldwide and managing a team of 50 veterinary staff, campaigners and specialists world-wide. Julie has always loved animals and her family includes four wonderful rescued dogs and one rescued cat.

PUSH YOU – PULL ME. INTENDED AND UNINTENDED CONSEQUENCES IN HUMAN BEHAVIOURAL CHANGE

Dr Fiona Woodhouse and Shuping Ho, SPCA HK

Community dogs or loosely owned dogs remain an animal management challenge in Hong Kong. These unneutered dogs are often kept in villages, construction sites, car yards and other rural areas to guard property. They may be fed by de-facto owners e.g. employees or villagers or volunteers but generally receive minimal care. Should they be caught by animal management authorities, the dogs are seldom claimed back.

The SPCA HK has worked with this dog populations for many years, providing access to free or low cost neutering to encourage de-facto owners to take up legal ownership.

In the last two decades, pet ownership and concern for animals has increased exponentially. Unsurprisingly, the number of individuals and organisations involved in animal neutering, rescue and sheltering has also increased. Despite little change in animal management policies, the number of dogs humanely destroyed every year by the government has declined sharply likely due to efforts by these groups.

This has resulted in a shift of responsibility for these animals to volunteers and organisations rather than their proper owners. Moreover there is often an overemphasis on the importance of neutering, instead of guardianship and higher levels of care and welfare.

Change in attitudes and behaviour towards animals present both challenges and opportunities for humane societies like the SPCA HK.

ANIMALS FOR… TRADE

TACKLING THE ILLEGAL TRADE IN LORISES: CHANGING PUBLIC PERCEPTIONS USING SOCIAL MEDIA PLATFORMS

Ismail Agung, Christine Rattel, Karmele L. Sanchez, International Animal Rescue (IAR)

Instagram is one of the largest social media platforms, with 14% of world-wide active users found in Indonesia alone. The number of social media users is expected to grow as internet becomes more accessible throughout the country. Social media sites serve as useful and effective platforms to support awareness campaigns for wildlife conservation and protection. Conversely, these platforms are also used to display inappropriate images of wildlife. The increasing use of the Internet in Indonesia is creating a new and widespread platform for displaying protected wildlife as pets. One such protected species are the slow lorises, which are increasingly being displayed as exotic pets. The display of lorises on such widely accessed platforms can encourage loris ownership. To tackle this and to discourage the public from buying slow lorises, International Animal Rescue (IAR) Indonesia has begun creating online awareness campaigns. We collect data on the Instagram posts that feature lorises by using the search feature ‘#kukang’ (kukang = slow loris in Indonesian). Our data shows that there has been an annual increase in loris posts with the highest numbers reaching 345 posts in one year. If we assume that each of these posts are distinct individual lorises, then we estimate approximately 300 lorises are hunted and traded as pets each year. However, our approach is still limited as it accounts for only those posts that use the caption #kukang. Although a small amount of posts convey a negative message about lorises, our study reveals that only 3.5% of the total loris posts share a conservation message, indicating that awareness among the majority of the public in loris conservation is still lacking. To tackle this, IAR began applying a direct approach method to users who post loris photographs in 2016. This method involves providing information regarding the conservation status of lorises, the negative impacts of the post on other users, and providing a solution for owners to surrender their lorises to relevant authorities. We also request owners to delete their posts to limit their reach. There are, however, drawbacks to applying such a straight-forward method. Data analysis has shown that out of 200 post owners that we approached in 2016, 40% deleted their posts but 22% of the users blocked our account. Our aim is to build awareness through those users who are willing to take ownership of change and act upon our suggestions, which would encourage others who are hesitant to follow suit. In 2016, public participation in voicing concerns regarding the loris trade on Instagram increased 10-fold on 2015. As Indonesian people are increasingly attracted to visual social media platforms, we hope that this increased participation in our campaigns will counterbalance the negative impact of certain posts that are currently negatively influencing the illegal wildlife trade.
Ismail Agung was born in Bandung on 28th August 1985. He studied biology at Padjadjaran University, West Java, Indonesia and graduated in 2010. After that, he worked as an assistant researcher in many places to monitor the Javan Gibbon, Javan Langur, Javan Slow Loris, and Black-crested Macaque. Since 2016 Agung worked at International Animal Rescue Indonesia as the Campaigns Coordinator to develop awareness about issues regarding slow lorises in Indonesia. He initiated a community group named Kukangku as a campaign and movement that invites everyone to participate in the effort to save slow lorises.

**PROTECTING SHARKS BY CREATING LIVELIHOODS FOR THOSE THAT HUNT THEM, AND EXPERIENCES FOR THOSE WHO CONSUME THEM**

Naomi Clark-Shen, The Dorsal Effect

What does it take to change the behaviour of those who hunt sharks, and those who consume them? And what happens when these two groups of people finally come together? The Dorsal Effect brings hunters and consumers together. Shark fishermen in Lombok, Indonesia, are given an alternative livelihood – taking guests out snorkelling to see Lombok’s coral reefs. Many of these guests are consumers of shark products.

We work to understand and change two extreme ends of human behavior; that of the less fortunate who kill sharks to survive, and that of wealthy consumers who eat sharks out of convenience. Is one more important to tackle than the other?

Naomi Clark-Shen is the Marine Scientist for The Dorsal Effect. She has conservation work experience from a variety of countries, mostly in Asia, as she has lived in Singapore her whole life. Naomi has always been passionate about animals; becoming vegetarian at age 11, and developing a fascination for sharks at age 14. She is overjoyed to be living her dream and building capacity for shark conservation in the region.

**ENDING THE BEAR BILE INDUSTRY IN ASIA – POSITIVE STEPS IN SAYING GOODBYE TO UNNECESSARY CRUELTY IN SOUTH KOREA**

Karanvir Kukreja, Campaign Manager – Wildlife (Bears) World Animal Protection, KaranvirKukreja@worldanimalprotection.org

The campaign to end the use of bears for provision of bile used in traditional medicine in Asia has had some major victories over the past years. This cruel industry forces bears to be kept captive in poor welfare conditions and frequently to undergo painful procedures for the extraction of their bile. In addition to welfare concerns, there are also serious concerns about the effects of this industry on wild populations of bears.

A number of organisations, governments, public personalities and other stakeholders have put in considerable efforts towards ending this industry, including through campaigns in the region involving consumer demand reduction, enlisting public support, research, policy amendment and other critical aspects. Ending the industry in Asia has been a focus of World Animal Protection’s work for two decades.

In South Korea, 15 years of campaigning by World Animal Protection and its partner Green Korea United helped bring about an agreement for a voluntary sterilisation programme for bears on farms. The campaigns included, among other activities, research into consumer and practitioner attitudes, increasing public awareness, monitoring and reporting violations of the law such as advertisements of illegal products, and engagement with policy-makers on possible solutions.

These efforts helped lead to the formation of a public-private committee involving key stakeholders to address the issue in 2010. This provided a forum for an agreement on a voluntary sterilisation programme commenced in 2014, with the last sterilisations completed in AprilDecember 20162017. There are no more bears able to breed currently on bile facilities, which means that no new bears will be recruited into the industry. An official announcement on this will occur in April. This was announced by Green Korea United and World Animal Protection in April 2017 after the last 14 unsterilised bears were converted to “exhibition purposes,” which means that they cannot be used for the bear gallbladder industry any more. This signifies the beginning of the end of the bear bile industry in South Korea.

A white paper by GKU and World Animal Protection has been published describing the journey to ending this industry in South Korea. It demonstrates the multifaceted approach used in the campaign and the need to engage key stakeholders to find a sustainable solution. We expect that this victory in South Korea will add impetus to efforts to end this industry in other countries in Asia. This includes Vietnam where efforts by multiple organisations including World Animal Protection have resulted in a large decrease in the number of captive bears and where a strategy is being formulated with government to end this industry within a few years and in China, where research recommendations have been formulated by a governmental think-tank pointing towards the end of the industry by 2035.
With a concerted effort by all involved organisations, these aims are achievable, and World Animal Protection and its partners will continue working towards an end to the bear bile industry.

Dr Karanvir Kukreja graduated from the University of Sydney with a Bachelor of Veterinary Science degree in 2008, and is currently pursuing a Masters Degree in Veterinary Public Health Management. After three years in private practice, he worked for an intergovernmental organisation on campaigns to fight critical transboundary diseases in Asia for four years. He has been working for World Animal Protection since June 2016, managing campaigns in multiple countries to end the use of bears for bile.

REDUCING RESISTENCY

Reza Kurniawan, Centre for Orangutan Protection

The Ministry of Forestry granted us permit to manage some part of 7900 hectares research forest for our orangutan rescue centre, back in 2014. As it is protected forest, we believe that there are no any legal ownership or land conflict. Unfortunately, we were wrong. We got resistance from locals. There are two villages around the forest, their distance are about 10 km away from our centre. It was the impact from bad communication between authorities and local people. We aware that it mean danger for our life as well as for our orangutans. Then we organize socilisation meeting, held in local social house.

Again, we were wrong. It was like never been done. A big group came to the forest start encroach it for farming. The forest rangers raid them and people fought back. They destroyed some part of our centre.

We learnt a lot from this bad experience. A plan to win the heart being implemented. We put people into 3 groups based on their perception: 1). resistance 2). Abstain 3). cooperative.

Reza, the Captain of APE Defender who run the COP’s Orangutan Rescue Centre will share experience on how we work to change people perception and behaviour to our project, as well as to animals.

My name is originally Reza dwi Kurniawan. almost all people call me Ejak. i’m Indonesian. born in small town in East Java called Madiun 24 years ago. i was studying Anthropology in Airlangga University in Surabaya. active in orangutan conservation since in university. doing education to school, coming to local radio to spread the awareness, make some small event to get attention people about what really happen with the orangutans. after graduate from university i’m going to East Borneo to do more serious things to help orangutans. i work with Centre for Orangutan Protection in East Borneo. now i’m managing the orangutan rehabilitation centre named COP Borneo.

PANGOLIN TRADE AND CONSUMPTION IN VIETNAM, HOW TO REDUCE DEMAND FOR PANGOLINS?

Thai Van Nguyen, Lan Thi Kim Ho and Phuong Thi Thuy Vu, Email: thai@svw.vn

Project team members (all members are from Save Vietnam’s Wildlife):
Nguyen Van Thai1 (Executive Director), Lan Thi Kim Ho (Education Outreach Manager), Vu Thi Thuy Phuong4 (Education Outreach Officer)

The illegal wildlife trade is having a devastating effect on wild populations of pangolins in Vietnam. Pangolins are well-known as the most trafficked mammal on Earth, with over 100,000 pangolins hunted for their meat and scales, used in traditional medicine. Pangolins are traded internationally; Vietnam is an important country for both consumption and transit to other countries.

We have launched research on pangolin hunting, trading, and consumption. The project evaluates the current market, identifies key consumer groups and their emotional and functional motivations.

With the assistance of over 100 trained volunteers, our team completed this pangolin trade and consumption survey to understand the motivation of pangolin consumers and trade issues. A total of 8312 people were interviewed using 49 standardized questions. The interviews were conducted across 15 different provinces. We interviewed people from urban areas, countryside or near forests. At the end of the interview, researchers provided information about pangolin conservation and offered a certificate with information about pangolins to the interviewees. An additional project interviewed people from over 200 restaurants, traditional medicine shops and hospitals.

We found that 82.5% interviewed people had never used pangolin products. Consumers selected meat consumption as highest with 14.7%, followed by traditional medicine (5.3%), and pangolin wine (2.7%). Respondents thought meat consumption, traditional medicine and illegal hunting are the main threats of pangolin conservation. The study has shown the increase of number of people using the pangolin products following time. It raised the concern the demand of pangolins have been increased in Vietnam. This study also showed a lack of knowledge of Vietnamese people about pangolins with 58% people knowing how many species of pangolin exist in Vietnam. Only 57% of respondents said they know pangolins, but 20% of them could not describe the animal. Respondents did not understand about conservation status and only 36.2% of respondents know about the criminal penalties for illegal hunting and trading pangolins. Highlight of the study found that 48.8% interviewed people do not know if pangolin scales have medicinal value, while 28% selected yes and 23.2% said no. Business men and government officers are two main groups of people using the pangolin products from the opinions of interviewees. However, it was not showed much difference between groups when we compared the current consumers about the jobs, education or living places.

The research shows that it is important to develop awareness raising campaigns to help people understand more about the pangolins, their status, protection laws and inspire them to take actions to protect the animals. It is necessary to have a long term education program to focus on young people to make them love pangolins and respect nature. It needs to develop the campaigns for raising awareness and further research to find the targeted consumers for behaviour change campaigns.
After success in rescuing and rehabilitating pangolins, Thai was then responsible for all activities related to the captive management of carnivores and pangolins as the captive manager at CPCP. From 2014, he is founder and executive director of a national NGO called Save Vietnam’s Wildlife. Thai has carried out many research projects both in captivity and in the wild, resulting in him co-authoring many published papers in international scientific journals. He was chosen as one of 40 wildlife heroes in the Wildlife Heroes book, published in the United States in 2012. Thai also won the Future For Nature Award in 2016. Thai’s success has stemmed from his devotion to threatened species backed by solid scientific research. Thai has a Master of Science (Environmental Science) and Graduate Diploma in Environmental Management and Development from the Australian National University, and a Graduate Certificate in Durrell Endangered Species Management from the University of Kent and Durrell Wildlife Conservation.

REDDUCING DEMAND FOR RHINO HORN IN VIET NAM

Adam Peyman, Humane Society International, Washington, D.C., USA, a.peyman@hsi.org

At the 16th Conference to the Parties of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) in 2013, the Parties requested that Viet Nam “conduct consumer behaviour research to develop and implement demand reduction strategies or programmes aimed at reducing the consumption of rhino horn products”. In response, beginning in August 2013, the Viet Nam CITES Management Authority partnered with Humane Society International (HSI) on the world’s only government-led, national rhino horn demand reduction campaign that has directly and indirectly reached an estimated 35 million people or about one-third of Viet Nam’s population to date. Although this campaign was a part of a global effort to protect rhinos and reduce demand for rhino horn in Viet Nam and elsewhere, public opinion surveys conducted before, during and after the campaign’s three-year mark indicate that it has resulted in reduced demand for rhino horn in Viet Nam. In addition, researchers have found that the price of rhino horn in Viet Nam has dropped, while the number of rhinos poached in South Africa have decreased for the second consecutive year. However, there remains serious concern for the continuing survival of rhinos, and this global effort must continue. The methodology and results of the campaign will be discussed, as well as the next steps in collaboration with the government of Viet Nam to reduce demand for rhino horn and other products derived from threatened species.

Adam Peyman is Program Manager for the Wildlife Department at Humane Society International, where he has been focusing on social behavior change communication, community engagement through education, enforcement capacity building, and efforts to enact policy change, all in the effort to protect threatened species of wild animals. He has been involved in research into trends in international wildlife trade, as well as research into sale of threatened wildlife online marketplaces. He is a Certified Humane Education Specialist and the author and illustrator of the “I’m a Little...” series of children’s books aimed at educating the next generation about threatened species of wildlife, of which 1.5 million copies have been distributed in Viet Nam. The “I’m a Little Pangolin” book has also been translated into Mandarin and Bahasa Malaysia for pangolin conservation outreach and engagement activities in those two countries, and worked with animations studios to create cartoons based on all four books in the series, which have been aired on national Vietnamese television.

ANIMALS IN LIMBO: THE NEED FOR RECOGNIZING WELFARE OF CONFISCATED WILD ANIMALS

Delphine Ronfot, Founder, Blue Tail Animal Aid International

The illegal wildlife trade is a multi-billion dollar business that poses a threat to species conservation and biodiversity. Although many conservation organisations are trying to curb the trade, few studies raise concerns on behalf of the welfare of traded wild animals and their fate after confiscation. However, the lack of expertise and resources available to rescue centre in addition to a lack of recognition for the welfare of confiscated wildlife, diminishes greatly the chances to rehabilitate animals or to integrate them into a viable conservation program. As a result, confiscated animals remain in limbo, suffering at overcrowded confiscation centres and their role for species conservation is overlooked. A need for long term solutions is essential. From conservation concerns to potential zoonotic disease outbreaks, dealing appropriately with confiscated wildlife matters for animals and humans. Between 2013 and 2015, Blue Tail Animal Aid International (BTAAl) developed an assessment tool dedicated to evaluate wildlife confiscation facilities in order to better understand the challenges and current protocols in place. This was combined with a two years training program provided to governmental confiscation facilities in Thailand, resulting in positive and negative outcomes. Reviewing the lessons learnt, it raises questions about the future role of rescue centres and why the situation is not yet better? In this presentation the stakeholders holding the keys for wildlife welfare improvements and human behaviour change will be introduced, raising important ethical questions and promoting the development of higher moral values towards non-human animals. Delphine Ronfot is the founder and director of blue Tail Animal Aid International. Her background as veterinary nurse and her MA in Anthrozoology has brought her to look at animal welfare and human/animal relationships from different angles. Her main work focuses on confiscated wildlife and the importance of recognizing animal welfare to improve lives of humans and non-human animals.
HOW DO YOU STOP PEOPLE FROM HUNTING A CRITICALLY ENDANGERED TREE KANGAROO WHEN THEY HAVE BEEN HUNTING THEM FOR THOUSANDS OF YEARS?

Jean Thomas, Tenkile Conservation Alliance

This was the task I was given when I began volunteering for the Tenkile Conservation Alliance in 2003. With my husband Jim, we left the comforts of our home in Australia to live in the remote villages of Papua New Guinea. With as few as 100 animals remaining, it was our mission to stop the Tenkile tree kangaroo from being hunted to extinction. Our four years of scientific training and zoo keeping background was all we had as tools to “teach” the locals.

I used a variety of environmental education and awareness raising tools including school visits, teacher training and ranger training but I discovered it was the songs, dance, drama, spiritual and cultural connection to the Tenkile that made all the difference. People no longer hunt the Tenkile Tree Kangaroo. This has resulted in an increase in their populations from 100 to over 300 and local protection of their rainforest habitat.

Jean Thomas is an award winning conservationist. She is the Managing Director of the Tenkile Conservation Alliance, Founder of Urge Consulting, professional speaker and star of the movie Into the Jungle. Jean is a proven change maker which has lead to the protection of over 180,000 hectares of pristine rainforest in Papua New Guinea, benefiting 12,000 people and four critically endangered species including the Tenkile Tree Kangaroo. She was awarded the Telstra Business Women's Award for purpose and social enterprise in Victoria (2015), the future for Nature Award (2010) and the Australian Geographic Society Conservationist of the year (2013).


ON CHINESE HISTORY, TRAUMA, & THE LUST FOR ENDANGERED SPECIES PRODUCTS

Mary Ting, mtingstudio@gmail.com

An interdisciplinary approach to the complex issue of contemporary wealthy Chinese consumers and the quest for social status and immortality via the acquisition of endangered species parts such as elephant ivory, rhino horn, shark fin, bear bile, coral and more. In order to change consumer behavior we first have to understand how this lust for endangered species products came to be.

Chinese American artist, scholar, environmental activist, Mary Ting will give a visual oriented historical, cultural and personal presentation that focuses on Chinese modern history from the Communist take over: The Great Famine; the consumer void, and self inflicted mass trauma of the Cultural Revolution to the Economic Reforms of Deng Xiaoping; the rise in material wealth and the “get rich is glorious” mantra, and the Chinese governments aggressive pursuit of natural resources from the world over.

The humiliations, tortures, deaths and persecutions of millions during the Cultural Revolution have not been a subject of discussion, and instead a national forgetting. With the dismantling of the soul of the nation, the trust of its people and the understanding of right and wrong unhinged -the cult of the self, and the power of money became the only value system. Shopping took the place of soul searching.

This sequence of events brought forth untold entrepreneurial schemes, decadent ancient Romanesque-like feasts and the thirst for the most visually ostentatious symbols of wealth. The pairing of the adept and cash flushed “guanxi” connection based gift exchange of the Chinese nationals with the resource loaded poor African nations – became the perfect coupling for wildlife trafficking.

Chinese traditional symbols will be re-examined in this context along with the gift tradition, contemporary societal pressures, and changes in the meaning of basic words. Artist, cultural thinker and educator, Mary Ting has been delving into the Chinese conscience through her exhibitions, public programs, lectures and discussion with Chinese academics, artists and average citizens on the topic of consumer responsibility. Denial, loss of face, guilt, national pride, myopic and the rule of man over nature drum beats hard. Her latest project 21st Century Tree of Life: Tradition, Family and Sustainability, calls out for reflection, and a view of culture as living and breathing in a changing world through a series of workshops where creativity and a “do it yourself” sensibility are the new cool.

Mary Ting is an artist, cultural thinker, educator and independent curator. Mary uses the format of drawing, installation, sculpture, community projects, lectures and writing to comment on history, grief and our relationship to nature. Solo exhibitions include the Lambert Foundation, Dean Project, metaphor contemporary art, and Kentler Drawing Space. Ting has received grants from the New York Foundation for the Arts, Puffin Foundation, Gottlieb Foundation, Pollock Krasner Foundation, and residencies at the Joan Mitchell Center in New Orleans, LMCC at Governor’s Island, MacDowell Colony, and Millay Colony among others. Mary’s was recently seen in the exhibition Plant Cures at Central Booking Space and one of the five artists in residents at the New York Academy of Medicine and SENSE, Art in Odd Places. Her ongoing community projects include: Daffodil Ashes: On Grief and Art making; COMPASSION: For the Animals Great and Small, on Chinese consumers and wildlife; ENDANGERED!, and the upcoming 21st Century Tree of Life: Tradition, Family and Sustainability.

Mary Ting teaches drawing, sculpture and environmental justice at John Jay College. She is also part of the Climate Working Group, a certified Citizen Pruner, Master Composter and an avid gardener. She has a master’s degree of fine art from the Vermont College of Fine Arts and an advanced degree from the Chinese National Academy of Fine Art in Beijing in Chinese folk art. Mary has done field research in the Yellow River Plateau area and worked as a photography curator for UNICEF-Beijing organizing exhibitions on China’s social problems.
ANIMALS FOR... WORK

TRANSFORMING ATTITUDE TOWARDS RESPONSIBLE DONKEY OWNERSHIP IN ETHIOPIA

Dr. Bojia Endebu Duguma, Country Representative, The Donkey Sanctuary

Bojia E Duguma, Asmamaw K Beyene, Tilahun H Woldie

Negative public attitude is central to poor donkey welfare practices in Ethiopia. The name 'donkey' has been a symbol for stigma and social outcast across the globe. It is common to hear donkey myths reflecting negative attitudes. Myths like donkeys do not feel pain, donkeys die while eating etc. The poor attitude resulted in negative behaviors towards donkeys and consequently poor welfare of donkeys. Besides the social stigma, religious values, lack of option (poverty), limited knowledge in the care and management of donkeys, exclusion from health care services, omission from development and academia contributed to the prevailing poor welfare practices.

The Donkey Sanctuary implemented a five year project from 2012 to 2016 dealing with human behavior change to improve donkey welfare in two communities each from Amhara, Tigray and Southern Nations Nationalities Peoples Regional States. Community partnership & social mobilization, participatory learning and action in health care, harness development and school education as well as multimedia and advocacy were the tools used.

Before the intervention donkey owners across the community were not counting donkeys as primary livestock assets. Poor welfare practices found were beating (95%), harness related wounds (62%), overworking (98%), poor feeding practice (93%), lack of donkey shelter (60%), drenching (80%); access to primary health care (10%) and abandoned at the end of their working life (95%).

A cross sectional survey conducted at the end of the intervention program indicated 72% [95% CI: 69.4% – 74.3%] of owners take sick donkeys to vet clinic, 46% [95% CI: 43.2% - 48.8%] of owners use improved harness, 73% [95% CI: 70.4% - 75.5%] improved management of donkeys. Half of the owners want to keep their donkeys until they die or allow euthanasia if available. The change in attitude resulted in social behavior change. This was demonstrated by service seeking behavior for donkey owners as they do for other animals as well as avoidance of cruelty actions. All members of the communities actively start contributing to construction of donkey service/learning centers and these communities recognized their roles in livelihoods. To support and sustain the change, community bylaws were generated and endorsed by the community council across the intervention areas.

The key drivers for change were understanding the true nature of donkeys, sick donkeys responded well to treatment, increased productivity and working life with better care (more income), media coverage, positive social pressure and rewarding positive action.

Dealing with community attitude demands working with them to help them understand implications of such attitudes and thus establish and ensure ownership for change from start throughout the development. We learned that multiple approaches were required to bring the change. As attitude change cannot happen overnight, it requires commitment, time and money.

CHANGING THE BELIEVES AND ATTITUDES OF DONKEY OWNERS TOWARDS THE TRADITIONAL TREATMENTS IN THREE COMMUNITIES

Dr.Shaaban Fayez Farhat, Program Development Manager of ESPWWA,

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Egyptian Society for Protection and Welfare of the Working Animal in Egypt (ESPWWA) is an NGO working in Egypt, fully funded by The Donkey Sanctuary UK, ESPWWA's main goal is to sustainably improve the welfare of donkeys and mules in different rural areas, there are a lot of challenges that we are facing to achieve our goal. believes and attitudes of donkey owners towards the traditional treatments is one of big challenges that we are facing. The traditional treatments are common in many rural communities in Egypt, these traditional treatments has negative impact on the donkey welfare particularly donkey behavior. The aim of this study to identify the different types of traditional treatments applied for working Donkey and mules, and share ESPWWA’s experience to change the believes of the donkey owners towards these treatments to improve working equine welfare in rural areas around the world. On 2010 from January to December 2010, During the mobile clinic ESPWWA team conducted semi structure interview for 506 donkey owners in three villages ( El Desamy, EL Kebabat, and EL Kodya) in Giza Governorate, to identify what are the traditional treatments that they are using for treatment their donkeys, who are doing these treatment, and why they are using. Specific format is developed to assess welfare of 250 donkeys, carried out 6 focus group workshops with donkey owners involved simple ranking, pair wise ranking, matrix scoring and bridge model.
Then according to this data we have designed educational, training program for local services providers and donkey owners, on 2014 we have conducted participatory impact assessment to assess the impact of ESPWWA project in these rural areas ,we used different participatory tools, and specific sheet for welfare assessment. The results: we recorded 23 kind of traditional treatments. Firing, Seton are most frequently painful treatments are used, lack of qualified service providers (vets, and local farriers), lack of awareness, customs are the main reasons for spreading the traditional treatment. Lameness, hoof abscess, eye problems, dental problems, reduction of performance are main health problems treated by traditional treatments, the owners can do these treatments by themselves, or traditional healers, or their neighbors.34% of donkey had experience with painful traditional treatment showed aggression behavior, 25% of owners were satisfied with traditional treatment even though they did not be able to show any clear evidence about effectiveness of these treatments. There is huge reduction in using the traditional treatments after training the training the local services providers and increasing the confidence of owners in their local resources.

TALES FROM THE HORSE’S MOUTH: HOW NARRATIVES ABOUT HORSE OWNING CAN ILLUMINATE BEHAVIOUR CHANGE STRATEGIES FOR IMPROVED EQUINE WELFARE

Furtado, T; McGowan, C; Perkins, E; Pinchbeck, G; Watkins, F; Christley, R. University of Liverpool

Introduction: Leisure horse owners in the UK are a diverse and complex population, drawn together by their love of horses, but divided by any number of strong and self-defined cliques: competitive rider or happy hacker, natural horsemanship versus traditional, barefoot or shod. Addressing issues that impact on welfare is complex because the different identities involved have different priorities. Recent research has highlighted welfare concerns which are based around poor management of UK leisure horses, primarily unrecognised stress and poor nutritional knowledge including overfeeding (Horsemans et al., 2016). While veterinary work in these areas abounds, little is known about the experience and priorities of owners; improved understanding in this area could elucidate strategies for creating an environment conducive to behaviour change.

Aims: This study aims to ascertain the priorities and commonalities between horse owners, with the overall aim of finding the key to behaviour change strategies for improving levels of equine obesity in the UK.

Methods: Horse owners were invited to participate in semi-structured interviews about equine management, health and wellbeing. Data were transcribed and analysed in nVivo, using a grounded theory approach.

Results: Key themes emerged from the data which provide insight into behaviour change strategies. Owners were heavily invested in detailing the journey and unique relationship that they had with their horse, and felt that they understood the needs of their horse better than anyone else could; this concept was central to management decisions. Owners constructed themselves as an advocate and protector of the horse, making the best choices that they could whilst overcoming obstacles including time, cost, practicalities, and the horse’s own unpredictable nature. Some owners constructed the environment of the yard as a refuge, cocooning the horse in perceived measures of safety (for example, not bringing horses in from the field after dark due to perceived risks), immaculate surroundings, tidiness and calm.

Conclusion: Constructs which are central to horse owning could be utilised to create an individualised environment for change for improved equine welfare. The concept of a ‘journey’ is important to owners, suggesting that encouraging owners to make long term changes to their horse’s management is achievable, if this change is presented in a way that is sympathetic to what it means to be a responsible owner. Owners feel that they understand their horse better than anyone else, and this is key to understanding their management choices and priorities; therefore it is important to align suggested behaviour changes to the owner’s specific construction of the horse’s needs and behaviours. Owners present numerous ‘obstacles’ in day to day horse owning, and it is important to find creative solutions which are consistent with the realities of their day to day life as a horse owner.

UNCOVERING THE PLIGHT OF WORKING EQUINES

Utter Kaffle, Animal Nepal, animalnepaluttam@gmail.com

Shocked to see the conditions of hundreds of donkeys, mules and horses working in the brick factories of Kathmandu Valley, Animal Nepal (AN) launched a Working Equine Outreach Programme in 2009. With the support of The Donkey Sanctuary UK, AN works in 15 brick factories of Lalitpur, 16 brick factories of Dhading and 2 factories of Kavre, as well as with the mountain mules of Gorkha. Mortality rates of working equines was high. Beating wounds, harness wounds, lameness and infectious diseases were very common. Overloading and underfeeding equines were accepted practices; many malpractices were also being carried out. We realized that the poor welfare of working equines was a reflection of the lack of understanding and awareness amongst all stakeholders, from the Grassroots to Government.

AN decided to divided stakeholders into four group; in accordance of their relationship with working equines and approached them in different manners. Initially equine owners were approached; by offering free treatment we were able to gain their trust. Through this trust we were able to convince these owners to come for our trainings (conducted using PRA approach) on general welfare issues, hoof care, harness design and micro-finance (we realised improving the socio-economic status of the owners would improve the welfare of the equines). As most of the beating wounds were due to the frustration of the young handlers, we conducted ‘fun’ workshops for them (educational workshops with games and movies); this proved to reduce their stress and ensured value of their work. Handlers were able to perceive equines as their companions and their responsibility. There has been a significant decrease in wounds (2012 - 52%, 2015 - 4.5%), lameness (2012-16%, 2015-10%) and in illnesses of equines in general, in our working area.

The third group of stakeholders were the brick factory owners/managers who felt working equines were not their responsibility. Most of these owners didn’t know the condition of the animals in their factories: AN invited them to workshops to expose them to the reality of their factories. Since our intervention, tremendous change has been found in the attitude of brick factory owners/managers. All factories have welcomed the concept of a ‘rest day’ (one day off a
week for equines). Factory owners are now providing backed bricks for the equine shelters. Following the advice of AN, the manager of Kantipur brick factory even travelled to Nepal in 2012 to ensure that the equine owners bought healthy equines to work in his factory.

The situation of the working equine had remained rather invisible to Government thus AN conducted field visits and workshops for relevant Government authorities. Impacted by the condition of working equines in the brick kilns senior Government officials themselves requested AN to support institutionalisation of animal welfare. Through a similar approach AN was able to enlist the support of major development/inter-governmental organisations such as WFP, USAID and DFID for the betterment of working equines.

Previously KAP surveys would produce upwards of fifteen to twenty results. The four key results from our community engagement theory of change include: basic health and husbandry practices, seeking services, human-animal interaction, and attitudes.

Internationally, the collective framework allows programmes to share progress with one another in mutually understood terms and global impact statements to be made to our supporters and Board of Trustees. At programme level the results allow leadership teams in country to have a broad overview of which projects are producing expected results and where their resources are best placed going forward. At field team level, results give an idea on the general direction of travel in individual communities and provide insight into where gaps exist that can be prioritised in future activities. Project specific OBM’s have now been developed, tested, refined and utilised to collect baseline data in nine country programmes and Brooke commissioned an external review of the tool. Results gleaned from the old KAP and new OBM tool will be presented side by side to demonstrate usefulness, along with lessons learned and next steps to maximise its ability to provide sound data on human behaviour change for animals.

BEYOND KAP: A NEW APPROACH TO MONITORING BEHAVIOUR CHANGE

Melissa Liszewski, Brooke UK; melissa.liszewski@thebrooke.org

Brooke is an international organisation aiming for sustainable welfare improvements for working equines in low-income countries. It is increasingly important for organisations to be able to demonstrate the impact of their work, but lack of contextually appropriate tools, skills and resources are often a major barrier to generating evidence. For years at Brooke, the go-to monitoring tool for community engagement was Knowledge, Attitude and Practice (KAP) surveys. Often these surveys were not tailored for unique contexts, therefore limiting the applicability of results, or produced such a large range of results that interpretation and subsequent application became a mammoth task. Data also contained a high proportion of information not fully representative of desired results, such as knowledge of a practice. Given Brooke’s community engagement theory of change recognises that people need the capability, motivation and opportunity to result in changed behaviour that improves welfare, we wanted to move away from KAP surveys towards results focussed monitoring.

In 2015 Brooke began to streamline the process of monitoring changes in human behaviour in order to share a global framework which still allows for flexibility to adapt to unique local contexts. The result is the Owner Behaviour Monitoring (OBM) tool for capturing key changes in human behaviour with regards to prioritised welfare issues. Specific changes required vary greatly between individual contexts so OBM provides an opportunity for all projects to capture these unique indicators and criteria without losing the ability to share a simple set of results globally across the organisation. Previously KAP surveys would produce upwards of fifty results but OBM presents four key results in the form of a simple traffic light system. If required field facilitators can dig deeper into the next layer of context-specific detail which presents an average of fifteen to twenty results. The four key results from our community engagement theory of change include: basic health and husbandry practices, seeking services, human-animal interaction, and attitudes.

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Melissa Liszewski is Senior Community Engagement Manager at Brooke, an international animal welfare charity working to improve the lives of working horses, donkeys and mules in Africa, Asia, Latin America and the Middle East. She is responsible for strategic coordination of global community development projects and technical support for programmes aiming to achieve behaviour and social change for animals through engagement with equine owning communities. Melissa’s background is in animal science (behaviour and welfare), international development and social science. Prior to Brooke, Melissa worked on a range of animal welfare projects and programmes around the world, including advising on farm animal advocacy efforts in the United States, initiating an outcomes assessment of primary school animal welfare education in Austria, conducting on-farm welfare assessment in Costa Rica, contributing to community conservation and rehabilitation of rescued gibbons in Thailand and designing and implementing a community-based initiative for working horses in southern Brazil. Through her work, she aims to inspire and support lasting change for animals, people and the environment that is driven by the individuals and communities who will be directly affected by it for years to come.
FARRIERS MAKING EVERY CONTACT COUNT IN SUPPORTING HORSE OWNERS TO PREVENT AND MANAGE LAMINITIS: A QUALITATIVE RESEARCH STUDY

Jenny Lynden, MSc, MAED, BSc, SFHEA, School of Psychology, Faculty of Health and Medical Sciences, University of Surrey (presenting author)
Professor Jane Ogden, School of Psychology, Faculty of Health and Medical Sciences, University of Surrey
Dr Teresa Hollands, School of Veterinary Medicine, Faculty of Health and Medical Sciences, University of Surrey

There have been significant changes in horse ownership in affluent countries which have led to welfare concerns. While horses were historically owned for farming and commercial use, there are now more 'leisure' than 'working' horses. For example, it is estimated that 57% of the UK horse population are kept as 'pleasure' horses and 12% as retired horses (Hotchkiss, Reid, & Christley, 2007). While traditionally horses in commercial use were owned by men, a recent Dutch study conducted by Visser and Van Wijk-Jansen (2012) identified 85% of the horse-owner participants were female, and that 60% identified their horses as an important 'social contact' with 47% stating that their horse was 'like a partner or child to them'. These kinds of attachments can lead to 'nurturing' behaviour, resulting in overfeeding, over-grazing, over-rugging and under-exercising. It is believed that these owner behaviours have caused an epidemic of horse obesity. For example, it is estimated that 30–40% of horses in the UK are obese (Robin et al., 2015; Wyse, McNie, Tannahil, Murray, & Love, 2008).

Obesity is a welfare issue as there is a direct relationship between horse obesity and laminitis risk (Wylie, Collins, Verheyen, & Newton, 2013). A study conducted in the UK estimated the frequency of laminitis to be 23.5% (Menzies-Gow et al., 2010). Laminitis is a debilitating condition which can lead to pain, disability and death. Johnson, Wiedmeyer, Messer, and Ganjam (2009) highlighted the importance of horse owner education in understanding the relationship between risk factors for laminitis, including environmental and equine lifestyle factors. As yet no published research has been found which identifies the unique role farriers' play in this area.

This paper outlines a study which addressed that gap in our knowledge by exploring the farrier's role in supporting horse owners to change their behaviour in caring for their horses. The aim of the research was to identify the techniques and strategies farriers use to support horse owners in preventing and managing laminitis. A qualitative research approach was used involving semi-structured interviews with 12 farriers from diverse training backgrounds, across all age groups and including female farriers. A thematic analysis was conducted to identify key themes within the data which identified the farrier's role. Evidence from the study demonstrates that farriers are in a unique position to monitor changes in the horse's condition and their hoof structure. Additionally, farriers have scope to work holistically by building trust and rapport with owners which facilitates in-depth and supportive conversations. These conversations reveal owner knowledge and understanding, as well as significant factors, including personal and environmental factors, which impact on the owner's ability to care for their horse. Evidence will be presented which demonstrates the complexity of how farriers are working with horse owners. The paper will conclude with a summary of next steps for the research project and opportunities to recognise the role farriers are playing in supporting owners to prevent and manage laminitis.


Jenny has over 15 years experience of teaching and conducting research in higher education in the UK and is currently an Associate Lecturer in Psychology at the Open University. Jenny is undertaking her PhD research, at the University of Surrey, which explores how farriers and their clients talk about caring for horses with laminitis. The study aims to understand what makes these discussions useful, and to compare the ‘equine consult’ with that of the ‘human medical consult’. Jenny also designs and facilitates projects to support work-life balance and well-being in the workplace, and has coached senior managers within higher education.

MULE BEHAVIOR A MIRROR IMAGE OF HUMAN BEHAVIOR AND HANDLING TECHNIQUES

Amy K. McLean1, Ahmed Badr2, Camie R. Helesi2 and Angela Vamum4

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Mules have been used for thousands of years for agrarian purposes. They have helped develop civilizations and are still an integral part of daily work for owners and handlers around the world. When speaking with professionals and para-professionals who work closely in communities with mules, most will admit they are some of the most difficult draught animals to work with. How can such an important “beast of burden” be so challenging for so many people, yet
still prove to be such an important thread in society? Human behavior and interactions with mules tend to vary from very good to very bad; in many cases, each partner seems to only tolerate the other. Through participatory action research approach in North and South America, we have found that owners and handlers who understand mule behavior begin interacting in a positive manner with mules as foals. Approach tests with 70 mules and 14 participatory interviews with mule handlers/owners were conducted in Mollepata, Peru. The mules were primarily used for tourism and packing supplies for hikers on the Andes trail. Mules ranged from 3 yrs-15 years with a majority (n = 38) 3-10 yrs. The average body condition was 4.8 using 1 to 9 scale. Most mules allowed only the familiar handler to complete the following approach tests: allows forehead contact n=38/41 familiar, n=23/42 unfamiliar, left side of neck n= 34/48 familiar, n=0/48 unfamiliar, ear test 28/54 allowed familiar touch, 0/48 unfamiliar. Behavior scores indicated mare mules were found to be less challenging and more docile compared to male mules. During the interview process handlers agreed that it was easier for them to work with their mule compared to unfamiliar handlers (p= 0.001). All preferred mules over horses and donkeys (p<0.001) and raised their own mules or purchased from known sellers (p= 0.002). Most handlers found mules to be easy to train, more intelligent than other equids (p = 0.02) felt the hardest routine health care to perform was oral deworming then trimming hooves (p= 0.002). Owners wanted educational information and training in nutrition applied to mules (p=0.001). Our studies (previous work in Veracruz, Mexico and this study) have suggested mules generally trust one person but those who were handled as foals generally allow more interaction from unknown handlers. Facilitating changes in human behavior for those working with mules is a challenge, but it is also very challenging to attempt husbandry procedures with a large and powerful animal. More research to document the potential benefits of appropriate handling of mules from a very young age is encouraged. Educational outreach to enhance mule-human interactions has outstanding potential for positive benefits.

Dr. McLean passion for donkeys and mules started at an early age. She grew up on a donkey and mule farm in Georgia. Amy has devoted her professional career to conducting donkey and mule research that centers on improved management and well being of these animals. She earned her Ph.D. in Equine Science from Michigan State University, where she focused her studies on improving working donkey welfare in Mali, West Africa. Her research on this front has continued throughout her career, taking her to many countries, stemming from the idea that helping working equids will ultimately help the people who care for them. Her recent publications include studies focused on dairy donkey welfare indicators, genetic correlation to cognitive behavior in donkeys along with blood chemistry and hematology data in mules and hinnies. Current studies are focused on pain recognition in mules and donkeys as part of the UC Davis Mammalian Pain Indicator research group and continued mule behavior studies with the goal of improving educational tools for owners, handlers and professionals as well as improving the overall welfare for mules and donkeys. She is an Equine Science professor in the Animal Science program at the University of California Davis. McLean is on the Donkey Welfare Symposium’s steering committee and in her free time she serves as a board of director for the American Association of Equine Practitioners Equitarian Initiative.

INCREASED SERVICE-SEEKING BEHAVIOUR IN EQUID-OWNING COMMUNITIES

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There are an estimated 100000 equids in Nepal. These animals make an economic contribution to people’s livelihoods and the construction industry. However, they are not included in government disease control programs and are charged a higher fee in government veterinary centres. Animal healthcare services are often unavailable, and if available are poor quality, resulting in compromised animal welfare and economic loss due to equine morbidity and mortality. Additionally, animal healthcare is not a priority for owners, who tend to use their own, non evidence-based, treatments that can be harmful.

A Working Equine Welfare Project was initiated in 2010 in Banke and Bardiya Districts, targeting 693 equids in 9 communities. Despite starting by providing free direct service, the programme has shifted focus to supporting animal healthcare service providers to ensure a sustainable service delivery system. Developing a quality, affordable veterinary system is one aspect, but the major work is getting owners to use those services. It is very difficult to have owners pay for services when they are used to treating animals on their own or not at all.

Community-based activities focused on building understanding: (1) of the importance of animal health; (2) that treatment is effective and worth paying for. Participatory tools were used to draw comparisons between human and animal health requirements and services. Linking service providers to communities by facilitating relationship-building between the two was a key component of the programme. Service providers were introduced to communities and subsequently facilitated group meetings and education sessions. Members of the Working Equine Project Team referred cases to them when owners requested treatment. Agreement on standardised pricing between service providers and communities was facilitated.

It was important that the community engagement team did not portray everything owners used to do as wrong; encouraging continuing good practices and discarding of harmful ones helped the owners in making a change. These activities were in parallel with animal healthcare service provider sapacity building activities.
115 owners participated in a survey in November 2014, which was repeated in February 2017. Use of animal healthcare service providers increased from 24% to 67%. Satisfaction with services provided increased from 41% to 66%.

These activities have resulted in equid owners realising that timely treatment is necessary, and that quality services, on time, make a difference to animal health. There are still challenges. Service providers must ensure that their business is profitable. Appropriate drugs for use in equine animals are not uniformly available. Improved understanding of recovery times and practices following injury are required.

Bidur is a vet who graduated from Institute of Agriculture and Animal Science, Tribhuvan University, Nepal in 1996 and did his masters in Veterinary Medicine from Seoul National University, Republic of Korea in 2007. Following work as development practitioner in Heifer International Nepal Country Office from 1998 to 2005 and Bothar Republic of Ireland from 2008 to 2012 joined AHTCS as Executive Director in 2013. He is also leading Working Equine Welfare Project as the Team Leader.

HOW WORLD HORSE WELFARE IS EMBRACING THE HUMAN ELEMENT IN DIFFERENT CONTEXTS

Josep Subirana, World Horse Welfare

Cultural and social norms are rules or expectations of behaviour within a specific cultural or social group. These norms are highly influential in shaping individual behaviour. Cultural and social norms persist within a society, group or organization because of individuals’ preference to conform.

Attitudes towards animals differ from country to country and from species to species. WHW influences behaviour change in humans in a variety of actors and socio-economic and cultural contexts.

Community engagement and behaviour change in Cambodia, UK equine welfare neglect and obesity problems, and change in attitudes in the UCC veterinary university in Nicaragua are 3 examples of how WHW works in behaviour change in 3 very different contexts, however, sharing problems and approaches.

By working directly with owners – such as in Cambodia - we encourage families to not only take their ponies to trained local veterinarians and farriers for support, but also to engage with community workshops where sessions are tailored to the needs and suggestions of each community. Topics can range from basic husbandry practices, to disease awareness and prevention, to better working practices. Most importantly of all, the communities are always including in the planning of the sessions to ensure that they ‘buy into’ the process from the start. Cambodia experience is replicated in different communities around the world always empowering owners and assuring project ownership is community based.

A pilot project in Universidad de Ciencias Comerciales (UCC) University in Nicaragua, shows that mainstreaming animal welfare in the curriculum and making animal welfare a priority of the university agenda is feasible and acceptable by the organization, lecturers and students. It is not enough to write norms, protocols and standard operating procedures (SOPs) in order for behaviour change to be effective. A comprehensive strategy must identify and seek to influence cultural and social norms through targeted behaviour change interventions.

As a third example, based in the UK, we can see a direct comparison between how equines are valued based on their usages. However, our charity’s UK rescue and rehabilitation work demonstrates that having good policies in place does not always remedy welfare problems. In fact, our field officers work so often centres around the same principles of working with owners in our international programmes – basic husbandry skills, recognising the subtle signs that an equine is in discomfort and managing a harmonious equine-human partnership.

LEGAL AND ILLEGAL KILLING OF DONKEYS IN EGYPT

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The study explains and reports the methods of legal killing of donkeys by euthanasia at the end of their life cycle, which carried out by non-government organizations (NGOs) of animal welfare, veterinary research centers, vet clinics and equine stables in Qalyubia, Cairo and Giza governorates in Egypt (area of study). This study carried out on 605 cases of donkeys in need of euthanasia in the period (April 2014 to March 2017) divided into 273 cases euthanized in the period (April 2014 to March 2015), 228 cases euthanized in the period (April 2015 to March 2016), 103 cases euthanized in the period (April 2016 to March 2017). The last period showed sharp decreasing in numbers of euthanized donkeys with (55%) than the middle period indicated of spread of illegal killing of donkeys in last period. Illegal killing of donkeys through randomly inhumane slaughtering appeared after the Egyptian government had taken the decision to allow donkey leather to be exported to China for use in medicines. All establishments carried out euthanasia in the study area used four different methods for euthanasia: first method by the intravenous route of barbiturate overdose represents a proportion of (9.5%) of total euthanized donkeys. Second method by used sedative e.g. xylazine then thiopentone 5 – 11mg/kg and lastly potassium chlorid 1-2 mmol/kg, represents a proportion of (72.3%) of total euthanized donkeys. Third method were done through secured donkeys and inhaled chloroform then bleeding was done by cutting of the common carotid artery until complete bleeding occurred represents a proportion of (9.5%) of total euthanized donkeys. Fourth method were done by using sedative e.g. xylazine then complete injection with magnesium sulphate saturated solution, represents a proportion of (8.6%) of total euthanized donkeys. Our results revealed that first method and second method are the most humane methods for euthanasia and acceptable methods regarding to AVMA Guidelines for the euthanasia of animals. Evaluations of all method were done through advantage and disadvantage of each method and choice the most humane method to be used by vets and owners of donkeys. We should use the humane method of euthanasia and forbidden the inhumane method for euthanasia through education and enforcement of ethics of dealing and use of animal in education and scientific research. Discussions with the owners of injured donkeys and in need for acceptance of euthanasia depend on conviction to method of euthanasia. The study gave guidelines for prevention of illegal killing of donkeys and change human behavior toward illegal killing by awareness of owners and vets of governorates about dangers, direct effects and indirect effects of illegal killing of donkeys.
DEFINING ORGANISATIONAL RESPONSE TO THE EMERGENT DONKEY (MEAT AND SKIN) TRADE

Kimberly Wells, Brooke Action for Working Horses and Donkeys, Kimberly.wells@thebrooke.org

The Brooke is a leading international animal welfare organisation dedicated to creating sustainable improvements in the welfare of working horses, donkeys and mules. Efforts to raise the profile of donkeys as a valuable asset, requiring a greater welfare input is a principle message throughout Brooke’s community engagement, global animal health and advocacy work. While donkey power serves low and low-middle income communities, donkey products supply a burgeoning middle class. For example, hides are used in producing ‘ejiao’ for traditional medicines while donkey meat is considered a delicacy. Unexpectedly, the surging demand for donkey skins and meat in 2016 for use or consumption within Asian markets has targeted working donkeys, with detrimental effects to animal welfare, human livelihoods and public health and safety.

Regular surveillance between May 2016 to present of the resulting legal, banned and illegal trade, discussions across networks and conclusions from small-scales surveys have highlighted complexities. These include: depleting populations (600 donkeys slaughtered per day in legally operating slaughterhouses in Kenya); increased criminal activity (2000+ recordings of donkey theft between January and October 2017 in Kenya); inflation in donkey prices, rendering owners hard-pressed to replace involuntary or regretted loss; new trade agreements for breeding, rearing and exporting donkeys between countries; welfare concerns during transport, holding, and legal and illegal (conscious) bush slaughter; public health concerns (abandoned carcasses, fraudulent sale of meat) and exercising country morals (Ethiopia and Senegal). Organisational consultation concluded in four possible options for action by Brooke. Due to these complexities, human behaviour change methodologies will be essential for successful outcomes.

At donkey owner level, it will be important to increase their understanding of the trade, lifetime value of a donkey and their capacity, opportunity and motivation to protect what is now perceived as a very valuable asset. With legal slaughterhouse owners, there are opportunities to support the implementation of welfare standards in slaughterhouse operations which exist for other species yet are equally applicable to donkeys, as well as to identify their role in reducing the illegal trade. Within affected country governments, enforcement of relevant and existing laws will require systematic social change. Encouraging the demonstration of leadership in regional economic communities could support a moratorium on or regulation of this trade. Campaigns that target and inform end users of ‘ejiao’ based products of the true ‘cost’ of production to animals and people, could potentially reduce overall demand for the trade or promote a greater investment in regulation or alternatives.

The scale, complexities and identified detrimental effects of this trade has resulted in a dilemma for an equine welfare organisation in terms of remit and feasibility of identified actions where multi-level/multi-stakeholder human behaviour change is required. The process by which Brooke solidified their position, their critical pathway for change within this trade, and progress to date will be discussed.
ANIMALS FOR... ENTERTAINMENT

CHANGING THE ELEPHANT TOURISM INDUSTRY IN THAILAND: A DUAL FOCUSED APPROACH

Sarah Blaine, CEO, Mahouts Elephant Foundation

There are nearly 5,000 captive elephants in Thailand forced to work in the elephant tourism industry. Most of these elephants live tethered on short chains throughout the day, unable to forage for food, socialize, or express their natural behaviors. Increasing the welfare of elephants in the tourism industry is heavily dependent on human behavior change and the ownership of change must be shared by tourists and mahouts, for change to be sustainable and meaningful for elephants.

As a consumer driven industry, changing industry practices requires changing what consumers seek including riding, bathing, and photo ops. However, working solely with consumers can fail to change core practices, changing only the practices that tourists see. In Thailand at present, many elephant camps are removing the heavy chair elephants must wear to give rides and opting for bathing programs instead, however behind the scenes little changes in the elephants’ daily lives. They still spend most of their time chained, not able to walk around, forage for food, or express any of their natural behaviors while tourists are left feeling their money is helping to “save” elephants. The welfare adjustments being made are centered on the appearance for tourists, rather than the needs of the elephant.

Making meaningful changes in the welfare of elephants requires targeted focus on both the consumer and the service providers: elephant owners and mahouts. By targeting both of these groups, we are able to work with mahouts to improve their lives and the lives of their elephants while educating tourists about the real welfare needs of elephants. Through advocacy and collaboration with industry professionals, guidebook manufacturers, and direct with consumers we provide consumers with the tools to make informed decisions.

Mahouts and elephant owners do not lack for information on what their elephants need however they require assistance to access alternative sources of income with their elephants that do not require major welfare compromises for their elephants. The team at Mahouts Elephant Foundation utilized 8 years of knowledge on the dynamics of this industry to form “Walking with Elephants,” in equal collaboration with experienced mahouts and elephant owners. Elephants in our project roam an area of 8,000 acres of forest, free to forage for all of their food, express all of their natural behaviors, and never have to work. We work with two 5th and 6th generation mahouts in our village with immense knowledge and experience who both feel all captive elephants should be living in their natural habitat free to express all of their natural behaviors, but were not able to escape the elephant riding industry without help to create new sources of income.

Our strategy of targeting experienced mahouts with the skills to take care of their elephants responsibly has the potential to improve the lives of thousands of Asian elephants, however collaborative work by elephant welfare organizations is still necessary to address the needs of elephants owned by large elephant camps.

Sarah is the co-founder and CEO of Mahouts Elephant Foundation; a UK registered charity dedicated to improving welfare for captive working elephants, particularly in Asia and with a focus on Thailand. The foundations philosophy of working collaboratively with mahouts and their communities to ensure all parties will benefit is unique, they have a clear understanding and appreciation that the elephant’s welfare is dependent on their mahouts and their living conditions. To fulfil the charities broad remit, Sarah focuses on raising awareness and educating stakeholders on the important issue of elephant welfare. She also spends a considerable amount of time on the ground in Thailand visiting elephant camps and tourist attractions that feature elephants, spending time gathering research and data on the welfare of the animals, and compiling educational resources.

Alongside this work Sarah has worked on the ‘Walking Elephants Home’ project, which is the foundations latest success. This project enabled four elephants to be taken from a tourist camp and returned back to the forest near to their mahouts village, it takes into account the needs of the local village community whilst still putting animal welfare at the forefront of its agenda, and this on-going project successfully combines animal welfare with community-based tourism by providing tourists with the opportunity to reside in a home-stay in the village. This is a fantastic opportunity for guests to witness and learn about Asian elephants in their natural environment whilst also having the opportunity to learn about the local traditions and culture of the Karen hill tribe. Walking With Elephants is a successful model of sustainable and welfare focused elephant tourism, the project now offers a home to four lucky elephants living in thousands of acres of protected forest.

During 2017 Sarah has focused on the development of the foundations latest endeavor, which is to secure a vast, and vital forest habitat for both wild and captive Asian elephants. Using skills from the existing successful project an ethical and sustainable tourism program will support the community and enable them to protect the forest for both captive and wild elephants and many other species of wildlife. This is set to be a groundbreaking project for the foundation incorporating high caliber research as one of its many elements.

Sarah is passionate about teamwork and is actively facilitating the growth of the team on the ground. She continues to raise awareness internationally and is booked to speak at many conferences and events.
CHANGING HUMAN BEHAVIOR TOWARDS WILD ANIMALS IN INDONESIA

Gunung Gea, Programme Director of Scorpion Foundation, gununggea@gmail.com

Scorpion Foundation, also known as The Scorpion Wildlife Trade Monitoring Group, has campaigned for the last two years with the aim of instigating behavioural changes from humans in Indonesia towards animals that are held in captivity within zoos; animal parks; safari parks; and private residences. The campaign to date has included activities such as: monitoring the conditions of wildlife, reporting, exposing, hosting demonstrations, and generating international support to create change. However, animal cruelty in Indonesia remains an ongoing issue which requires more work. This presentation will describe how a behaviour change to animals takes place in an Indonesian zoo through the Scorpion intervention.

WELFARE AWARENESS: AN ANALYSIS OF THE PUBLIC’S WELFARE PERCEPTIONS OF ACTIVITIES OFFERED WITHIN ELEPHANT ENTERTAINMENT VENUES IN THAILAND, AS EXPRESSED ON SOCIAL MEDIA

Lindsay Hartley-Backhouse, lindsayhartley@hotmail.com

Thailand has a long historical relationship with captive Asian elephants, having used them for various purposes, including manual labor, particularly within the logging industry, as well as within warfare, religious ceremonies and more recently, tourism. After the logging industry was banned within Thailand in 1989, alternative employment for captive elephants was sought by their mahouts, which accounted for the sudden surge in tourism venues catering to tourists who wished to ride and experience elephants in person.

There has been little published research into the perceptions of tourists regarding elephant welfare, and whether they are able to accurately identify the welfare implications of elephant entertainment venues, and the activities they offer.

A systematic literature review was undertaken to examine the relationship between social media and captive wildlife tourism, with a particular focus on elephant tourism within Thailand. The review investigated whether reviews on social media sites (SMS) such as TripAdvisor.com, or posting visit information and photographs on social media profiles, could potentially influence the perception of and demand for elephant tourism.

The varying levels of welfare concerns as expressed by tourists will also be discussed, in addition to whether tourist demand - or lack of demand - for less contact-intensive, ‘ethical’ elephant entertainment activities could affect the range of activities offered by venues in the future.

The presentation will discuss the evidence supporting both the potentially positive and negative influences of SMS on the perception of elephant and other wildlife tourism activities, tourism supply and demand, and how this influences elephant welfare levels, and future study implications.

Lindsay Hartley-Backhouse has been working within animal rescue and welfare within Asia for 8 years, at a range of NGOs, including World Animal Protection and Humane Society International. With experience working with companion animals in population management, mass vaccination programs, as well as captive wildlife welfare assessment and welfare education, she now works as a freelance consultant based in northern Thailand. Lindsay has a Masters in International Animal Welfare, Ethics and Law (MSc IAWEL) from the Royal (Dick) College of Veterinary Medicine, at the University of Edinburgh. In addition to companion animal and wildlife welfare and management, Lindsay also has a keen interest in production animal welfare and welfare ethics.

Born on the 27th of November 1958 Gunung Gea got his Master Degree in Political Sciences with concentration on Local Government Administration in Indonesia. He is currently the Programme Director of Scorpion Foundation, an organisation working to monitor illegal wildlife trade and prevent cruelty to animals. Prior to that, Gunung Gea was the Deputy Director of the Sumatran Orangutan Conservation Programme (SOCP): a cooperation project of the Ministry of Environment and Forestry, Switzerland based NGO–PanEco Foundation and an Idonosian NGO–Yayasan Ekosistem Lestari. Before working at the SOCP project, Gunung Gea worked at various organisations and diplomatic agencies, including: UK-based NGO–Orangutan Foundation; Fauna and Flora International (FFI) Indonesia Programme; European funded project–Forest Law Enforcement-Governance and Trade; Leuser International Foundation (LIF); Leuser Development Programme; Indonesia – America Friendship Foundation (PPIA); American Consulate General in Medan; Rural Management International (Australian Company) and journalist of an Indonesian daily newspaper WASPADA.

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BACK TO NATURE

Heekyung Jo & Eunsook Kim, Korean Animal Welfare Association

Three Korean Nambang dolphins were released back into the ocean in July, 2014 for the first time anywhere in Asia. The dolphins had been sold to perform in shows in public after being illegally caught by fishermen in 2009. It was clear that the dolphins were suffering extensively from performing in public and being forced to practice under unnatural conditions. The Korean Animal Welfare Association and many NPOs together succeeded in effecting a ‘dolphin release’ project with the help and cooperation of Korean citizens. When we started discussing the release of dolphins back to the ocean, most citizens and even dolphin specialists did not believe that it would work, expressing concerns that the dolphins might not survive in the ocean with even careful procedures and preparation. Many people were concerned about the cost and also about people's interest in such an endeavor. In spite of all these concerns and negative attitudes, we proceeded with a plan for the release project and established the following strategies: 1. Street campaigns; 2. Press conferences; 3. NPOs' united action; 4. Convincing the Seoul City Mayor to take action; 5. Forming a Citizen's Committee; 6. Hosting an international conference with dolphin specialists; 7. Lobbying the Government.

The most significant reason why the behaviors of people, who had previously enjoyed the performances of the dolphins, were changed was due to them coming to understand more about the dolphins’ eco-physiological characteristics. Scientific data provided by mass media and animal protection associations and the sharing of knowledge and experience of dolphin specialists helped people become more aware of the significance of how and where dolphins live. The change of people’s behavior led the government and the Seoul City Mayor to announce the release of the dolphins and the designation of the dolphin as a marine species under a protection program. The series of strategies followed above together contributed to the release of dolphins to the ocean but the most significant factor was the change of people’s behavior towards show animals, which was driven by animal activists’ conscious provision of opportunities for people to participate in animal issues. Recently animal activists not only appeal to people’s emotion but also to their intelligence with rational data and evidence.

With the change of people’s behavior, we succeeded in the release of two more dolphins to the ocean in 2015. Compared to the previous project, people’s attitude was more positive and cooperative, and many people took the initiative for granted. This tells us how much Korean people’s way of viewing animals in general has developed in a positive direction.

ELEPHANT MANAGEMENT CHANGE IN THE TOURISM INDUSTRY IN NEPAL - A CASE STORY FROM TIGER TOPS

Marie Stissing Jensen and Molly Birchmore Contact: marie@tigertops.com

Tiger Tops has pioneered environmentally sustainable tourism and conservation in Nepal since 1964. Our latest initiative, Tiger Tops Elephant Camp, has been our most profound and challenging venture, but also the most rewarding for all involved. In January 2016, we ceased to offer elephant safari rides for tourists, and in April 2016 we released our 11 resident elephants into five spacious enclosures, and changed the activities with the elephants for our guests. Our elephants have always been cared for with the utmost respect and professionalism. By giving them more autonomy and freedom within their captive lives we have ensured that their psychological and physical wellbeing is maintained. The process of change was kept holistic, open, and inclusive. It involved trial and error within a strategic plan, and built on mutual trust throughout the team. It was important to us from the beginning that this change was all encompassing. The main challenge was to change deep-set cultural beliefs within our own staff and to deal with reactions and sometimes misperceptions of our wider audience. Traditionally the mahout-elephant relationship is built on dominance. Our mahouts were dubious and skeptical about the development. Their relationships with their elephants were long standing and sincere, although built on dominance, respect and love was abundant. The transition, while not without turbulence, has been successful so far. Ultimately, they want their elephants to be happy and healthy, which our new programme ensures. With encouragement and reassurance from key management people, they developed the confidence to embody the change. Compromise and teamwork were key factors in facilitating the transition. We asked the staff to voice their concerns and create solutions to conflicts of opinion, thus giving them ownership over the transition. Despite doubts and reservations, our team was open minded from the outset. Concerns for safety were prevalent but once we could ensure safety for everyone involved during the elephant walks the mahouts were cooperative and engaged. They decided which micro-herds to keep the elephants in, and which corral would be most suitable for each elephant, among many other things.

Our wider audience include our past and present guests, social media followers, press, and various animal welfare organizations in and outside Nepal. This complex context has required communication skills and many balancing acts have been performed in the process. Our guests have generally been receptive to the development. The activities are more engaging and inspiring, allowing guests to see how ethical management of animals is a concept they can support even while on holiday. We are yet to see if and how the changes we have made alters our target group, but few indicators can be identified already. The social media has taught us many a lesson, and a lot of information and education work has been done here.

Animal welfare organisations, especially those with hands-on experience in the field, have been very supportive of our work. With time, we are confident that the benefits of our new model will be recognized. Great progress has been made thus far and by leading by example, we envisage TTEC as the catalyst for change for captive elephants in Nepal.
Marie Stissing Jensen has been the project manager for Tiger Tops’ Elephant Camp project since it was initiated in 2015. The initiative aimed at improving the living conditions for Tiger Tops’ herd of resident elephants, as well as creating a unique experience for the guests. Being involved with the project on all levels, from the board of directors and the mahouts and their elephants, to guests and media social followers, and through the entire process of implementation, she has gained insights into all issues and challenges facing the company after their decision.

With a background in political science and management, the change in human behavior has had her attention and special interest throughout the project, where groundbreaking changes were made over a very short period of time in an organization with more than fifty years of history and company culture. Sharing her key observations and experiences, Marie will give Tiger Tops’ perspective on the current situation for captive held elephants in Nepal, and a modest vision on how to move forward.

TRENDS IN WILDLIFE ENTERTAINMENT - TAKING STRIDES TO END THE CRUELTY

Dr Jan Schmidt-Burbach, World Animal Protection

The exploitation of wild animals for entertainment has developed to be a major part of tourism experiences globally, and particularly in Asia. With tourism figures continuously rising and insufficient protection of wild animals, grave concerns persist for the welfare of wild animals and the impact the industry has on their conservation. Strong efforts by many dedicated organisations, companies, individuals and governmental institutions exist that aim to phase out these practices.

World Animal Protection’s campaign to end the use of wild animals for entertainment is detecting trends that provide some hope in changing people’s minds and practices. This paper will share key findings of over 8 years of field research, campaigning and monitoring. The results of two consecutive global surveys, conducted two years apart, of over 12,000 people reveal first positive attitude changes in regards to elephant rides, which can serve as an indicator for the wider industry. Comparison with two consecutive face-to-face surveys two years apart on tourists to Thailand suggest that the global attitude changes are still to lead to significant actual behaviour change by individuals.

Campaigning results like TripAdvisor’s announcement to end sales of direct contact experiences with wild animals and the over 160 travel companies who committed to end sales of venues that offer elephant rides and shows is proof of an engaging global travel industry. It indicates a massive shift towards more ethical practices.

Last but not least, the results of one of the most comprehensive research projects on welfare of wildlife used for entertainment suggest a diversification of the industry, with some significant improvements taking shape, while concerns remain around the persisting demand from countries that have not yet begun to change practices. These results and the continuous strong efforts by so many organisations and stakeholders gives hope that a change to the better is possible.

END CIRCUS SUFFERING- INFLUENCING THE CONSUMPTION OF ANIMAL ENTERTAINMENT

Prashanth V, Senior Campaign Manager, FIAPO, prashanth@fiapo.org

End Circus Suffering (ECS) is the national campaign run by FIAPO which aims to shift society’s expectation from an animal to be an entertainer. Society has considered animals as property and consequently expected products/services (including entertainment) from them. In circuses, animals are performing artists, but against their will. The lifestyle of forceful training strips them of family, basic freedom to express natural behaviour and leaves them physically and mentally scarred.

Our campaign, in one of its objectives, seeks to facilitate the process of transformation of animal circuses to animal free circuses by setting off triggers like
- Showing how non profitable animal circuses are
- Enforcement of existing welfare laws
- and rehabilitating animals

These have been achieved through dialogue with circus owners about successful human only circuses; liaison with government bodies that regulate circuses to cancel licenses; enabling local administration, police, and animal shelters to take custody of abused animals. A total of 167 animals have now been freed from 17 circuses so far.

ECS recognized the close knit nature of the circus fraternity and influenced their psychology by persuading a few key players to declare their circuses animal free. This prompted others to follow suit and presently six circuses have declared themselves animal free, with voluntary rehabilitation of some animals by others. Some of the animal handlers have also quit the circus and joined the animals in their new rehabilitation centers to become caregivers.

We have, through public campaigning and lobbying with the Ministry of Environment, succeeded in creating a strong environment for change of the cruel practice of animal circuses. Public campaigning included trendsetters in society like movie stars and popular public representatives supporting the campaign; children boycotting animal circuses by means of a creative postcard campaign; and national and international organisations recommending a ban on the use of all animals in circuses. We have been able to project this widespread public sentiment to the government through coverage in print, electronic and social media. As a consequence, one of the government bodies- the Central Zoo Authority has presently supported the stoppage of use of elephants in circuses, which is half the change achieved.

ECS continues to use the above methods of changing the society’s, and the government’s perception of any animal as an entertainer. It is presently lobbying for a formal legislation to exclude all animals from circuses.

Note- the Animal Welfare Board of India and the Central Zoo Authority regulate all animal circuses in the country. Both are statutory bodies under the Ministry of Environment. Presently, exotic wildlife, Asian elephants and other non wild animals are forced to perform in Indian circuses. An order of the government in 1999 prohibited the use of lions, tigers, panthers, monkeys and bears.
ANIMALS FOR... FOOD

INSPIRING CHANGE THROUGH MOTIVATIONAL INTERVIEWING: CAN EVIDENCE-BASED VETERINARY COMMUNICATION INFLUENCE FARMER BEHAVIOUR?

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Being a veterinarian is not just about science and methodology. In the livestock industry, motivating clients to adopt veterinary advice and implement behaviour change remains a critical challenge to improving animal health and welfare. This places veterinary communication at the heart of farm animal well-being; communication is the bridge between veterinarian and farmer that enables the passage of ideas and advice on implementing change, one that can inspire motivation, arouse action and enhance confidence.

At present, veterinary communication approaches tend to be ‘expert-driven’ and directive in nature, with a reliance on closed, fact-finding questions, a dominance of instrumental support (advice and solutions) and minimal empathy or emphasis on eliciting client opinions. This style offers little opportunity to meet the basic psychological needs necessary for inspiring motivation: autonomy (volition over behaviour), relatedness (to experience connection with another) and competence (perceived self-efficacy). The predominance of this consultation approach, combined with its conflict with basic motivational principles, may contribute to why low uptake of veterinary recommendations are reported across the professions.

In the UK, the need to enhance veterinary communication to facilitate better engagement with these motivational attributes has been recognised in our vision of the veterinary profession for 2030. The VetFutures project identified the need to move from a ‘hierarchical model with the vet as the expert imparting instruction, to one centred on partnership with empowered clients and other veterinary-related professionals’. At the University of Bristol, we have been investigating the feasibility of an evidence-based communication methodology called Motivational Interviewing (MI) to meet this need. MI practice is not just defined by a set of verbal skills cultivating empathy, collaboration and support of patient autonomy, but by a mutualistic philosophy of compassion, acceptance, partnership and evoking (eliciting client ideas, rather than imposing) that act as a mindset to guide conversations on behaviour change.

This paper presents the outcomes of a feasibility trial of brief training in MI with cattle veterinarians. Six practices and one regional veterinary group (veterinarians n=60) were recruited to take part in an MI training intervention. Participating practices received two training sessions on the MI methodology via their ‘clinical clubs’; lasting one to two hours per session, whilst the regional group of veterinarians received one full day of training. Veterinarians were asked to record a consultation with a farm client on ‘any change for the benefit of herd health’ before and after training (for example, when providing advice on lameness management). These consultations were analysed for both veterinarian and farmer language.

Previous research has evidenced a link between client ‘change language’ expressed within consultations and client behaviour outcomes, meaning estimations of client motivation and intention to change can be inferred from verbal analysis. Using this data, critical insight will be provided on how veterinary communication styles interact with and influence farmer behaviour change, and whether brief MI training can enhance this process.

References

How do veterinarians communicate on matters of herd health and what does this mean for their farmers? As a PhD student at the University of Bristol, Alison was fascinated by this question. Her research provided a detailed picture of the current advisory and communication strategies employed by UK cattle veterinarians in discussions of disease management. Alison also examined the feasibility of Motivational Interviewing, a communication methodology used widely in the medical sciences, applied in this context. She is passionate about enhancing the advisory experience for both veterinarians and farmers. Nearing completion of her PhD, Alison is now a research associate at the University of Bristol working within the AMR Force. As part of an interdisciplinary team, she is exploring the conditions needed to achieve improved veterinary diagnostic practices and treatment decisions, in the pursuit of sensible and sustainable use of veterinary medicines.
A PLATFORM FOR CATTLE SPARKS HOPE FOR FARMERS IN A DISASTER PRONE REGION

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The Ayeyarwady delta region in Myanmar is struck by massive floods every year during the monsoon season. As the waters rise, all animals except cattle are brought inside stilt houses, leaving these large, vulnerable animals to stand in water neck-deep for up to 2 weeks. But not only animals' lives are at risk; the farmers face devastating challenges if livestock are lost or injured as they are dependent on them for survival.

In August 2015 a 100-year flood struck Myanmar, and the president declared a national disaster with destructions in 12 out of 14 districts (Reliefweb, 2015). Ready to assist animals in need, IFAW secured one of the first invitations for an animal welfare organization to collaborate with the new government. After the first assessment, we decided that a long term approach was more sustainable than simply responding to immediate needs. IFAW’s disaster response unit has seen a structural change from 80% responses to 80% preparedness over the last years. Preparedness empowers local communities; by finding creative solutions to unavoidable annual hazards, they are able to control their own destiny and overcome a sense of helplessness. This ability to control their own lives also means they can save their animals. The villagers, largely represented by less advantaged farmers, are used to being given aid and not taking part in the decision making process. By involving the farmers in a disaster risk reduction committee, they felt connected to the project and were given a sense of responsibility. Listening to their needs and working with the government, the solution became an area of raised land for the cattle to stay during floods; a platform.

Creating a coalition between the locals and the government was not just easy since Burmese people holds a long history of scepticism against the ruling elite. Thus, trust needed to be built. The strength of this project has been to show the villagers a commitment over a long period of time on behalf of both IFAW and the government. With it, the villagers’ attitudes have changed from hesitation to full involvement. People travel from other villages to attend planning meetings, and those without livestock are willing to help animal owners with emergency crops and support in the building process. Another committee of emergency assistants has been created; younger men with the time and engagement to help out with day to day care during floods. In another area, this pilot-project has been duplicated in smaller scale on the villagers own initiative.

The silent beneficiaries are of course the animals - the faithful cows who no longer face the threat of dying from the exhaustion of standing in high water or infected wounds. Animals who can survive simply because their owners were given the opportunity to prepare with a target in mind, instead of overwhelmed responding after the disaster occurred.


Kjetil Hasselgaard and Maiken Olsen works as contractors for International Fund for Animal Welfare (IFAW). They lead a disaster risk reduction project for cattle in the Ayeyarwady region in collaboration with the Ministry of Livestock, Fisheries and Rural Development (MLFRD) and the local village committee. Kjetil and Maiken are also the funders of Giving a Future Animal Aid (GAF), a small organization working with companion animals in Myanmar since 2012. They emphasise strong bonds and collaboration between civil society groups, veterinarians and governmental bodies.

MOTIVATORS AND BARRIERS FOR THE PROMOTION OF MEAT REDUCTION, VEGETARIANISM AND VEGANISM

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Substantial, widespread reductions in the consumption of animal food products (AFPs) are essential to achieving future environmental, health and global sustainability. With over 50 billion land animals and trillions of aquatic animals killed annually for AFP production, 70 to 98 percent of whom are in intensive conditions, reduction holds the greatest potential to alleviate the immeasurable suffering experienced by non-human animals used for human food. Even though reduction appears to be spreading in many High-Income Countries (HICs), AFP production and consumption are still increasing and are projected to continue increasing globally, particularly in many transitioning countries throughout the Asian continent. This ongoing growth is directly at odds with pledges made by many governments to reduce overall consumption (e.g. a 2016 commitment by the Chinese government to reduce meat consumption by 50 percent). Reduction campaigns in HICs, where AFP consumption may have already peaked, can assist Middle and Low-Income Countries in slowing – or even stopping – this ongoing growth. Resultantly, research is urgently needed to better understand the barriers inhibiting and motivators enabling transitions from normalised omnivorous habits.

Research has been conducted in conjunction with UK-based non-profit organisations – one of the key players in the promotion of meat reduction, vegetarianism and veganism, using a longitudinal survey (n=1,900 as of March, 2017) and semi-structured focus groups (n=36) with participants from nine different reduction campaigns. In addition, data is further triangulated using interviews with campaign organisers for further insight into the planning and execution of these initiatives. The results of this research will help to improve understandings of the effectiveness of these campaigns, as well as participants’ motivations and perceived barriers to dietary change. These individuals represent an important source of information about who is reducing, how successful they are and why they are transitioning their diets. Consumptive changes are analysed on an individual level through the work of Michie and Atkins’ (2014) Behaviour Change Wheel, in conjunction with a broader conceptualisation of cultural and social norms explored within the fields of Ethical and Sustainable Consumption and the Sociology of Consumption.

Preliminary findings suggest that for those embracing reduction, physical and individual supports for transition may be adequate, but that habits may form a key barrier to change. Within a social setting (i.e. focus group), social barriers emerge as substantial negative influences. Individuals who are reducing their AFP consumption may feel rejected by those still following cultural omnivorous dietary norms. Research findings will also be used to make broader recommendations for campaigners promoting animal welfare. For instance, as environmental, health and animal welfare motivators are most prominently reported by participants, multiple mechanisms may be important to promote widespread reduction. As the
largest sample of reducers ever conducted (to the best of the researcher’s knowledge), this project presents important insights for policy makers, non-profits and individuals interested in promoting human behaviour change for animal welfare.

* Further findings are likely to be available for the conference presentation as this research is ongoing.

Trent Grassian is currently completing his PhD in Social Policy at the University of Kent in the UK, after completing his Masters in Public Administration from the University of Exeter. In a former life, he worked as a Special Needs Education Teacher in California for half a decade after growing up in Boston, Massachusetts. He is a passionate animal advocate, who has volunteered with animals on three continents and spends most of his free time helping others adopt cruelty-free cooking skills and hanging out with his dog, Rigby.

FARmer ACTION GROUPS- A PARTICIPATORY APPROACH TO REDUCING ANTIMICROBIAL USE ON UK DAIRY FARMS

Lisa Morgans BVSc MRCVS from the University of Bristol; Supervised by Professor David Main and Dr Kristen Reyher; FAGs facilitated by Sarah Bolt, AHDB Dairy

Despite increasing pressure to reduce antimicrobial usage due to the global threat of antimicrobial resistance, many UK dairy farms still rely on antimicrobials to protect cow welfare and treat ill animals. This research assesses the potential of peer-to-peer support through farmer action groups (FAGs) to achieve practical, farmer-led changes to reduce antimicrobial usage and improve herd health and welfare.

FAGs- based on the ‘Stable Schools’ model used widely in Denmark (Vaarst et al 2006) - seek to harness local-level experience and expertise. To date, this project has established 5 FAGs in the South West of England, each made up of 5-12 dairy farmers that meet approximately every 6 weeks to discuss medicine usage. Meetings last 3 hours and involve a farm walk and facilitated discussion, all of which are audio recorded. Medicine audits are carried out on each farm at the start and end of the project. The outcome of each meeting is for the farmers to produce an Action Plan for the host farm of practical measures to achieve the goal of antibiotic reduction without adverse impacts on herd health and welfare.

To date, 31 farmers are participating and attending the FAGs. Many more farmers have been approached about participating in the FAGs- by veterinary practices, via agricultural show contacts and through advertisements in the farming literature. The majority of farmers exposed to the project have been contacted through specific recruitment meetings in collaboration with the levy board, AHDB Dairy. The number of farms invited to the recruitment meetings for the project totalled 917, with 40 farm businesses (4.4%) attending at least one meeting. Of the 40 farm attendees, 23 businesses (57.5%) signed up to the project. Farmer engagement and recruitment to this type of project has had implications for policy making in this area.

Full in-depth data analysis is currently being undertaken and results will be available by summer 2018.

Participating farmers have been very engaged in the project, with 30 Action Plans set out and enthusiasm for the approach. Thus far, farmers involved have implemented measures such as; re-designing sheds to reduce the incidence of bovine respiratory disease, increasing the frequency of preventative visits by the foot trimmer and designating a farm worker to ensure medicine records are being kept up-to-date. The sharing of successes and challenges with a cohesive group of farmers has given participating farmers the confidence to reduce their reliance on antimicrobials.

The FAGs give a voice to UK dairy farmers and foster autonomy to create practical on-farm change. Outputs are actively being used to inform policy decisions on how to proceed with regulation on antimicrobial use on farm. Results will demonstrate whether a participatory approach to antimicrobial stewardship and farmer-led change can be successful in the UK.

After graduating in Veterinary Science from the University of Bristol in 2013, Lisa moved onto a new adventure working in practice in Cornwall - the most southerly and westerly point of England. Working in a busy mixed practice in a rural community, Lisa began to appreciate the expertise and knowledge farmers have about their farm and animal health. Innovative ideas from farmers, such as adaptions to milking parlours and parlour routine to reduce disease risk and the wealth of experience of herdsmen who could easily do a cow caesarean themselves after seeing so many in their lifetime, made Lisa realise the huge unsung potential of farmers. Realising farm animal work was more her thing, she began organising farm walks for her clients to encourage best practice farming and the sharing of ideas. After 2.5 years in practice, she took up her present position back at Bristol Vet School doing a PhD; looking at whether a participatory approach to reducing antimicrobial use on UK dairy farms could work and how this could look in an agricultural policy. With interests spanning participatory methodologies, sustainable agriculture, animal welfare and environmental stewardship, Lisa hopes to carry on her enthusiasm for animals and people into new sectors.

ADVOCATING AN ETHIC OF ‘KNOWING’ CHICKENS

Yamini Narayanan, Australian Research Council DECRA
Jayasimha Nuggehalli, Humane Society International

The advocacy methods that address the case of commercial layer and broiler chickens - whether incremental welfare reform, or a liberationist politics - are arguably among the most challenging activism to redress the status of those animals designated as ‘farm’/’food’ animals. Undertaking the project of ‘changing human behaviours’ in reducing and ending the consumption of chickens is obstructed by the fact that chickens are intensively objectified as property, and almost fully denied any personhood attributes. In our presentation, we analyse the particular challenges and opportunities of facilitating change in the commercialisation of chickens (and other animals) through our individual and combined advocacy. We come from two distinct advocacy approaches – incremental welfareism and liberation – both of which are ultimately oriented towards the abolition of
animals as property or production machines. We operate in distinct formal and informal settings – Nuggehalli as the managing director of the Humane Society International India, which follows a global mandate to end factory farming.

Narayanan is an academic, and runs a microsanctuary in her backyard for the rescue and rehabilitation of ex-commercial chickens. Together, we first survey the condition of commercial layer and broiler chickens in India in intensive factory farms the country, and analyse the scale of cruelties in terms of the wide and intense suffering that these birds endure. We then each provide an overview of our advocacy – its theoretical framework and its practices, and emphasise some of the striking similarities as well as distinctions in our approaches. We conclude that personal change may be most effective when the existing human-to-chicken relationship of exploitation is profoundly disrupted, and replaced with a relation of the human ‘knowing’ the chicken. In this, rescued chickens speak as ambassadors for the incarcerated chickens in factory farms in India and beyond, thus deepening the aims of welfarism towards ending the commercialisation of chickens in battery farms.

Jayasimha Nuggehalli is the Director of Humane Society International / India based in the city of Hyderabad, located in the southern half of India. Jayasimha manages HSI’s programs in India related to farm animal welfare, wildlife, and animals used in research, as well as several country-wide campaigns. Yamini Narayanan, PhD is Australian Research Council DECRA Senior Research Fellow at Deakin University, Melbourne. Her work on animals and development has been published in Environment and Planning D: Society and Animals, and Sustainable Development. Her book Religion, Heritage and the Sustainable City: Hinduism and Urbanisation in Jaipur (Routledge) was published in 2015, and edited volume Religion and Urbanism: Reconceptualising Sustainable Cities in South Asia (Routledge) was published in 2016.

I AM JUST LIKE YOU: THE EMOTIONAL LIVES OF FARMED ANIMALS

Dave Neale, Animals Asia Foundation

The meat and dairy industry is responsible for animal suffering on a monumental scale. Changing people’s eating habits can be one of our greatest challenges as animal advocates, even though adopting a meat and dairy free diet is one of the easiest ways for anybody to reduce their impact on animal suffering. Consumers use cultural and historical arguments and the maintenance of personal beliefs to defend their behaviour. To change such deeply ingrained behaviours we must generate empathy for animals seen as food, to bridge the gap between people and the animals they eat, and to demonstrate that animals such as hens, pigs and cows have emotional and cognitive capabilities like our own.

UNDERSTANDING VETERINARY MEDICINE USE ON UK DAIRY FARMS

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Introduction:

Values, perceptions and behaviours surrounding the use of veterinary medicines by farmers are areas with an overwhelming need for further research (Morris et al., 2016). Before any attempt to implement behaviour change intervention strategies, it is important to truly understand the context and culture within which current practice is being conducted. Inappropriate use of antimicrobials in agriculture is a focus of behaviour change policy worldwide, and in order to inform interventions in this area, data on current practice are urgently needed. It has been shown in human medicine that a variety of social and cultural influences and beliefs can affect physician compliance when prescribing medicines (Martin et al., 2005). This research seeks to understand the use of veterinary medicines by UK dairy farmers through a combination of qualitative and quantitative methodology, triangulating data from ethnographic participant observation, semi-structured in-depth interviews and longitudinal medicine audits.

Methods:

Twenty-six dairy farms across the South West of the UK are being followed for a 12-month period, and all veterinary medicine use recorded through a combination of medicine waste bin audits, on-farm medicine records and veterinary practice sales data. These data will measure medicine use at a farm level, and compare this with on-farm records and veterinary-level data to obtain a gold-standard.

Three dairy farms (a subset of the above 26 farms) have been recruited for a year-long participant observation study. The three farms have been purposively selected in order to be heterogeneous and reflect different types of dairy farms present in the United Kingdom. Approximately five hours is spent per month on each of these three farms, with the researcher observing and participating in all aspects of dairy cow management and focussing on the storage, recording and use of veterinary medicines.

Alongside extensive ethnographic work on these three core farms, qualitative in-depth interviews with a further 20 dairy farmers are being conducted in order to investigate the attitudes, beliefs and values of UK dairy farmers in relation to the storage, recording and actual use of veterinary medicines.

Results:

The study is currently ongoing and full results will be available by Spring 2018. Initial analysis of interviews and ethnographic fieldwork undertaken so far have revealed interesting themes. For instance, it is apparent that licensed dosing regimens are regularly being exceeded for various reasons, with risk-averse medicine use behaviour by farmers being common. The key factors influencing decisions about medicines are advice from the farm’s veterinary surgeon, from peers and personal anecdotal experience from perceived past successes or failures. Availability, cost and specific meat or milk withdrawal periods associated with medicines also influence the choice of medicine used in different situations. There is a strong awareness amongst farmers that their access to certain antimicrobials may soon be limited, although there is a
varying understanding of the antimicrobials involved and the full reasons for this.

Conclusions:
This study provides a more in-depth understanding of the way medicines are used and the decision-making process that occurs on UK dairy farms. The data suggest that a one-size-fits-all approach to policy-making may not be appropriate and while the veterinary surgeon is an important source of advice and knowledge, there are several other influencing factors of various weightings which should be taken into account when looking to change the way veterinary medicines or antimicrobials are being used on farms in the UK.

References:

WHAT CARS TAUGHT BURGERS: INNOVATING AWAY FROM FACTORY FARMING
Emma Slawinski, Compassion in World Farming
Factory farming represents a genuine threat to human life on earth, as well as being the biggest cause of animal cruelty on the planet. For decades campaign groups have work tirelessly to stem the tide of increasing intensification, through corporate and government policy. But as long as a desire for cheap meat continues to grow, factory farming will continue to spread. Across Asia the trend is clear, and the consequences are being felt through animal suffering, environmental damage and human health threats. To truly change human behaviour on this scale we need a new idea, a ‘game changer’ which creates a ‘new normal’ in terms of food consumption and production. How can we shift the eating habits of a mass of individuals, in a way that feels like a positive change without a sense of loss? Protein diversification may be the answer, or part of the answer. The animal welfare community needs to consider our reaction to this new phenomenon, and how it can spark a sea change for animals suffering in factory farms.

Emma first joined the animal welfare movement in 2011, having spent the previous 10 years campaigning on human rights issues. She became Compassion in World Farming’s Head of Campaigns and Advocacy in 2012, delivering campaigns on Common Agricultural Policy reform and on the implementation of the Sow Stall ban in the EU. Emma went on to become the European Programmes Director at World Animal Protection, returning to Compass as Director of Campaigns in 2016. Since returning the campaigns team at Compassion have secured a European Parliament vote to phase out the use of rabbit cages in farming, and been awarded for their work on antibiotic use in farming, which secured the opportunity for a ban on routine, preventative use next year. Away from Compassion, Emma is the founder of the Wasp Appreciation Society, and cares for an ex-racehorse and an elderly cat.
BUILDING VIBRANT VEGAN GRASSROOT COMMUNITIES

Shweta Sood, Senior Campaign Manager, Federation of Indian Animal Protection Organisations (FIAPO)

Farmed animals are the largest community of sentient beings ‘exploited’ for the sole purpose of human consumption. An assumed hierarchy of the ecosystem based on a speciesist understanding is commonplace, allowing for their treatment as non-living resources. Influencing human behavior is thus imperative to changing this relationship with Farmed Animals.

This is a case study of how vegan grassroots communities offer effective building blocks for an environment that is conducive to behavioral change for the society at large.

Today India stands at the cusp of a burgeoning vegan movement – from extremely active local groups for outreach, to a growing number of vegan restaurants, there are multiple indicators of its progression. In a large part, this growth has been aided through a well-reasoned and consistent effort to build vibrant local groups and communities to further compassionate choices.

A vibrant community is one that is multifaceted in nature –
1. It allows people pick and choose what methods and media suit their talents, personalities, preferences, and geographic locations.
2. It advocates for compassion, provides alternatives to make compassion accessible, making for a much smoother transition, exists digitally and physically.
3. Is under the process of constant upgrading and innovation.

Building such a community requires intensive investment in people so as to bring about sustainable ownership towards change.

In a large part, this community is built through
1. Building its capacity, through multiple skill share workshops, digital webinars and frequent visits.
2. Facilitating a dialogue between peers locally and nationally, through regular meetings and video conferences respectively.
3. Through building ownership for change by applauding creative ventures and offering the freedom to define the nature of their work that is in line with their philosophy of change
4. Through a constant upgrading and provision of outreach resources, ranging from basic leaflets to tablets for video outreach, financial grants and more.

This model has resulted in a cohesive and motivated group of activists, an example of which can be noticed in the case of Pune, one of our oldest cities, - Pune, that has held over 3 National Vegan Fests, boasts of 3 vegan restaurants, has financed for itself 10 tablets for outreach that are used weekly, and has a provision for non-dairy curd (a much craved delicacy in India) at a mere Rs.18 per packet.

India’s largest behavior change experiment so far, this methodology has been successful in creating an activist network of over 250 people across India who have reached out to out to 5.4 lakh people, experimenting with over 10 different modes of outreach.

Building vibrant grassroots communities is essential to the sustainability of activism in a country, a study of this dialogue could facilitate growth in other similar developing nations.
Namrata Anirudh has been working in the field of primate conservation for the past four years with International Animal Rescue Indonesia. She is originally from India, but moved to Indonesia after completing her MSc. in Applied Animal Behaviour and Animal Welfare at the University of Edinburgh. She conducted her research towards her master’s thesis on sleeping patterns and socialization in slow lorises under rehabilitation at the IAR centre. This is when she realised she had fallen in love with the species. She has since been working closely with the slow lorises reintroduction and post release monitoring team at IAR Indonesia and assisted in establishing the first systematic reintroduction programme for Bornean lorises in West Kalimantan. She has a bachelor’s degree in human psychology, film making and photography, and continued working with urban wildlife and stray dogs in India. Through her years of work and research with lorises, she realised that human psychology combined with animal behaviour proved its relevance in her field of work. Her passion doesn’t lie too far from her interests of hiking, diving, theatre and travelling. She enjoys writing, painting and sketching in her free time and loves any chance to be outdoors. She is also currently working towards starting her PhD in primate conservation.

Evolving Human Aspect of Human-Wildlife Conflict: India

Sumanth Bindumadhav, Humane Society International/India. Email ID: sbindumadhav@hsi.org

India has been synonymous with peace loving country for the longest period of time. Inadvertently, this has also implied that the people of the country are tolerant. By and large, while this might be true, tolerance for animals, especially wild animals, especially the ones living around human habitation is diminishing rapidly. There are still shining examples of people living side by side with wild animals without any conflict. In parts of rural Karnataka for example, there are instances when King Cobras (Ophiophagus hannah), the longest venomous snake in the world, enters a house accidentally. All the residents of the house resort to is to provide an escape hatch for the snake and carry on with their daily routine. The snake eventually moves away. In rural and urban Maharashtra, commoners are actively involved in monitoring and being aware of the population of leopards (Panthera pardus) in their immediate vicinity including basic understanding of behaviour- all in the interest of their own safety and the need to co-exist and share resources. Instances such as these however, are becoming increasingly hard to find. In the last decade and half, there is a steep increase in reports of human-wildlife conflict across the country; even reaching breaking point in some states/districts. With more and more reports flowing in everyday, the question arises- is conflict really on
the rise or is it just more reported now in the age of technology? Either way, the one common denominator in the whole equation of conflict is the increased intolerance of humans towards wildlife. While no study has been done to pin point the reason for reduction in the tolerance level, several calculated guesses can be made based on case studies and experience of field biologists. One of the most obvious reasons is the steady rise of human population and the pressure that puts on the ecosystem to provide resources that need to be shared between humans and wildlife- especially availability of land mass. Another reason that could be attributed to the intolerance is the ease of access to information and technology. Popular and regional media have in the recent past, played a major role in shaping the perception of people towards wild animals and conflict scenarios in particular as well. Yet another unspoken, less talked about reason for intolerance is the fact that while animals in conflict, people in conflict and conflict itself has been evolving over time, the government agency’s conflict management and mitigation techniques have failed to evolve at the same pace which has led to large scale animosity between humans and wildlife in several parts of the country. Rise in intolerance has resulted a change in human behaviour to a point where there is now a demand to eliminate the conflict animal completely as opposed to driving it back to its natural habitat as was practiced several years ago.

Sumanth Bindumadhav started working with wildlife at the age 12 by rescuing injured & displaced urban wildlife. After several such years, he started his own organisation after completing his degree in engineering. Along with two others, he ran the organisation for 3 years during which he played a crucial role in establishing protocols for re-uniting leopard cubs separated from their mothers, conducted capacity building programs for various divisions of the forest and police departments of Karnataka, Tamil Nadu and Kerala, trained several hundred officers of home guards, fire and emergency services in first response to wildlife conflict amongst other projects. He then moved on to work with renowned herpetologist Gerry Martin in The Gerry Martin Project. As an integral part of the team, he worked on setting up two field research stations, ran several experiential learning programs for children and adults and conducted workshops on safe snake handling for government officials. While at TGMP, he played a key role in the India wide snakebite mitigation program where along with Romulus Whitaker and Gerry Martin, he was an integral part of the team that did venom sampling trips across multiple states to study regional venom variation. In his current role as Campaign Manager- Wildlife for HSI/India, his focus is on sustainable human-wildlife conflict management solutions that are driven by the concept of co-adaptation at its core. He also leads a focussed drive against illegal wildlife trade across south Indian states and answers any other call that would alleviate cruelty to wildlife.

USING SOCIAL MEDIA TO CREATE VIRAL CHANGE

Leanne Fogarty, Society of Travelers Respecting Animal Welfare (STRAW)

Never before have organisations been able to connect emotionally with thousands of people in as little as five minutes. It is widely known that Twitter, Facebook and Instagram can help advocacy groups spread their message to the masses. But how can they harness the power of social media to actually reinvent the way people think about and treat animals?

This session will illustrate the methodology using examples from international animal welfare organisations, as well as the socially savvy Sangduen “Lek” Chailert, Founder of the Elephant Nature Park (ENP). She uses social media daily to encourage tourists to not ride elephants.

Every blogger or tweeter dreams of their post going viral. In reality, only a tiny percentage do. The author will outline the psychology of behavioral reform in individuals and groups, and how it relates to social media messaging. Attitudes, beliefs, family life, environmental influences, self-esteem and core values all play a part in shaping behavior. Certain aspects of social media including frequency, imagery, word play, tone and suggestion can dynamically influence opinion and behaviour.

The author is a volunteer and Elephant Ambassador with ENP, allowing her to share some of Lek’s secrets about influencing tourists’ attitudes to interacting with elephants. Ironically, tourists are often swayed to ride elephants because they wish to get the perfect shot for their social media post. To stop the riding, successful messages affirm the desire for a share-worth photo, but present elephant-friendly alternatives that achieve the same result.

The mind responds physically to different message tones. Positive messages produce positive emotions which stimulate the pre-frontal left cortex of the brain, dealing with creative thinking, cognitive flexibility, and new information processing. In animal welfare, it can be tempting to show powerful scenes of pain and abuse. But negative emotions light up the amygdala, triggering the fight or flight response with focus on the self, breaking concentration and blocking new information.

Social media users are primarily young, with limited attention spans and/or limited time. They want short, easy to read information. Subjects that work well for animal welfare are facts about the species, ways human behaviour can harm them, petitions for change and bona fide sanctuaries to visit. It is advisable to use no more than three numbers or percentages in a single post and address only one specific subject per post.

By emulating successful social media writers like Lek from Elephant Nature Park, animal advocacy groups can utilize this powerful resource to improve human behavior and thereby change the welfare of countless animals for the better.
SAFE RELEASE OF BYCATCH OF ENDANGERED, PROTECTED AND THREATENED (ETP) SPECIES IN PAKISTAN THROUGH CREW BASED OBSERVER PROGRAMME OF WWF-PAKISTAN

Muhammad Moazzam Khan and Muhammad Iqrar, WWF-Pakistan, 46-K, PECHS, Block 6 Karachi 75400, Pakistan (mmoazzamkhan@gmail.com)

WWF-Pakistan initiated an observer program in October 2012 with the aim to collect information about tuna fisheries and its bycatch. The uniqueness of this program is that captains of the tuna fishing boats were assigned the role of the observers. The crew based observers program not only became a source of scientific data about tuna and bycatch species but these fishermen were trained to record information about endangered, threatened and protected (ETP) species. It was observed that most of the ETP species die due to either entanglement in the gillnet or die during the disentanglement process. While throwing back these ETP species no care was taken by fishermen and poor animals used to be tossed overboard resulting, in most cases, to their death. The crew based observers were then trained by WWF-Pakistan first to disentangle ETP species while still in sea if for brought on board, then properly remove them from the net and gently release them in the sea so that may not be stressed. Since the start of crew based observer program, so far released 67 whale sharks, 48 mobulids, 26 sunfish, 6 dolphins, one finless porpoise, 5 whales, 29 sea snakes, 9 seabirds and thousands of marine turtles are safely released. Following the example set by Muhammad Iqrar, a number of fishermen have started releasing ETP species and it turned into a major conservation initiative in Pakistan through which a large number of these animals are safely released.

MEASURING CHANGES IN GREAT APE WELFARE AND CONSERVATION AWARENESS VIA DIGITAL HUMAN-ANIMAL INTERACTIONS

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Growing empirical studies support the evidence that captive animals have improved welfare when they are provided with choices and can exert control over their environment.1 Previous studies have shown that orangutans (Pongo spp.) and chimpanzees (Pan Troglodytes spp.) can successfully interact with touchscreen digital media devices2, such as the iPadsTM, but there has been little previous research examining what types of digital enrichment activities they prefer and if this freedom of choice affects their welfare.

1 Cocks, L. (2007)
3 Claxton (2011)

This research not only studies the effect of free-choice digital enrichment on great ape welfare, but looks at its effects on Human-Animal Interaction (HAI). The ability for the general public to have direct interactions resulting in shared experiences with non-domestic animals are rare, or otherwise costly. Digital platforms allow cost-effective and safe environments for positive HAI to occur, and in turn allow positive human-animal relationships to develop. And it is these relationships that can develop vested interests in not just the captive animals they interact with, but also their wild populations. Interest and information, together with conservation messages can help shape and influence conservation attitudes and awareness, ultimately leading to conservation actions.3 The first portion of the study was conducted in Seoul Zoo, South Korea.

As technologies develop, there will be increasing opportunities for such interspecies interactions, and it is important to develop a fundamental understanding on these interactions for the improvement of both great ape welfare and human conservation awareness.

As reflected in her current research, Nicky Kim-McCormack comes from a multi-disciplinary background. An ex-digital media professional in Sydney and New York City, Nicky is now utilising her skills in the animal welfare NGO and research space. Upon completing her Masters in Wildlife Management at Macquarie University in 2014, in 2015 Nicky was admitted into Australian National University’s MPhil (Bio-Anthropology) program before her early nomination into her doctoral research. Nicky is interested in great ape behaviour, welfare, and human-animal interaction influencing changes in conservation attitudes, using digital enrichment techniques. Her recent publication in Applied Animal Behaviour Science highlights her dedication to this emerging field. Her multi-cultural background, inspires her to pursue comparative studies in conservation attitudes across multiple geographic regions.
With her passion for animal welfare and conservation education, Nicky continues to utilise her professional and academic skills for various national and international animal welfare NGOs, including Royal Society for the Prevention of Cruelty to Animals, IFAW and Jane Goodall Institute (Australia), where she held various roles including managing campaigns, fundraising, strategic development, and operations/finance.

AT THE INTERFACE OF INDIVIDUAL WELLBEING AND SPECIES CONSERVATION: CHILD DEVELOPMENT IN APES

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As habitat conversion continues to drive down numbers of free apes, restorative conservation becomes ever more important. So far, restorative approaches – the Rescue, Rehabilitation and Re-introduction (3R) of wild-caught apes - have been considered an unimportant and dubious conservation tool, despite the immense attention they receive in the lay public and the vast amounts of money donated for it. The outcome of re-introductions of rehabilitant apes has not always been scientifically documented, leading to a dearth of information regarding survival and reproduction of re-introduced apes. For orangutans, several years after release disappearance rates can reach 80% (Russon 2008). Survival and reproduction are but poor welfare indicators, no longer deemed acceptable to judge Animal Welfare in research laboratories or zoos. Yet they are still the most ubiquitously used indicators in restorative conservation. Range country authorities in charge of apes do not require documentation of welfare indicators in the course of rescue, rehabilitation and post re-introduction, and programmes do not volunteer them, neither to donors nor to the authorities.

3R programmes also do not routinely implement the findings from captivity, especially where it concerns the rearing conditions of orphaned apes. This is sometimes put down to different goals: re-introduction to the wild for 3R vs. life-long habitat conservation for humans. It should be noted, however, that emotional instability and social incompetence are disastrous in captivity as well, but ecological incompetence can be compensated by human care.

The two most important sources of death and suffering after re-introduction are 1) undue reliance on humans and 2) lack of ecological skills of rehabilitant orangutans. Ecological skills can be acquired in forest schools, which are used by most 3R programmes today. Human orientation and reliance on humans for food and physical comforts result from contact with humans during rehabilitation, and are exacerbated where orphans are exposed to many humans anonymously, with humans during rehabilitation, and are exacerbated where orphans are exposed to many humans anonymously, such as volunteers or tourists. Yet it is also well-known, and has been abundantly documented, that immature primates need attachment figures to develop normally (e.g. Suomi & Leroi 1982). Emotional stability and adequate self-reliance are pre-requisites to the development of social as well as cognitive competence. In this paper we call for an enlightened approach in 3R programmes, one that does not fall short of employing the insights painstakingly acquired in zoos, laboratories and ex-situ sanctuaries with generations of inadequately kept apes, as well as by decades of field studies of free apes. In the course of the extinction crisis ape refugees lose their individuality, but there is no excuse to let this continue after their acceptance into a 3R programme. As animals with slow life histories non-human apes are predisposed to individualised care, just as their human cousins.

CONSERVATION EDUCATION AND OUTREACH, THE SUSTAINABLE EFFORT TO UNDERSTAND LOCAL KNOWLEDGE AND PERCEPTIONS TO AID IN FUTURE CHANGE TOWARD BORNEAN ORANGUTANS (PONGO PYGMAEUS)

Dwi Riyani, Karmele L. Sanchez, Gail Campbell-Smith, International Animal Rescue Indonesia

Human overpopulation is among the most pressing environmental issues, aggravating the forces behind global warming, environmental pollution, habitat loss, mass wildlife extinction, and many more. The relationship between population growth and environmental degradation may appear to be rather straightforward - more people demand more resources and generate more waste. Clearly one of the challenges of a growing population is that the mere presence of so many people sharing a limited number of resources strains the environment and the wildlife. The loss of habitat, illegal use of wildlife, overexploitation of resources, and lack of conservation awareness, have a negative impact on biodiversity and ecosystems. These problems are directly linked to the existence of endemic animals like orangutan.

Conversion of forest to agricultural land and human encroachment into orangutan habitats leads to increasing numbers of human-orangutan conflicts, consequently rapidly decreasing their numbers across Indonesia. Bornean orangutans decreased by more than 60% between 1950 and 2010, and a further 22% decline is projected to occur between 2010 and 2025 (http://www.iucnredlist.org/details/17975/0). International Animal Rescue (IAR) has more than 100 individual orangutans undergoing rehabilitation in their centre with increasing intakes every year. Thefore to tackle these escalating numbers, we have a multilayer Education and Outreach program. Based on 12 months of data, IAR’s Education and Outreach program was able to develop projects that best suited the local peoples needs, for example, after-school green curriculum, conservation camps for scouts, integration of conservation, religion and ethnicity, and many more. By using Pre and Post -test as the indicator of information retention and knowledge change in students during our events, we recorded a 75% positive change in students’ knowledge toward the regulation of protected animals in Indonesia, a 56% increase in knowledge toward endemic flora and 80% of the local youth understood that it was illegal to keep orangutans as pets. Also 30% of our local Conservation Cadre have actively joined and undertook conservation events independently of IAR’s programmes. By
engaging and encouraging the younger generation to be future conservation leaders, the future of the orangutan (and other wildlife) is safeguarded for forthcoming generations.

I have a bachelor of chemistry education from Tanjungpura University, and has worked for IAR since June 2015, after completing internships in Australia and South East Asia. I bring my considerable experience, drive and passion to an education projects, developing and overseeing an activities to raise awareness of orangutan conservation issues in West Kalimantan. Working majorly with the students, rural community and government giving me a new challenge to be engaged with them while trying to changing their perception toward orangutan conservation. Different segmentation just make an education activities need to do a broader perspective to reach the goal.

Another than that, I also finished some trainings while working with IAR, one of them was Young South East Asia Leader Initiative for environmental issues topic in Hawai’i USA. Meeting with 21 youth from all over South East Asia enhanced my passion to do more innovative education program to tackle the problems in my regency. This opportunity in AFA will give me more inputs to do more improvements as well to our current activities in IAR.

SAVING MOUNTAIN FROGS (PAHA) BEFORE IT’S TOO LATE; CONSERVATION EFFORT AT MANASLU CONSERVATION AREA, GORKHA DISTRICT, NEPAL

Biraj Shrestha, Research Officer, Resources Himalaya Foundation, biraj@resourceshimalaya.org, thepristinewoods@gmail.com
SAVE THE FROGS! Task force, Email: biraj@savethefrogs.com

Frogs are cold-blooded vertebrates that have moist, scale less skins and hugely depend upon water bodies for survival. They offer variety of significant roles that ensure ecological balance in nature on one hand while their association with human cultures have placed frogs uniquely to be revered in course of civilization on the other. However, frogs worldwide are under massive threat since last 40 years with more than 200 species gone extinct forever and about one third of the total amphibian species seriously threatened with extinction. In Nepal the stream dwelling frogs, locally called ‘Paha’ are often hunted down for consumption by local communities in most of the mountainous regions, including Manaslu Conservation Area of Gorkha district, Nepal.

Local people collect Paha from the genus ‘Amolops,’ ‘Nanorana’ and ‘Ombrana’ from nearby rivers and rivulets. The frog’s meat is considered a local delicacy, free of cost, and is presumed to have health benefits. Hunting frogs is also considered a mode of recreation in remote villages. Local use of paha has been rampant in most of the mountainous regions of Nepal from time immemorial, which spells grave danger for frog survival as the Nepalese human population is growing rapidly. Lower reaches of Manaslu - Sirdibas and Bihi villages have the dire problems of paha collection for local consumption from male members in the community. People opined it’s their unparalleled taste, protein supplement, medicinal benefits and recreational value that tempts them to wander nearby streams.

This project helped to set up amphibian conservation initiative in Manaslu through a blend of research and conservation education activities. We conducted amphibian survey, collected ecological data and threat information, mapped spatial distribution of paha occurrence, educated the local community about amphibian conservation and raised efforts to empower the local community in stream frogs’ protection during the initial phase. In our follow-up visit, we held Amphibian Conservation Dissemination Workshops at four out of seven Village Development Committees (VDC) of Manaslu. We distributed paha conservation posters prepared in Nepali language to the villagers. In collaboration with locals, we supported the formation of Amphibian Conservation Groups who shall safeguard the stream frogs of Manaslu from hunting and help us to achieve our mission of paha conservation.

The outreach programs were appreciated at first place by the community since it was a unique chapter for them but equally requires long term monitoring and continual support to change people’s habit in exploiting paha of Manaslu.
amphibians, specifically FROGS across the country since 2012. He’s been advocating for frog conservation issues in Nepal through observing Annual Save The Frogs Day in different regions of the country. He won three Save The Frogs Day award till now and is a longtime volunteer for the US based amphibian conservation organization – SAVE THE FROGS! In addition, he has been successful for achieving a number of grants for his frog related endeavor in Nepal, namely ‘The Mohamed bin Zayed Species Conservation Fund; SAVE MANASLU’S FROGS! Research Expedition Fund, Rufford Small Grants and Seed Grant from The Pollination Project.

In April 2017, Biraj won a Future Leader of Amphibian Conservation Award to participate in Amphibian Conservation Research Symposium (ACRS) at Canterbury, UK making his second out of travel from the country. He joined Resources Himalaya Foundation as a Research Officer in February 2017. Currently, Biraj is studying the Data Deficient (DD) endemic Rara lake frogs in Rara National Park of mid-western, Nepal.

## THE POWER OF PHOTOGRAPHY AND VIDEOGRAPHY TO INSPIRE ACTIONS IN SUPPORT OF ORANGUTAN CONSERVATION

Heribertus Suciadi, Karmeke L. Sanchez, International Animal Rescue Indonesia

Photography and videography are very effective ways of delivering a message to an audience. In the era of social media, the importance of an image is greater than ever and can be used as a powerful tool for sharing information, raising awareness, educating, campaigning or fundraising. Through the eyes of a good photographer, reality can be framed to deliver a certain story and a message, and even strengthen the message itself. A compelling image with a great story behind it can move people to act. That action can be to make a donation, sign a petition, or to take some other positive action in support of orangutan conservation and welfare.

## SHARING THE SKY: EMPOWERING LOCALS TO PROVIDE RELIEF FOR BIRDS DURING MAKAR SANKRANTI (KITE FLYING FESTIVAL) IN GUJARAT AND RAJASTHAN, INDIA

First Author: Diane Treadwell
Second Author: Deborobro Sircar

The kite festival of Uttarayan or Makar Sankranti is one of the biggest festivals in north-western parts of India. Kites of all shapes and sizes fill the sky during these two-day celebrations in the month of January, marking the arrival of spring in India. The harmful, often overlooked consequence of this celebratory festival is that thousands of birds get injured or killed as a result.

The tradition of kite flying dates back to the kings and royalties who found the sport entertaining and a way to display their skills and prowess. Over a period of time, the sport became popular and began to reach the common mass. In the state of Gujarat and Rajasthan especially, it is celebrated with a lot of fanfare and excitement. Using a razor sharp (glass coated) nylon string called “Chinese manjha”, a stronger variant of traditionally used cotton thread manjha, kite flyers engage in aggressive midair battles. The unfortunate consequence of these battles is that the sky becomes a death trap for a variety of bird species. Birds in flight fail to notice these manjhas and as a result, many become entangled. The subsequent injuries included deep cuts, mutilation of wings, fractures, nerve damage, ligament damage, and in many cases death. To make matters worse, the festival coincides with the arrival of migratory birds, some endangered, raising the number of casualties. Injured birds leave their fledglings starving, further impacting critically low numbers. As more kites compete for space in the skies, the number of injuries and deaths will continue to increase unless a change in behavior within the local population takes place.

To minimize the suffering and loss of life to both residential and migratory birds, International Fund for Animal Welfare (IFAW), Wildlife Trust of India (WTI) and local rescue groups have partnered together since 2014 to foster an environment for positive change. Through specialized training workshops and veterinary camps, we have increased the capacity and capabilities of local rescue groups to respond, handle, transport, treat and rehabilitate injured birds. Working alongside local humane organizations and government agencies, we have raised awareness of the threat to bird populations and increased the likelihood of their survival. This has allowed us to set the stage for change through direct community involvement including education programs with local school children and community outreach programs, both which aim to empower local citizens to promote accountability and prevent further damage to vulnerable bird populations.

Working collectively, we have begun to reduce the adverse effects associated with this man-made disaster. Only by increasing awareness, integrating best practices and building a climate for change have we been able to establish a solid platform for lasting results. Changing human behavior is the key to ensure that the skies are free from threats for the safe passage of birds during Makar Sankranti.

Diane Treadwell is an Independent Contractor and Consultant for the International Fund for Animal Welfare specializing in Disaster Response. Serving as team lead, Diane is responsible for assessing the impact of both domestic and wild animal populations affected by man-made and natural disasters around the world. Most recently working on the island of Dominica, after hurricane Maria, collecting data and evaluating the impact of the category 5 storm on the Sisserou (Imperial) and Jaco (Red-neck) parrots, both of which are endemic to the island.

In addition to her work with the International Fund for Animal Welfare, Diane has over 20 years of experience working hands on with animals as a Veterinary Technician, Animal Control Officer and as a Wildlife Rehabilitator - focusing primarily on Wildlife Rescue, Rehabilitation and Release.
CREATING AN ENVIRONMENT FOR CHANGE: TOWARDS A HIGH IMPACT AND RESPONSIVE MOVEMENT FOR ANIMALS

Norma Alvares, Chairperson, Federation of Indian Animal Protection Organisations

The Indian Animal Protection Community is at the cusp of development – as is natural at such a time, some ways of work are just beginning to take shape – vegan advocacy, online activism, etc to name a few, while some have stood the test of time – sheltering, ABC. Some need immediate checks – jallikkattu, UP slaughterhouse ‘ban’, while others need to be brought more to the limelight – Legal action on animal abuse, apathy of dairy animals...

In the myriad directions we want to take – our responses can often be knee jerk, or remain unquestioned for times to come (that’s one problem). With such diversity of work, also comes diversity of thought and a diversity of opinions- all taking us further from our intended goal – to create a united front for animals that delivers the most powerful punch it can.

What FIAPPO aims is to deliver is this punch – a high impact well connected movement that is

a) talking and picking the issues that are important and thinking of systematic ways to do it
b) developing innovative solutions to old problems where systems are failing us
c) Developing a behaviour of responsiveness to ensure emergencies are addressed swiftly

We do this in multiple ways –

a) By running focused campaigns on issues that are neglected but are showing emerging trends and crises – Rabies Free India, First Aid for street animals, Vegan Education, Dairy campaign
b) creating a shared platform – linking 200 + organisations across India to work together- and we cement that with a commitment to push for deeper networking by artfully choreographing situations where connections can unfold and capacities be developed. Our 3 day intensive bootcamp trainings are one such example.

Through an amalgamation of these two – we hope to achieve a movement that has

a) a strong foundation to tackle issues that come its way, and actively remedy problems where they exist
b) stronger implementation of laws and a mechanism to advocate new ones so that the foundation has something to powerful to work with.

HUMAN BEHAVIOUR CHANGE FOR ANIMAL WELFARE: FROM GRASS ROOTS TO IVORY TOWERS

Bacon, H., 1 Walters H.1, Langford, F1,2, and Dwyer, C.1,2

1Jeanne Marchig International Centre for Animal Welfare Education, Royal (Dick) School of Veterinary Studies and the Roslin Institute, University of Edinburgh, Easter Bush Campus Roslin, EH25 9RG
2Animal behaviour and Welfare Research team, Animal & Veterinary Sciences, SRUC, Roslin Institute Building, Easter Bush, Midlothian EH25 9RG

Many animal welfare NGOs around the world run apparently excellent programmes focussed on improving the lives of animals – but how effective are these programmes at instilling long-lasting human behaviour change? Is this approach necessary for the continuing success of NGO programmes? And how can NGOs better plan their programmes to ensure that they achieve the desired outcomes?

This presentation will explore the value of the interface between academic rigour and NGO practicality, using real-world examples to highlight how human behaviour change can be achieved through the development of collaborative relationships between grass-roots NGOs and academic partnerships. Case studies from the outreach work done by the Jeanne Marchig international Centre for Animal welfare Education, will highlight collaborative practical and culturally appropriate solutions to challenges such as companion animal euthanasia, dog welfare in population management programmes, and zoo animal welfare problems in Europe and Asia. In most cases understanding cultural and logistical barriers, encouraging a reflective approach, and re-framing the perceived problem have led to demonstrable success in achieving the aims both of the JMICAWE, and of NGO and industry partners.

This presentation will highlight the potential benefits and pitfalls of partnerships, providing a framework for moving forward and developing collaborative solutions to the challenges of changing human behaviour to improve animal welfare.

PSYCHOTECH: PSYCHOLOGY X TECHNOLOGY

Andy Koh, Founder, KindMeal.my & PetFinder.my

With the proliferation of Internet, smartphones and social media, there exists tremendous opportunities in bringing welfare efforts to greater heights.

Our organization focuses on developing technology platforms in Malaysia to foster a compassionate and harmonious society. We would like to share some strategies applied, with positive results over the past 9 years. Our core strategy is comprised of 2 key elements: understanding our audience’s psychology, and appealing to their interests with technology.

Pet welfare has been our starting point, as most people have stronger affinity with dogs and cats compared to farm animals or environment. Furthermore, with our country’s diversified culture, it is important to find common grounds that unite the people regardless of age, gender, race or social status. It is also easier to receive media support from this angle. Thus, our first objective was to build a critical mass of pet lover audience.

Our first platform, PetFinder.my, was launched 9 years ago, to help find homes for stray animals, educate pet owners and provide an effective collaboration platform for shelters, rescuers and animal lovers. Our aim is to bring homeless animals right to the fingertips of people, offering better choices and convenience.

A 3-tiered strategy govern our platform: short term, by boosting pet adoption rate; mid term, by encouraging sterilization to reduce stray population; and long term, via a range of creative educational campaigns. Numerous experiments and analyses were conducted to identify effective strategies that appeal to the people, both technologically and psychologically. Currently, 160,000 animals are featured on PetFinder.my, with 36,000 having found loving homes.

3 years ago, the market was ripe in Malaysia to bring animal welfare to the next level. We launched KindMeal.my, a meat-free lifestyle platform encouraging people to reduce meat consumption to save animals, health, environment and money. Our target audience is young, tech-savvy people who...
love 3 things: good food, great deals, and sharing food photos. KindMeal combines these elements into a fun, engaging food lover community that benefits restaurants, diners and ultimately — animals and environment. Any restaurant or café can join KindMeal for free, as long as their menu has meat-free options. Diners can download free discount coupons, and sharing the deal on social media doubles their discount, while effectively encouraging friends to try meat-free meals and promoting the restaurant. Food lovers can also conveniently discover delicious food and interesting restaurants across the nation, share reviews, recipes and learn from educational articles.

Psychology-wise, we sparingly use the terms vegetarian or vegan, opting for “meat-free” instead, as it better conveys a cool lifestyle rather than labels that sound dictative. We also prefer to feature fun articles and videos of intelligent animals rather than gross ones, and we never condemn meat-eaters. This provides subtle, positive reinforcement that fares better among young people — nudging them towards a better, achievable option while they understand and enjoy the process, rather than compelling them on what to do.

We also collaborate with other NGOs such as Jane Goodall Institute and Roots & Shoots, playing a supporting role in empowering, engaging and educating communities with technology platforms.

Kindly refer to our conference presentation for further details on our strategies.

**HUMAN BEHAVIOUR CHANGE WITHIN YOUR ORGANISATION: THE VALUE OF DEVELOPING A MOTIVATED AND IMPACTFUL WORKFORCE**

Lucy Marsh, University of Manchester

When considering how we could influence human behaviour in order to improve animal welfare, our minds automatically judge the actions of ‘others’. We consider the cruel owners who keep their dogs on chains, the bricklayers who work their equines until they have deep saddle- sores, and the street artists who abuse their primate performers. Little-often is genuine consideration given to how our own actions, as managers and staff within animal welfare organisations, may be effecting the welfare of the animals in our care. Why would it? We are in the animal welfare ‘business’; we do not abuse animals.

Based on empirical evidence gathered during research for an MSc dissertation, this presentation offers observations on the behaviour of managers and staff within anti-rabies and animal birth control projects. Details will be given as to how human behaviour in these contexts has been observed as negatively impacting the welfare of animals within shelters, via the management styles and Human Resource policies adopted. A commonly found theme is that the negative treatment of animal welfare staff directly reduces motivation for high performance. In turn this impacts the welfare of the animals in their care, on occasions to levels of severe neglect.

This presentation will encourage animal welfare practitioners to look within their organisations and examine how their own human behaviour, as well as that of their staff, may need to be altered. Suggestions will be made around how staff can be motivated and developed in order to provide an excellent level of care to animals, ensuring that high welfare standards are met, and that projects can be as impactful as possible.

Only when an organisation truly cares for its people will it be able to meaningfully alter the human behaviour within its local community. This presentation advocates this view, and promotes methods for achieving it.

Lucy is a postgraduate student at The University of Manchester in the UK, studying MSc Management and Implementation of Development Projects. Her research interests lie within the intersections between animal welfare and human development, her focus specifically being how projects can be designed and implemented to benefit both human and non-human lives.

Lucy’s postgraduate thesis presents empirical research on the efficacy of current anti-rabies projects in India. Levels of community participation, the effect of management practices, and the likelihood of project sustainability were analysed in order to draw conclusions surrounding how projects may be improved. Human behaviour findings from this research are given in her presentation.

Aside from studying full-time, Lucy also works as a Fundraising Officer for Dogs Trust in the UK. She is a regular foster parent to dogs and cats who are in need of temporary care, and has travelled extensively in India and Sri Lanka.

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**CASTING OFF THE GREAT CHAIN: HOW COSMOLOGY AFFECTS HUMAN TREATMENT OF ANIMALS**

Wolf Gordon Clifton, Animal People

While isolated acts of cruelty to animals can easily be blamed on ignorance or sadism, mass exploitation and abuse of animals by society at large would not be possible without a cultural worldview to justify it. Notions of human superiority over other species are found in many cultures. However, the Western concept of the “Great Chain of Being,” which depicts humans as naturally or divinely appointed tyrants over the rest of the animal kingdom, is one of the most extreme, and easily the most influential in modern times. First proposed by Aristotle over 2,000 years ago, Great Chain cosmology was later embraced by generations of philosophers, religious leaders, and scientists alike, influencing all areas of human culture. Today, it has led not only to mass exploitation of animals almost unimaginable in its scale and cruelty, but to major extinctions, environmental destruction, and even the risk of societal collapse due to climate change within the foreseeable future. This presentation will explore the history of anthropocentric cosmology from ancient times up to the present, and how it continues to inform human behavior despite having been debunked by modern science. It will highlight the obstacles it poses to animal protection and liberation, including within the movement itself. Finally, it will present alternative worldviews based in science, philosophy, and spirituality that could guide a more enlightened way of relating to other creatures and the natural world.
Soon, the Government of India mandated the use of validated OECD non-animal methods and prohibited the infamous and obsolete “Draize” rabbit eye test for drugs. This was followed by the end of repeat animal testing for drugs which were tested outside of India. The impact of HSI’s #BeCrueltyFree campaign has not been limited to India: our efforts have spanned more than a dozen leading beauty markets worldwide, helping to drive 37 countries to ban testing and/or trade in cruel cosmetics, with another 10 or more similar laws currently under discussion. When India was banning animal testing for cosmetics, it did not go unnoticed by regulators in China. Whether it’s a peaceful rally on the streets of Beijing or political lobby meetings in government buildings, the #BeCrueltyFree campaign is initiating serious discussion on cosmetic testing on animals, often for the first time. It isn’t about something happening in the West anymore; cruelty-free beauty is very much a local issue, and one that consumers are becoming increasingly vocal about. For example, a public opinion survey in Taiwan found that 70% of consumers were in favour of a ban on animal testing for cosmetics. Since then, Taiwan has already banned animal testing for cosmetics; Korea has banned the sale of cosmetics which has been tested on animals where alternatives exist, and China has agreed to remove pre-market animal testing requirements for domestic non-special-use cosmetics. And that’s just the highlights. Ending animal testing for cosmetics is only the beginning; HSI’s plans are bigger and with change in the air, there is only a better planet for the future of animals in laboratories.

**INDIA’S COSMETICS ANIMAL TESTING AND TRADE BANS – CREATING AN ENVIRONMENT FOR CHANGE**

Alokparna Sengupta, Humane Society International

In 2014, India made history as the first south Asian nation to prohibit all animal testing for cosmetics (including ingredients) as well as the import of newly animal tested cosmetics from other parts of the world. Humane Society International’s #BeCrueltyFree (BCF) campaign in India was a success and reached a completion. However, the campaign had created something more – an environment for change, not only from the point of view of the public but also the government. The inherent regulatory inertia which stopped the Government of India from even thinking about animal testing alternatives suddenly shifted and the regulators not only started listening to us, but also pro-actively asked for recommendations to update and modernize regulations for various products. The public, be it students, young working professionals or of the older generation, were identifying with the causes and talking about an issue that is often ignored because it is for the greater good of humanity. The lessons from the whole process for amending the regulation for safety testing of cosmetics changed the concepts of animal science ingrained in the regulators’ minds.

The lessons from the whole process for amending the regulation for safety testing of cosmetics changed the concepts of animal science ingrained in the regulators’ minds.
EDUCATION FOR COMPASSION

PEDAGOGY AND PLANNING: HOW TO IMPLEMENT AN EVIDENCED BASED EDUCATION PROGRAMME TO MAXIMISE IMPACT

Anna Baatz, Dogs Trust

With the United Nations Sustainable Development Goals calling for global focus on citizenship education within the school curriculum of every country by 2030, there has never been a greater time to develop and grow your animal welfare education programme. Thus influencing human behaviour change of the future policy makers and citizens of your country.

Key teaching and educational planning approaches are too often overlooked by animal welfare education programmes in the speaker’s broad experience. Tools such as project monitoring, assessment and impact evaluation that are fundamental to meeting the goals of education strategy. Measurement frameworks for education programmes are often overlooked by animal welfare organisations as too challenging to implement. This presentation aims to demonstrate how this need not be the case; measurement can be both achievable and not overly resource heavy. The need for an evidenced based approach not only serves as an assessment of your effectiveness, but also provides a solid platform of impact indication from which to apply for further funding and development.

The presentation will explain how even without a teaching background, one can utilise basic educational assessment tools used every day by teachers in classrooms across Asia and all over the world in order to maximise the effectiveness of educational delivery to children and adults alike. It aims to make evident to delegates the need to view education as a more complex and influential beast than simply a “chalk and talk” approach to a classroom full of children.

This presentation will make a strong case for effectively planned and outcome focussed youth education being potentially one of if not the most sustainable, effective and scalable interventions in the field of human behaviour change for animal welfare. An element that should not be treated as an NGO side-line, but rather a powerful and impactful cog in the wheel of your animal welfare pursuing activities.

1. United Nations Sustainable Development Goals: SDG 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, (through education promote) a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.

SDG 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Anna has worked as an Education Officer for two leading UK animal welfare charities for the past five years; Blue Cross and for the last four years as a senior Education Officer for Dogs Trust, where she is lead on the department’s monitoring and evaluation strategy. She has also recently worked as freelance education consultant for Human Behaviour Change for Animals on their impact evaluation e-learning course. To date she has delivered over one and a half thousand animal welfare themed outcome focussed workshops to tens of thousands of children and young people within schools and learning establishments.

Asia specific, Anna has delivered and supported education strategy for animal and nature conservation NGOs in both India and Malaysia. Currently she is building an Impact Evaluation Framework for TOLFA in Rajasthan, India, and previously has implemented a new education programme for another small animal welfare NGO in Haryana, India. Within Dogs Trust she has also facilitated training in education delivery to animal NGOs from all over the world alongside Dogs Trust Worldwide.

A certified teacher with over fifteen years’ education delivery experience, she is currently completing a Masters degree in Educational Planning, Economics and International Development at the world renowned UCL Institute of Education. Within this her research focusses heavily on impact evaluation methodology; skills she hopes to continue to utilise to support animal NGOs specifically in low and middle income countries to aid the formulation of solid and well planned animal welfare education pedagogy and strategy.

From a veterinary family, Anna is outright passionate about animal welfare but equally the importance and power of inclusive and evidence based educational practice in order to drive positive behaviour change and address any animal welfare issue.

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THE MIGHTY PEN: CHANGING PUBLIC OPINION AND POLICY THROUGH LETTERS TO THE EDITOR AND PRESS STATEMENTS

Wong Ee Lynn

Effective animal rights and protection advocacy strategies must aim to effect long-term social change at various levels, including increasing community awareness on animal rights and welfare issues, improving governmental response to animal cruelty issues and influencing law and policy making. Letters to the editor and press statements are powerful advocacy tools that have the potential of reaching wide strata of society, and yet they are often insufficiently utilized by animal rights organisations and activists. The opinion pages are among the most frequently read and shared sections of news sites. Newspaper editors often track the number of letters received and comments on the letters posted in their news sites as a way of gauging public interest in an issue.
CONDUCT HUMANE EDUCATION PROGRAM TO FOSTER POSITIVE ATTITUDES

To examine ways in which animal rights activism in Asia can capitalise on the influence and reach of letters to the editor and press statements, and draft letters to the editor and press statements that are of quality and have a higher probability of being published, read and responded to. Subtopics covered in this presentation include (1) basic guidelines on drafting effective letters and press statements, (2) drafting impactful introductions, (3) addressing and reaching out to the target readers, (4) refuting the arguments of detractors and opponents, (5) conducting research and checking references, (6) proposing alternatives and solutions, and (7) following up after publication. Ultimately, this presentation aims to equip readers with the knowledge and skills to effectively apply leverage on the accessibility and prestige of mainstream newspapers and news sites to inform and advocate for animal rights.

I am a Malaysian lawyer with over 25 years’ experience in activism, rescuing animals and volunteering with at least 15 environmental and animal welfare and rights organisations. I have written over 200 Letters to the Editor on environmental and animal rights issues over the last 20 years, some of which have resulted in policy change, including the banning of the use of bullhooks and machetes at the Kuala Gandah Elephant Sanctuary and the elimination of styrofoam products at Zoo Negara (Malaysia’s National Zoo). I have conducted workshops on animal welfare legislation, rendered a TEDx talk on volunteering, won numerous awards for writing and been interviewed by local newspapers and magazines about my activism and volunteer work.

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REACHING CHILDREN AND YOUTH IN NEPAL: CREATING HUMAN BEHAVIOR CHANGE THROUGH HUMANE EDUCATION

Angeela Shrestha, Project Humane

An estimated 22,500 stray dogs live in Kathmandu, Nepal. The majority of Nepalese have misconceptions concerning these dogs and consider them a nuisance. Residents and municipalities in the past have resorted to killing street dogs inhumanely by poisoning or beating them to death for fear of spreading rabies. It’s estimated that annually, 10-100 people, most of whom are children die of the disease and 35,000 are treated for dog bites. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs. The community isn’t educated on animal welfare, so people fear to approach or kindly treat stray dogs.

However, little attention has been given to offering dog-focused humane education programs in schools for children, which is a key to ending animal cruelty and creating a generation of caring society. Studies show that humane education can foster empathy in children and prevent animal cruelty, thus changing their attitudes and behaviors toward humane treatment of animals.

To fill this gap, we initiated our venture Project Humane to conduct humane education program to foster positive attitudes among students toward stray dogs and break the negative stigma surrounding them. We mentor students to become animal welfare ambassadors while teaching them to interact safely with dogs, prevent animal suffering by responsible pet care and take an active role in providing hope to animals in our community.

Since 2015, we have taught 4,500+ students through one-time education presentations. We assessed the program’s efficacy through a qualitative analysis (comparison of children’s pre/post session notes). Results indicated that the intervention impacted positive changes in children’s knowledge and attitude toward dogs.

We further wanted to investigate our program’s impact on children’s behavior. Research shows that repeated humane-education visits are more effective than intensive, one-time visits. Hence, we designed a program for Class-9 which included four in-class lessons (2 hours) during a week and incorporated a dog-shelter visit. Through presentations, videos, interactive discussions and visitor speakers, students learnt about animal welfare issues mainly focused on stray dogs. During the program, children’s attitude/knowledge was examined through pre/post reflection activities like Jeopardy quizzes, writing assignments, group work/presentations and discussion activities. Positive changes were seen.

After program completion, one of the participating students adopted two dogs from the shelter we visited. The students formed an animal welfare club in school to spread the word about animal issues and shared their learnings in the school assembly. These instances can be taken as evidence of behavioral changes in students toward stray dogs.

Some limitations of the study were that we were unable to measure their attitude and behavior quantitatively in the classroom, and elsewhere. Hence, future studies can incorporate a quantitative method and also investigate long-term effects of such programs. The study could also be replicated with a larger sample size, and comparison study could be done.

Reference


Angeela Shrestha is the founder of Project Humane Nepal, a humane education organization based in Nepal. She received a Bachelor’s Degree in Marketing from Kathmandu University and a Master’s Degree in Communications Research from The University of Nebraska at Omaha. Angeela has been active in the area of animal welfare, mainly in street dog welfare and humane education in Nepal since 2014. Her international experiences include coordinating service learning projects for Nebraska Humane Society and Omaha community schools and universities.
and participation in Clinton Global Initiative University (CGIU) and Humane Society conference. The CGIU honored Shrestha by acknowledging her humane education and care project as a ‘commitment to action’ at their 2015 and 2016 annual conference. She was also awarded ‘New Manager of the Year’ by Help Animals India, in acknowledgement of her visionary guidance, dedication and leadership to Project Humane Nepal. Her writing and research interests include humane education, instructional communication and social media engagement. Her Master’s thesis explored the leadership role of classroom teachers who taught curriculum integrated humane education program, through a qualitative phenomenological lens.

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CHILDREN - THE ANSWER TO PROTECTING ANIMALS

Jo White, Co-Founder & Director, Human Behaviour Change for Animals and Progressive Ideas

It is recognised that children are born without fixed values, beliefs, attitudes and behaviours, and that these form as they go through the different stages of development. The older a human-animal gets, the more formed their views, values, attitudes, beliefs, behaviours and habits become, and the more challenging it is to prompt change. As such, many animal protection professionals work with children with the aim of developing long term cultural change and pro-welfare behaviour towards animals.

Research suggests that there are important stages in human development where an individual may learn pro-animal welfare, environment, conservation and health attitudes, values, beliefs and behaviours. Evidence suggests that people who are exposed to nature at an early age have a greater tendency to develop pro-environmental attitudes and behaviours, and that individuals displaying these attributes are more likely to continue and demonstrate these in adulthood. This has been recognised by the United Nations Convention on the Rights of the Child, which states that “education of the child shall be directed to…the development of respect for the natural environment.” The World Congress of the International Union for the Conservation of Nature held in South Korea in 2012, recognised “the child’s inherent right to connect with nature in a meaningful way, as a substantial part of his or her everyday life and healthy development…”

Studies have shown a tendency towards animals starts in early childhood. Melson (2015) noted that children frequently develop emotional links to their animals. The animal forms an important part of a child’s life, and that this contact may support a child emotionally at times of stress; help develop empathy, cognitive processes, and an ability to nurture and have compassion. In addition, involvement with animals may impact on moral development, as a child learns about the morality of human relationships with animals and how they treat them. Social learning and influence through family members, school or through other people, has an important roles to play in impacting on how a child learns to treat other animals, and whether they develop positive approaches to animal welfare, or not. In addition the role children can have in influencing and motivating adults to change or perform certain behaviours (‘pester power’), is increasingly recognised and being utilised.

If positive behaviours can be established and encouraged in children, it is hypothesised that there is greater chance that this will continue into adulthood when they become the next consumers, policy and decision makers, and guardians of animal protection. By working with children to establish positive animal protection and pro-welfare behaviours, it is possible to have a lasting, sustainable impact that will ultimately shift the way society behaves towards non-human animals, while providing benefits to the human-animal in the process.

Human behaviour change (HBC) is central to Jo White’s work with animals, which includes developing the social enterprise Human Behaviour Change for Animals CIC (HBCA) with Suzanne Rogers. Developed from the First International Conference on Human Behaviour Change for Animal Welfare (2016), HBCA provides resources, expertise, ideas, courses, innovation, advice and more, to those working to improve the lives of animals.

Jo has worked in animal welfare for over 16 years and has been involved in the equine sector for around 32 years. In 2011 she set up Progressive Ideas to further her ambition of delivering positive changes, and recently through HBCA she has worked to make a difference through building capability, creating opportunity and developing motivation among the people and communities involved with animals.

Jo is committed to lifelong learning and is in the final year of a Master’s Degree in Behaviour Change. She holds a Degree in Equine Studies, a Certificate in Campaigns, together with equine qualifications.

Jo has worked practically with animals, particularly horses, lectured and trained people in welfare, management and policy, designed and implemented educational projects and campaigns, undertaken research, as well as delivering advocacy and communications strategies. Examples of her work include the campaign to end the long-distance transport of horses for slaughter in Europe, for which she received the BEVA welfare award in 2010. Jo is committed to developing the field of HBC for animals to deliver positive lasting change.

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TRANSFORMING THE WAY CHINESE PEOPLE TREAT ANIMALS

Dr Sun Zhongchao, Chinese Veterinary Medical Association

Half the world's pigs and a third of the world's poultry live in China. Improvements in the welfare of these and other farmed species have the power to transform the lives of billions of animals now and in the future.

At present there is a limited understanding of the real needs of animals and the principles of animal welfare in China. Veterinarians have a crucial role in reaching the broader public of pet owners, farmers and everyone engaged in business involving animals.

The Chinese Veterinary Medical Association (CVMA) was founded in 2009 in response to a growing need recognised by the government for a professional body to represent the more than 90,000 vets engaged nationally in the livestock farming industry, animal health, disease control, veterinary drug administration, animal-based research and testing and small animal clinical practice.

Animal welfare as a field of science and ethics has a relatively short history in China, but in recent years it has grown rapidly in importance. An important aspect of the CVMA’s work has been to collaborate with other institutions within China and abroad to develop animal welfare training for vets. Traditionally this area has been somewhat overlooked in typical tertiary level training – veterinary, animal science or husbandry vocational courses.

While full animal protection legislation is yet to be enacted in China, a draft ‘Prevention of Cruelty to Animals Act’ was developed and publicised in 2010, and has gained increasing support. In the meantime however, some very progressive initiatives have emerged to promote animal welfare and change the way people behave towards animals. Over the last few years the CVMA has been working with partners to develop an ‘Animal Welfare Assessment Guideline’ as a means of standardising the way vets evaluate the welfare of animals. Now published, this ‘Guideline’ is a revolutionary tool with the potential to transform how Chinese people regard and treat animals.

Zhongchao SUN, DVM, PhD was the recipient of the first animal welfare professional doctorate degree issued in China. He is currently serving as the Secretary-General for the Animal Welfare Chapter of the Chinese Veterinary Medical Association and also as the Secretary-General for the Veterinary and Medicine Committee of the China Horse Industry Association.

He has been working in the field of animal welfare for many years maintaining close contact with China’s Ministry of Agriculture, the administrative department for veterinary medicine, agriculture universities, research institutes, the livestock and food industry and NGOs.

Dr. Sun supervised the publication of Introduction to Animal Welfare, the first professional animal welfare textbook in China. It is a key text in the country’s undergraduate veterinary education curriculum, required reading for 15,000 veterinary undergraduates each year.

Dr Sun has also played a leading role in drafting the China Animal Welfare Assessment Guideline.
MARKETPLACE PRESENTATIONS

DOG TRAINING IN CHINA: CHANGING HEARTS AND MINDS

Ruby Leslie and WuQi

WuQi Dog School and Welfare For Animals (WFA) have worked together since April 2017, and merged together in September 2017 to train Chinese and expat pet owners, dog trainers, animal professionals and communities across China with the aim to change hearts and minds for animals.

Together, we teach pet owners for life using simple and clear step by step instructions and easy to understand pictures for theory, demonstration and if in a group class, owners practice what they learned as a competition through games. Competition is highly important to increase owner compliance and responsible pet ownership. Competition and the recognition of “face” is also a very large part of Chinese culture and we provide varied options and methods such as social media videos and pictures, certificates and activities to increase people’s perception of the value of training. In addition, WuQi Dog School utilizes their work with TV channels across many cities in China to film dog training with owners to further inspire owner compliance and change hearts and minds on a large scale.

WuQi Dog School’s use of TV and film inspires and teaches countless individuals and communities across China regarding responsible pet ownership, behaviour problems and common animal welfare problems such as rescue dogs. In summer of 2017, WuQi Dog School cooperated with an animal protection group in Chengdu to groom and train 3 of their dogs. We used our joint Dog Trainer Course to teach dog trainers and individuals, to train the rescue dogs at the dog school and throughout the community. We showcased each dog’s journey on social media through pictures, video and a community event attended by many dog owners. In fall of 2017, WFA and WuQi Dog School will work with Second Chance Animal Aid Shanghai and utilize our Dog Trainer Course to teach dog trainers, foster parents, owners and individuals behaviour problem solutions, theory and hands-on learning for rescue dogs, 1-1 consultations and how to hold rescue dog group classes. Thereby, involving many to teach, help and change perceptions of rescue animals across China.

WuQi Dog School has trained dogs to help over 100 children with autism, while WFA has trained therapy dogs to work with schools to increase education through our dog-child literacy program. In May 2017, WuQi Dog School held China’s first “Seminar: Therapy Dogs and Children with Autism”, to increase awareness on autism and the vital work of therapy dogs in China, an unknown concept. Together through our Level 4 Dog Trainer Course, we will train trainers to become therapy dog trainers, involving many in the process of change on a large scale and decrease societal stigmas regarding autism.

Our Dog Trainer Courses are split into five levels from basic foundations to advanced learning. Our goal is to teach trainers and individuals and they in turn, teach others and facilitate change across China. We teach our students using various educational methods, demonstrations, role-play, games and require them to develop creative and funny videos, story-lines and their own training techniques so that they learn by doing. Our dog trainer students are the core of our work and work alongside us, so that daily we help change their behaviours and understanding of pets.

Together, WFA and WuQi Dog School understand that to help dogs, we must first change human behaviour through different techniques and methods that inspire creative thinking to solve dog training and animal welfare solutions across China.

CAMBODIA PONY WELFARE ORGANIZATION - HUMAN BEHAVIOUR CHANGE

Rinda Nop, CPWO Project Manager and Senior Veterinary

Cambodia Pony Welfare Organization has stating to work with pony’s owners in communities since 2007. At the beginning, we face a lot of problems, Diseases, poor welfare of the ponies, that made by the owners who didn’t have knowledge, improper using and way of raising. Therefore, we started choosing Human Behavior Change (HBC) as the method to train pony’s owner.

We start with many kind of Human Behavior Change (HBC) exercises such as: Mapping, Daily activity Schedule, Seasonal Analysis of the lives of working animal, If I were a horse, Pair-Wise Ranking and Scoring, Matrix Ranking and Scoring, Root cause analysis, Animal feeling analysis, Problem horse, Animal welfare cause and effect analysis, Village animal health planning, Gender activities analysis, Animal feeding analysis...

Some exercises are work but some are not, because of these kinds of training are new for pony’s owners and villagers. However we are continuing only with the exercises that face on the problems happening in each community.

Cambodia Pony Welfare Organization yearly plan, we are doing communities rotation visit every 3-4 months with our mobile clinic. During this visit, we have our Contact Person and Community Based Equine Advisors who are involve to communicate directly with pony’s owners to get them attend all the time of our visit. We are doing deworming, physical exam, treatment, welfare assessment... etc. We discuss with them to find out the problem what they want and what happen in their community then what we have seen when they brought their ponies to our mobile clinic. After we saw the problems directly and what the owners suggest us then we start choosing the topic that face in their community to do Human Behavior Change (HBC) seminar and workshop. The most topics that taking to do Human Behavior Change (HBC) exercises are: Daily activity Schedule, If I were a horse, Root cause analysis, Problem horse, Village animal health planning, Animal feeding analysis... One of many cases that we have done and success in Takoe province where a community called Koh Andet, in 2011 had outbreak Surra disease (Trypanosome), it killed more than 100 ponies in this community. All the pony’s owners are nervous and scaring, they didn’t want to raise ponies any more. Cambodia Pony Welfare Organization was going to see and treat this case, especially training course. We created Human Behavior Change (HBC) workshop with pony’s owners, local and government veterinarians by using exercise of Mapping, Case analysis and prevention. The results were making them understood about clinical sign, what cause of this disease, vector and how to prevent. After this training course from 2011, the infection of this Surra disease decreased, the amount of infectious pony less and less by the result of record study of a vet student, Mr. CHAY Yok study on Trypanosoma (Surra) at Koh Andet Takeo province. Second result on 29th August 2015, fifty blood samples from all ponies in this community has taken to do blood test in laboratory in Bangkok, Thailand. The result there is no evidence of Surra infection in this group of fifty ponies.
In additional, after doing the training courses of Human Behavior Change (HBC) with all each communities, then we follow up by getting information from our Contact Person, Community Based Equine Advisors, ask information from the pony’s owners and especially we saw the ponies and situation when we go to the next rotation again. The problem have decreased, Body Condition Score increased, less wounds, less lameness, less skin problem and number of pony’s owners who keep bucket of water all the time are increased, egg worms count no present on Master Slide…. (Amber Batson BVetMed MRCVS 2014, CPWO data record and analysis).

#DONTGETMILKED

Swati Podbar, Communications Officer-Don’t Get Milked, FIAP0 Campaign Encouraging Behaviour Change of Dairy Consumers in India

The #DontGetMilked campaign aims to break this misconception of happy cows giving away their milk for human consumption while their own children suffer. By understanding the psychology behind this belief that dairy is necessary and cruelty-free, the campaign aims to break misconceptions and educate people on the ill effects of dairy on the human body and expose the unseen cruelty behind dairy.

By creating awareness on the horrors and cruelty inflicted on cows – who are considered sacrosanct in most communities in India, the campaign is questioning the age old myth of how the ‘holy cow’ is treated. Since Indian consumers of dairy are in a unique position due to religious beliefs, by exposing the reality of the dairy industry we strive to break the myth of milk being the ‘White Gold’.

A short Film: Milk: the White Gold or The White Lie? has also been launched digitally. This film is a parody on the perceived cycle of milk production. By collaborating with influencers such as Kuntal Joisher- the world’s first vegan to climb the Mt. Everest, the campaign encourages a positive behavior change in the Indian youth by inspiring them to follow in the footsteps of a vegan legend. The film also includes a snippet from Dr. Nandita Shah who is well renowned for her expertise on reversal of diabetes on a plant based diet. The idea of having the campaign being backed by a doctor is to have a certified expert educate consumers on the ill effects of dairy and encourage them to try a plant based diet.

In a community which is based on the belief that milk is free from cruelty, the #DontGetMilked Campaign is breaking that myth and that is the social trend which affects psychology of change. Through means of a smaller digital campaign called the #NoMilkMonday Challenge, the campaign is encouraging people to ditch dairy one day of the week to start with, so that the transition to veganism is easier. The psychology behind this is that one small step is easier to take than to change course completely.

By creating engaging and hard hitting content for our digital audience, we are encouraging consumers to ditch dairy by offering them the right motivation and environment for change by offering them: Vegan Starter Kit, LIVE Q&A with our plant powered fitness expert and so on.

Footnotes:
1. FIAP0 is the collective voice of the animal rights movement in India, it is the catalyst which protects the rights and interests of animals on local, regional and national levels - through education, research, lobbying, mobilization, networking, training and direct action. For the movement, by the movement: FIAP0 was created by visionaries in the animal rights movement who saw the strength in unifying to realize their dreams of making India a better place for animals.
2. #DontGetMilked is a part of FIAP0’s #LivingFree campaign which educates people towards choosing a compassionate lifestyle, free from animal cruelty.

I am a bachelor in business economic and hold a diploma in communications and advertising. I started my professional career with a start up and moved on to Accenture as a media analyst and continued to work there for 1.5 years.

I was a pseudo animal lover, working for a corporate for 1.5 years before realizing that my love for animals (volunteer work) is what keeps me most motivated and happy. So I left my corporate life behind to pursue animal activism full time after being introduced to veganism at a sanctuary called Peepal Farm in Dharamshala. I currently work on an issue closest to my heart- unveiling the lies of the dairy industry.
POSTER PRESENTATIONS

COLLECTIVE ACTION FOR IMPROVEMENT OF WORKING DONKEY IN THE BRICK KILNS
Moharam Sayed Abdalla, Senior animal health worker ESPWWA, Sayed.moharam@yahoo.com
Dr. Shaaban Fayed Farahat, Program development manager ESPWWA, Shaban_fayez@yahoo.com

Egyptian society for protection and welfare of working animal in Egypt (ESPWWA) is fully funded by the Donkey Sanctuary (UK), ESPWWA has been working in El Saf brick kilns since 2004, the main goal of ESPWWA to improve the donkey welfare in sustainable way, in El Saf area there are around 120 kilns, number of working animal are 1250 donkey and 50 mules, these working animal used to transport of bricks, they are suffering from many welfare problems, wounds caused by bad harness or bad communication between donkey and their handlers, lameness, pulling overloaded cart, on 2004 we were covering few numbers of kilns work in the brick kilns then by 2009 we started to looking at impacts rather than numbers, integrating education, veterinary and harness, putting together holistic programmes, creating a methodology that we can share with other countries, moving towards programmes that are integrated and create sustainability, the aim of this study to share ESPWWA experience in improvement of the donkey welfare in the brick kilns. And to achieve that ESPWWA carried out series of the participatory workshops with different stakeholders in the brick kilns to identify the welfare problems in each brick kilns, and motivated them to make positive change for their donkeys, then we encourage them to do analysis for these problems by using problems affections and solution tree tool, the team carried out bridge model tool, and if I were a donkey, to plan together then ESPWWA team analysed the data for developing logical frame work for each kiln, on 2015 and 2016 we did review for all clinical data of brick kilns since 2009 to 2016, we have developed specific format for donkey welfare of 120 kilns 1250 donkey and 50 mules, carried out evaluations of roads and physical environmental in the brick kilns.

The results: there is gradual reduction of wound, and lameness prevalence from 2012 to 2016, feedback from donkey owners and from review the clinical record, we have found that the donkey life longer in the brick kilns.

There are improvement in housing the donkey, 85% of brick kilns built external yard to give more space for their donkey, there are increasing number of donkeys in each kiln and that make reduction in working hours for people and for donkeys, the brick kilns owners started to use their resources like local farriers, local harness makers, 50% of brick kilns did improved in roads.

THE PERCEPTIONS AND BELIEVES OF THE GOVERNMENTAL VETS AND BRICK KILNS OWNERS IN EL SAF TOWARDS THE EUTHANASIA
Hamed Abdel Razik, Animal health worker of ESPWWA
Dr. Shaaban Fayed Farahat, Program development manager of ESPWWA

Egyptian society for protection and welfare of working animal (ESPWWA) is an NGO is fully funded by donkey sanctuary, ESPWWA has been working to improve the donkey welfare in Egypt since 2002 to improve the donkey welfare in Egypt, ESPWWA concern on the whole life of the donkey particularly what is happening at the end of life of donkey, there are culture, economic and religious factors affecting on perception and opinions of different stakeholders in the brick kilns towards euthanasia and understanding this factors will help us to make improve the whole life of donkey particularly in the brick kilns, the aim of this study to understanding the perception and opinion of brick kilns owners and governmental vets in El Saf area.

All data recorded by the mobile team related to euthanasia in the brick kilns between January 2008 and December 2016 was reviewed to identify what the causes of euthanasia in the brick kilns. During the training Governmental vets (25 vets) we conducted survey by using questionnaires asking them about their opinion towards the euthanasia and what challenges they are facing to make euthanasia, 45 brick kilns owners are interviewed, we have divided the brick kilns owners according to their ages into three categories, first category up to 36 years old, second group from 36 to 45 years old, third group is aged over 45 years old, two participatory workshops (brick kilns map) have been done, to identify highly risky areas for working donkey in the brick kilns.

The results: 3 cases euthanized because colic, 28 cases due to fractures, one rabies case
We have divided the brick kilns according to level of donkey welfare into three levels, red zone (worst welfare), yellow zone where the donkey welfare is fair, green zone where is the donkey welfare is good, 18 cases were in the red zone kilns, 11 cases were in yellow kilns, 4 cases were in green zone. The entrance of the oven was so highly risky areas for fracture. All governmental vets accepted the euthanasia, the most challenges they have facing is convincing the donkey owners to put their animal to sleep, and shortage of the drugs that used for euthanasia, female vets said that they refused to make euthanasia to avoid emotional trauma, all Governmental vets requested to get training on euthanasia, there is different in perception of brick kilns owners towards the euthanasia, the economic and religious were playing very important role in euthanasia decision, there positive correlation between level of the education of donkey owners and level of welfare in their kilns, the brick kilns of third group (oldest) prefer the retirement of donkey than euthanasia.

ENVIRONMENTAL ANTHROPOGENIC IMPACTS GENERATING HUMAN-ORANGUTAN CONFLICT ACROSS KETAPANG REGION, WEST KALIMANTAN
Juanisa Andiani, Karmele L. Sanchez, Gail Campbell-Smith, International Animal Rescue Indonesia

Human activities that affect wildlife and their habitats are pervasive and increasing. Effects of these activities are manifested at all ecological gradients, from short-term changes in the behaviour of an individual animal to local and also global extinctions. Consequently, understanding the effects of humans on wildlife and wildlife populations, as well as devising strategies to ameliorate these effects, is an increasing challenge for conservationist today. Virtually all-human activities can affect wildlife populations either positively or negatively. Those activities that are likely to have adverse effects can be divided into those that function primarily by altering the physical environment in a relatively permanent way and those that cause changes to an animal’s behaviour.

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Therefore, classifying human activities is imperative before any actions to address the problem can be undertaken. From our human-orangutan conflict verification data since 2014, we identified 5 anthropogenic types that cause human-orangutan conflict in Ketapang: agriculture, mining, logging, hunting, and wildlife domestication, with the main conflict identified as agricultural expansion (both in the form of oil palm plantation (small and large scale) and/or rice paddy fields)). Analyzing this anthropogenic pattern can give us insights into the people’s daily needs that lead to their behavior or culture. Through different level of human-orangutan conflict incident numbers across areas that are populated by wild orangutans, we can identify which anthropogenic disturbances are causing high levels of human-orangutan conflict and which are the least concern. By identifying and assessing the effects on human activities on orangutan populations, we can disseminate this information to civil society aiding in reducing future human-orangutan conflict incidents.

RELATION BETWEEN BATS AND VIRUSES
Batista, HBCR1, Finoketti F2, Santos RN2, Campos AAS2,3, Fernandes MES1, Gregório ANF1, Mosca C1, Delanira D4, Werneck G4, Ortencio Filho H4, Roehe PM2, Franco AC2
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3-Centro estadual de vigilância em saúde do Rio Grande do Sul, Porto Alegre-RS, Brasil
4-Grupo de Estudos em Ecologia de Mamíferos e Educação Ambiental-Universidade Estadual de Maringá, Maringá-PR, Brasil

Bats are mammalian species of Chiroptera order, widely distributed in the world that includes greater than 20% of living mammalian species with more than 1100 species across 17 families. The species Sturnira lilium (SL) and Artibeus lituratus (AL) are bats in the Phyllostomidae family, widely distributed in Latin America. Despite the prominent role of bats in the ecological balance, the importance of these mammals as a source of infection of different infectious agents, particularly viruses, is a concern for Public Health. The first papers that described the interaction between bats and viruses were mainly focused on rabies virus (RABV) and other lyssavirus related, but it is known that these mammals may harbor other viruses. To date some 70 species of virus were identified in several species of bats worldwide. Some of these viruses are known to be agents of important human and animal diseases. The aim of this study was analyze the data of virome of two species of free bats. Oral and anal swab samples were collected in pools of each species and submitted to metagenomics analysis. The preliminary analyses of sequences have been identified morbillivirus-like (588 bp), adenovirus (385bp), parvovirus (512 bp), papilomavirus (366 bp) endogenous retroviruses (510 bp) and many phages in these samples, rabies virus was not identified in any sample. This study allowed the identification of viruses of importance in Public Health that may be circulating in bats. On the other hand the role of bats in transmission or development of disease are still unknown.

I am a veterinary since 2004 and the focus of my studies was rabies disease this was also the subject of my Master’s degree (concluded in 2007) and my PhD (concluded in 2011). In all of this time I worked with many laboratories techniques in classical and molecular virology, surveillance and epidemiology. I am from Porto Alegre, capital of the State of Rio Grande do Sul southern of Brazil, place where I concluded my studies at Federal University of Rio Grande do Sul (Master’s and PhD). Now I am a Scientific researcher at Pasteur Institute of Sao Paulo, in southeast of Brazil, currently my work is about rabies diagnosis and research, in addition I started a new focus in the institute about detection of different viruses in bats.

CHANGING VIEWS ON WILDLIFE IN CAPTIVITY AND THE MEANING OF “SANCTUARY”
Jackie Bennett, Global Federation of Animal Sanctuaries
The Global Federation of Animal Sanctuaries (GFAS) is an international accrediting body for animal sanctuaries and rescue centers. GFAS’ definition of “sanctuary” is any facility providing temporary or permanent safe haven to animals in need while meeting the principles of true sanctuaries: providing excellent and humane care for their animals in a non-exploitive environment and having ethical policies in place regarding public tours, commercial trade, animal acquisition and disposition, and breeding.

In short, a true sanctuary strives to give captive animals a life as close as possible to what they would have in the wild, with no other purpose required to be served by them. The GFAS criteria recognize those facilities whose activities are in the best interest of the animals’ welfare, are engaged in true conservation programs, and have practices in place to ensure the safety of both animals and humans.

Many animal programs throughout the world carry the mislabeled claim of “sanctuary” while offering something vastly different: a life in which animals are deprived of natural behavior and a natural environment, and where they are exploited for human use. Yet since GFAS founding 10 years ago, we have seen incremental changes in the public’s perception of what animal welfare and sanctuary mean.
In the United States alone, laws have been enacted to ban or strongly limit private ownership of wildlife, and one of the largest and most famous animal circuses, known for generations for its elaborate acts involving elephants, tigers, and other wildlife, is finally coming to a close. Calls for an end to practices such as elephant rides and canned hunts have raised awareness of the cruelty involved in these activities, influencing the choices made by tourists of where their funds will be spent.

With that change in public perception comes a growing need for sanctuary, where captive wildlife that cannot be rehabilitated for a release to the wild receives appropriate housing and lifetime care. This presents its own set of challenges including lack of space, funding, and the expertise to care for animals. As part of GFAS’ mission is to help sanctuaries help animals, we continue to work with sanctuaries and other wildlife centers to promote best practices in animal care, and to assist them with planning for sustainable futures.

Jackie Bennett has been with the Global Federation of Animal Sanctuaries for over five years and is currently the Director of Accreditation for Africa and Asia. In this role, she has worked with sanctuaries and rehabilitation centers caring for apes, bears, and other wildlife. She also assists in organizing GFAS’ education programs for sanctuaries and wildlife centers on topics in animal welfare, organizational sustainability, and capacity building, including workshops that GFAS presented in Indonesia and Uganda. Jackie practiced law in the Washington, DC area before entering the non-profit arena professionally and has a J.D. degree from Georgetown University.

CAPTIVE ELEPHANTS SURVEY & WELFARE IN INDIAN STATE

Maharashtra State, in India, has reported a few incidents of wild elephants straying into the state. Otherwise, this state has not reported occurrence of wild elephants. The state, however, is home to a sizeable number of captive elephants brought into the state from other parts of the country. There has been only one incidence of captive birth in this state, to an elephant in the zoo. Occurrence of captive conditions is unsuitable to elephants and affects their physical, physiological and psychological well-being. Some reasons for the presence of captive elephants in this state are its use as a religious symbol and for religious purpose in temples, as a performing animal in circuses, for seeking donations from public by begging and as an exhibit for display in zoos.

When elephants are kept in unnatural human controlled environment, it is important to know the sacrifice the elephants are made to undergo for cultural/ commercial/ religious interest of humans. It is important to know where they live, what they eat/ drink/ whether they rest/ walk/ interact, their reproductive status, health and veterinary care provided. In addition, handlers (mahouts/ cawadis) form an integral part of their life. Hence, the socio-economic status and professional experience of the handlers are also interwoven with the lives of the elephants.

There has been no comprehensive study conducted on different management regimes. This document takes credit for being the first to do so. The knowledge provided in this document may help in correcting the errors by making positive changes in captive conditions for elephants.
VEGETARIANISM AND ANIMAL SACRIFICE IN CONFUCIANISM

Wolf Gordon Clifton, ANIMAL PEOPLE

In the Analects, Confucius (551-479 BCE) teaches that, “A noble person does not depart from Ren for the space of a single meal.” Ren (仁) refers to the ultimate human virtue, an aspect of human nature perfected through acts of compassion. The specific mention of mealtime highlights eating as an act of particular import in choosing whether or not to behave as a compassionate person. From Confucius’ time until the present day, one question has loomed especially large over his followers’ dinner tables: is it morally acceptable to kill animals for food?

This presentation will explore Confucian views on the treatment of animals as they pertain to two closely related practices: killing them for food, and sacrificing them in religious rituals. It will explore written teachings and practices from the tradition at all historical stages, from Confucius’ own time up to the modern revival movement of New Confucianism. It will consider historical factors that have influenced Confucian attitudes over time, especially including Confucianism’s relationship with Chinese Buddhism, and diet’s significance as a symbol of religious identity. Finally, it will consider the significance of uniquely modern forms of animal exploitation (such as factory farming), and new scientific discoveries concerning animal intelligence and consciousness, for Confucian practitioners seeking to revive their traditions today.

Note that I will also be chairing a panel discussion on religion and animal welfare, including a discussion of Confucianism. This presentation can be given as a full-length oral lecture if time allows, but a poster supplementing the panel discussion would be sufficient.
and need for vaccination they are encouraged to assist by catching/restraining their dogs for vaccination. People who feed dogs are also encouraged to participate in the vaccination campaign and aid dog population control. Changing human behaviour and encouraging responsible dog ownership is key to eliminate rabies in Goa. It will also assist in the application of rabies control programmes elsewhere in India and will support the development of more efficient approaches to rabies elimination in the world's worst affected country.

Julie Corfmat is a qualified veterinary nurse and has over twenty years' experience working with a variety of animals in different establishments including animal shelters, farm rescue, wildlife centres, private and charity veterinary hospitals. Julie also holds a Certificate in Animal Behaviour and ran her own dog training classes and animal behavioural service for five years. After completing her BSc degree in Animal Science in 2012, Julie moved to Vietnam to work at the Animals Asia Bear Rescue Centre. After almost three years of caring for the bears, Julie moved to Goa, India to take up the position as Project Manager for Mission Rabies. Julie had been travelling to India and volunteering with an animal welfare NGO for over twelve years and had always dreamed of a position where she could use her skills and knowledge to improve the welfare for both animals and humans. Julie has now been based in Goa for two years and is currently studying for her MSc in International Animal Welfare, Ethics and Law through the University of Edinburgh.

Email: julie@missionrabies.com

**CHANGING HUMAN BEHAVIORS FOR ANIMALS IN KAVREPALANCHOK DISTRICT OF NEPAL – "COMMUNITY FROM CRUELTY TO COMPASSION"**

G.P. Dahal; founder Nepal Animal Welfare and Research Center (NAWRC)

The foremost challenge for animal welfare organizations in Nepal is to CHANGE HUMAN BEHAVIORS regarding animals. Only through awareness and examples of best practice can human perception and behaviors for animals be changed positively. NAWRC conducts various animal welfare development activities in different parts of Nepal. Our birth control in free roaming dog population of Kavrepalanchok District of Nepal and Awareness for Behavioral Change Program have had immediate effects.

About Organization, Location and Essence of the Program

NAWRC is a charitable profit not distributing organization regulated by Company Registrar Office with its registration no. 113970 registered in Kathmandu city of Nepal. We have permit to work throughout the nation in various sectors of animal welfare and research activities. Our motto is “Community, Compassion, Care (3Cs)”. Our programs include End of Cultural Sacrificing Systems, Disaster Management Program, Dog Population Management by CNVR, Rabies Control by Mass Anti Rabies Vaccination Program, Wildlife Support Program, Rescue and Treatments of Abandoned Animals, Animal Welfare Awareness Program, Protest Animal Cruelties and Animal Welfare Research Programs.

NAWRC is based at Banepa in Kavrepalanchok District, 27 kilometer east from Kathmandu. The District was highly affected by the Catastrophic Earthquake in 2015. It was the epicenter and over 3000 human deaths were recorded. NAWRC is the only organization working for animal welfare in the district.

Before NAWRC started work people killed dogs to control their population, mainly by poisoning. NAWRC has carried out dog population censuses in three municipalities of Kavrepalanchok District. It shows, there are 5-8 dogs per 100 human population. These free roaming dogs have never been vaccinated and medically treated and are often tormented in attempts to scare them away.

Program Impact: Human Behavior Change for Animals

NAWRC has neutered 500 dogs in Banepa Municipality. A Mass Anti Rabies Vaccination has recently vaccinated 400 animals in Banepa, Dhuslikhel, Kavre bhanjyang, Pakucha. DLSO recorded 9 rabid cases in different parts of the district where fatality was 100 percent. Neuter and vaccinate programs have been held in nearby Dhuslikhel and Panauti Municipalities during which 250 dogs were served.

There was an immediate change in attitudes to street dogs in Banepa after the program with animals being fed more often, some being adopted and children being allowed to play with them. Now people call us directly for any rescue cases and have started to take responsibilities in small treatment cases. Local people can see options to cruelty.

Mr. G.P. Dahal has experience in Dog Population Management for more than 5 years. A person dedicated in development of Animal Welfare and services. He have worked with various international and national organizations in different types of Animal Welfare Programs. He is the Founder/Executive Director of NAWRC.

**STUDENT AMBASSADORS LEADING THE CHARGE TO SAVE THE BALI STARLING**

Amy Dunstone1 Carolyn Kenwrick1, Rima Agustina1,2 Begawan Foundation, Jl. Banjar Pangaji 14, Melinggih Kelod, Payangan, Gianyar, Bali

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The Bali Starling is famous for its beautiful white plumage and striking mask of blue around its eyes. It has been the recognized mascot of the province of Bali since 1991, however its beauty has been its curse and this bird was almost extinct in the wild due to the demand of poaching for the pet bird trade. The Bali Starling has been protected by Indonesian law since 1970 and CITES finally upgraded the species’ status to Critically Endangered in Appendix I in 1994.

Begawan Foundation was founded in 1999 by Bradley and Deborah Gardner, to initiate programs that would benefit the Balinese people, especially in terms of conserving the natural environment. The Bali Starling Conservation Project was Begawan Foundation’s first initiative, to begin the breeding programme and Nusa Penida, an island south of mainland Bali was selected as a suitable trial release site. Between 2005-2006, 65 Bali Starlings were released on Nusa Penida. In 2010 the foundation moved its breeding and release site closer to home on mainland Bali. A total of 16 Bali Starlings have been released from the Breeding and Release Centre. In 2014, Dr. Jane Goodall and Ban Ki Moon, the Secretary-General of the United Nations and his wife participated in bird releases.

Begawan Foundation education programme began in 2014, with the aim of educating students on the importance of protecting the Bali Starling. In 2016, Begawan Foundation reached 2,000 students with the theory of “Learning by Doing” by creating interactive lessons for students on wildlife and environment. The Bali Starling Ambassadors Program began in August 2016 as an after-school program for...
While Buddhist ethics promote the protection of all life including the welfare of animals, Buddhist societies and individuals are still generally habituated to using them or ignoring them. The ALS aims to give those studying Buddhism an opportunity to see animals in a different setting and to put their intellectual training into practice. Visitors are encouraged to read Dharma texts and recite mantras to the animals. Animals are circumambulated around stupas in the same way that people do in order to create ‘good karma’. By treating animals with care and with the same spiritual emphasis as people, it reinforces the teachings that all beings are fundamentally the same.

Rescued animals were housed for many years within the monastery grounds. In 2006 land nearby was bought and after the frustratingly slow construction period was completed, the animals moved in at the start of 2014. Trying to harmonise the teachings of ‘liberating animals’, western ideas of animal welfare and Nepalese/Tibetan traditions of animal husbandry has been challenging. There was resistance to the proposed facilities as being too costly and unnecessary, and limitations on animal numbers as being restrictive. Few people were familiar with the concept of keeping farm animals alive for their natural lifespan and the need to change management strategies to achieve that. The new shelter has an earth floor with straw bedding, a second storey hay store, there is a quarantine building, isolation room, treatment room, a caretaker house, and three stupas. The land is partitioned into five fields to limit overgrazing. There are now 51 goats, a sheep, two dogs, a cat, and at the monastery - nine cattle. Their care continues to be challenging but rewarding.

Tania is Director of the charity Tree of Compassion, co-ordinator of the Animal Liberation Sanctuary, Nepal, and co-founder of Enlightenment for the Dear Animals. Tania is an ecologist working on threatened species in Australia for the government. She is also a veterinary nurse treating Australian wildlife with a veterinarian friend and running various training courses across the country on rescuing and caring for wildlife as well as looking after the animals at the Animal Liberation Sanctuary. Tania has been active helping and raising awareness of animal welfare issues from childhood. She has rescued and re-homed and/or rehabilitated numerous species of animals over the years. She has worked in rescuing animals in disaster situations such as bushfires, floods, oil spills, cyclones, and earthquakes in several countries. Much of her work revolves around encouraging people to change how they perceive animals and relate to them. Tania lives in Australia but spends considerable time in Nepal running the Animal Liberation Sanctuary.

THE EFFECT OF CHANGING KNOWLEDGE AND SKILLS OF SERVICE PROVIDERS ON DONKEYS

Farid Shawky Abd Elalim1*, Dr Shaaban Fayez Farahat2*, faridshwky@yahoo.com

1*Senior Harness Development, 2*Program Development Manager Egyptian Society for Protection and Welfare of Working animals (ESPWWA) is fully funded by The Donkey Sanctuary (UK), working to improve donkey welfare in a sustainable way. ESPWWA carried out a training program for local harness makers. Most of the local harness makers are family businesses and in Egypt there is no harness school for teaching these skills. Wounds are the main welfare problems in our working sites, particularly harness related wounds caused by ride saddles caused ill-fitting or poorly made
harness. The aim of this study was to assess the training program of local harness makers in ESPWWA. We carried out donkey welfare assessments by using The Hand framework, a simple to use tool for assessing donkey welfare which was developed by The Donkey Sanctuary. We selected the local harness makers that we are going to train through the use of surveys and designed the training according to their competency and their skills gaps. Between 2012 and 2017 training was carried out for 75 local harness makers and they are providing services to 50,000 animals per year, in five Governorates (Cairo, Giza, Qualyobia, Beni Swif, and Aswan). 40 persons were working as saddlers and 35 as local harness makers. Their age distribution; 21 persons their age were from 20 to 30 years old, 29 persons their age were 31 to 45 years old. And 25 persons their ages were over 45 years old. At the same time as the training we also carried out awareness sessions for donkey owners about using appropriate harness and ride saddles. Before the training, local harness makers were using synthetic materials (nylon, plastic, wire) that are likely to contribute to the development of harness wounds. Most ride saddles were too big which led to the development of wounds on the sides of donkeys and the saddles were very narrow leaving little room for the spine. Poorly made and incorrectly fitting halters using thin ropes were used, causing severe pain to the donkeys face. Following the training we evaluated the competency of the local harness makers, using a competency framework of competency level 0 to 5 where 0 is less (absolute beginner) and 5 is the most experienced (champion). All training participants improved their competency in harness making skills.

Prior to the training there was a lack of knowledge and proper skills to make appropriate harness, but following training the trained harness makers have started to use suitable, local natural materials (leather, cotton, natural fiber). Through providing local existing professionals with training to develop their skills it is possible to create a sustainable, community led change for animal welfare and this can be replicated in projects throughout the world.

THE CHALLENGES THAT WE ARE FACING DURING TRAINING THE LOCAL HARNESS MAKERS IN EGYPT

Farid Shawky Abd Elalim*1, Dr Shaaban Fayed Farahat*2, faridshwky@yahoo.com

1*Senior Harness Development, 2*Program Development Manager

Egyptian society for protection and welfare of working animal (ESPWWA) fully funded by the Donkey Sanctuary (UK), is working to improve the donkey welfare by sustainable way. To achieve that ESPWWA is working very closely with different stakeholders. In this study, we would like share about our challenges that we are facing in building competency of local harness makers and saddlers, building capacity of local harness makers is main cornerstone of a successful, and lasting welfare intervention in the different rural areas. At the beginning ESPWWA did carried out welfare assessment for donkey, and we did survey to select the local harness that we are going to train, and design the training course according to their competency and their gap. Since 2012 to 2017 we carried training for 75 local harness makers and they are providing service to 50,000 animals in annually by direct and indirect way, in five Governorates (Cairo, Giza, Qualyobia, Beni Swif, and Aswan). 40 trainees were working as saddlers and 35 as local harness makers. We have divided the trainees according to their ages for three groups. First group their ages ranged from 20 to 30 years old, and number of trainees were 21, second group their ages ranged from 31 to 45 years old, the number of trainees in this group were 29 trainees, the last group their ages were above 45 years old and number of trainees were 25. There was big differences between three generations through (Knowledge, Accept change, self-Development), first group, younger ages they are characteristic by low knowledge and do not have full self-confidence, most of them have access to social media and even sometimes have ability to use internet and high acceptance to learn new ideas and new design, it was easy for us to convince them by training, and even they are easily to be monitored, they took longer time to build the trust with donkey owners, because the harness job is low social status so the number of this group is low comparison with other groups, they are unstable they can leave this job to find other job to get more money, their dependence on local harness job to sustain their livelihood is low comparison with other group. Second group is highest productive group and their economic status is so high, they are so busy, difficult to find time for training, highly active distribution in large geographical areas they are good negating and business skills. Last group we need long time to convince them by training, do not accept new ideas or new skills, they do not have ambitious, and most of them they are donkey owners, they have family relationship with donkeys. The conclusion; the local harness in Egypt are playing very important role to improve the welfare of donkeys.

CASE REPORT: PREVALENCE OF TUBERCULOSIS IN MACACCA FASCICULARIS FORMERLY USED AS DANCING MONKEYS IN JAAN EX DANCING MONKEY REHABILITATION CENTER

Mariana Kresty Ferdinandz, Marie – Louise Schure, Benvika, Femke Den Haas, Jakarta Animal Aid Network (Jaan) Ex Dancing Monkey Rehabilitation Center, Marianakrestyferdinandez@Gmail.Com

Tuberculosis is a zoonotic disease and major health concern in both human and non-human primates. In Indonesia, Macaca fascicularis are commonly used as dancing monkey and pets. 87 Macaca fascicularis used as dancing monkeys, were confiscated from five areas of Jakarta Province by the authorities and put in the care of Jakarta Animal Aid Network (JAAAN). There were 66,12% are male and 9,57% are female. General physical examinations, blood test screenings, fecal tests and intradermal tuberculin tests were done. Each monkey was injected with 0,1 ml of MOT Tuberculin Skin Test intradermally in the upper eyelid using a sterile 27 gauge needle. Test readings were done after 24, 48 and 72 hours. This Tuberculin Skin Test was done three times with an interval of 14 days. The results revealed that 11,31 % of these ex dancing monkeys tested positive for Tuberculosis, 10,44% are sub-adult and 0,87% are juvenile.

EMPATHY: WE NEED IT. WE SHARE IT. WE TEACH IT.

Manana Gabashvili, Tinatin Tiabashvili, Tinatin Norakidze, Darejan Odilavadze, Animal Rights Committee (ARC), Tbilisi, Georgia

ARC is a group that promotes the humane attitude towards animals through increased public awareness, protection measures and the modernisation of legislation and animal control methods.

The programme aimed at changing human behaviour towards living beings based on developed and strengthened empathy was designed in 2006 and first was implemented with financial support from the Norwegian Refugee Council.
(NRC) in Georgia (2008-2011. The target group was comprised of internally displaced children, forced to flee their homes due to the so called August 2008 war. This year the programme was replicated in local schools with the funds from the “Dog Trust”.

The main goals of the programme include:

a) Developing empathy;

b) Introducing the notion of reverence towards live: love and respect the nature and animals;

c) Providing information about ecology, nature, animals…

d) Promoting personal growth through developing imagination; strengthening listening skills; strengthening self expression and critical thinking; strengthening the skills of non-verbal communication and emotional sharing.

The four-month training programme targets 7-9 years old children and is presented in a form of classes which included animal rights, information about pets (cats and dogs) and their care, information about wolves, bears and other animals. There were also topics on human impact on nature, water and its function, elementary hygiene, animal care needs, neutering chain, environmental and animal welfare organizations etc. All exercises and plays are built with consideration of harmonic development of children, including empathy, tolerance and relevance towards life.

It should be emphasized that in the beginning of the training children usually share only negative and tragic stories about animals, they remember facts of animal abuse and torture, killing and cruelty. They express the attitude of their communities, the experience they witness in their daily lives. However, in the process, children are becoming aware that it is possible to express warm feelings towards any living being, help any creature and attempt to change the surrounding world for better. They learn that their efforts could make a difference and bring changes. By the end of the training, children usually start sharing their positive experiences related to animals which either they have performed personally or have observed in their community.

The training confirmed that it is possible to reduce aggression and develop empathy in children. We have also seen that the method used is relevant and effective for the targeted age group.

MANANA GABASHVILI (Ms), Deputy Dean of the School of Social Sciences at the Georgian Institute of Public Affairs (GIPA) (from 2012); Ph.D in Linguistics from The Moscow State Linguistic University (1980), certified Neuropsychologist from the Faculty of Psychology, Lomonosov Moscow State university (1977-1979), Founder of the Animal Rights Committee in Georgia (2000).

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HOST-PARASITE RELATIONSHIP

Priya J. Gawande and Bahar S. Baviskar

Host parasite relationship is one in which one parasite lives on another organism, which may benefits or causing harm to its host. Parasites may alter hosts behavior in ways that enhance the livelihood of parasite transmission from host to host. This may result in infection of central nervous system and altered neurochemical communication. Infected parents, researchers, field workers have chance of passing the parasites/infection to their children or co-workers. Some parasite can cross blood, brain and placental barriers. Normally the ways of infection are human, animal and non-living things through contact, droplet, fecal and vector route.

Society for Wildlife Conservation, Education & Research (Wild-CER) is a conservation organization based at Nagpur. Being involved in the rescue and rehabilitation of wild animals, there treatment, care and management in captivity for more than one and half decade we are trying to resolve man animal conflict issues, awareness among people. We are also involved in research related diseases of wild animal, their management in captivity and free ranging wild animals and birds. With tremendous efforts of volunteers, rescuers and veterinarians of Wild-CER we have rescued hundreds of wild animals/ birds/ reptiles so far and screened them for the presence of parasites. We have reported many parasites as a first record in central India. On the basis of pathogenicity, virulence and zoonotic importance of the particular parasite we are trying to aware and educate people who are in direct and indirect contact with the free ranging wild and captive wild life.

Dr. Priya J. Gawande, Dept. of Veterinary Parasitology

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IMPROVE ANIMAL WELFARE OF CONFISCATED PANGOLINS BY THE RAPID RESPONSE TEAM INTERVENTION AND LAW ENFORCEMENT TRAINING

Lan Thi Kim Ho, Save Vietnam’s Wildlife

Illegal hunting and wildlife trade are having devastating effects on wild populations pangolins in Vietnam while pangolins are the most trafficked mammal on Earth. No single department within the Forest Protection Department, Environmental Policies and the Custom has been given the responsibility to ensure that animals are cared for humanely and safely once they have been confiscated. Most government officers do not know what to feed pangolins or how to handle them properly. The animals are usually stored in a hot parking area without appropriate food, water and medical care while the paperwork for release or transfer is finalised. This process can take a few days to a week, often resulting in unnecessary deaths. The Rapid Response Team Intervention were established by Save Vietnam’s Wildlife to provide immediate care to help the animals survive while they are waiting for the final decisions from government officers.

Much of SVW’s work is cooperate with government enforcement officers. However, most enforcement officers lack knowledge and skills about how to handle and take care confiscated animals and are apathetic on their work. As a result most pangolins confiscated die before they reach our rescue centre. Our challenge is build enforcement officers’ capacity in handling and caring for confiscated pangolin, help them understand and take pride in the importance of their work, then get them to report and transfer pangolins to our centre.

We organised two training courses (for rangers, environmental police and custom officials in 13 Central - Northern provinces in Vietnam). We changed the existing training methods (from giving presentation and Q&A section) to a more creative and interactive approach: Introduction - Building Trust - Working with ‘their’ leaders - Giving positive conservation experiences - Support and Follow up - COOPERATION.
The courses were designed to evoke emotion to the participants to motivate them to become more enthusiastic on their work by using a storytelling approach. We also gave participants hand-on experience in working with animals and role play exercises in cooperating with others to deal their work. Activities and games with messages on pangolin conservation were also designed for trainees to play in break time for more active learning and networking.

As a result of the training courses combining with the activities of the Rapid Response Team, some positive changes were achieved:
- Reporting pangolin confiscations increased: from 22 pangolins in 2014; 145 pangolins in 2015; 251 pangolins in 2016 and 66 pangolins in a month of 2017. In the four months after the training 193 confiscated pangolins were reported and rescued (187 of the 193 reported were from 5 provinces attended our recent training courses)
- Placement process were shorten following confiscation. The officers stayed in touch with us, asking us for support in on-site in caring pangolins and other species (by The Rapid Response Team).

Project team members (all members are from Save Vietnam’s Wildlife): Nguyen Van Thai1 (Executive Director), Lan Thi Kim Ho (Education Outreach Manager), Tran Quang Phuong3 (Captive Wildlife), Vu Thi Thuy Phuong4 (Education Outreach Officer), Lam Kim Hai5 (Veterinarian)

GLOBAL INFLUENCE - LOCAL CHANGES AND CHALLENGES

Ivan Kurajov, President & CEO, Society for the Protection of Animals Ljubimci

Aim of the presentation is to show connection of global influences in animal welfare and protection to local and national level and to underline changes of behavior towards animals through positive models and their implementation in local environment, which is very specific and sensitive in developing countries like Serbia. Our organization works for 20 years for animals and people and we have developed our own positive model under such a global influence. Our idea was to change ourselves first, to open our minds for different positive models in different levels of animal welfare and protection field and trying to adapt them and make them working for both people and animals.

Key stage was the preparation and maintenance of continuous actions and campaigns that have influenced our society which has moved from animal poisoning and mass killing mindset to a caring environment where such negative practices became not just illegal, but also a rare exception. Actions undertaken for resolving negative image that abandoned animals had in local and regional community have been planned according to the acquired knowledge about the basic and complex systems of animal control and management, but also about social management and using its tools to reach changes in the society. Dosing changes and managing the tools that legal system offers gave us the opportunity to influence the changes in very direct way.

Amoung other things we have presented animal protection working group together with the municipality and all reliable stakeholders. This official working group has proposed changes of local laws and strategic documents. One of them was program for the humane abandoned animal control. Under this program we have created different tools that we can use for further sustainable changes.

Our organization has undertaken numerous actions and campaigns in aim to promote, support and develop this program, and some of them are:
- hosting educative and motivating seminars for street animal caregivers
- organized education for responsible owners
- organized seminars with international speakers for municipal officers, public shelter managers and animal welfare organizations
- organized education of animal control officers and handlers
- together with regional media we were issuing weekly educative articles about animal handling and responsible ownership
- promoted street animal houses construction in campaigns and actions of building and placing temporary animal houses through the CNVR program- first of its kind in the region
- street animal bites control act was drafted by our organization and was accepted by the municipal government
- strict control of the animal shelters - introducing better animal handling and care
- we have promoted first animal friendly secondary school by the end of 2015. - first school of this kind in Serbia. Positive changes occurred after first two years of our constant activities on different levels. These changes occurred in both general public and they were clearly visible after 7 years in media, in political structure and official bodies. Right now this model is desirable in our community, and that social trend encourages future generations that will maintain and develop it.
**MAKING ANIMALS ACTIVISM AS SOCIAL MOVEMENT A LESSON LEARNT FROM COP SCHOOL**

Daniek Hendarto Sulistyo, Presenting author: Reza Kumiawan

In a metropolitan city like Jakarta, where hedonism drive people to be more selfish, it is quite difficult to find people who keen to spare some of their money and time for charity work, except they see direct benefit or future compensation like heaven after they died. This is why we put education and awareness as top priority in our decade strategic plan.

To implement it, we develop COP School, back in 2011. Our goal is to raise new generation of animal protection activist. Entering 2017 we have 190 alumnus who were born from six batches. They came from various backgrounds, from students, office employee, until housewife. After accomplished COP School program for six months, they were recruited by COP as staff. Some of them continue their daily life, while the others build a personal effective network from their workplace. Some of them are also connect various organizations and programs that are spread in Sumatra, Kalimantan, Jawa, and Bali. They help each other with their capabilities such as giving funds, energy, time, and special skills.

Not only contribute to help animals, their main duty are giving education and raising the awareness to surrounding area about the importance of caring and helping animals. They visit many communities and schools in order to create animal protection as a lifestyle.

**JUSTICE FOR ALL – ACHIEVING TRANS-SPECIES SOCIAL JUSTICE BY CHANGING HUMAN BEHAVIOUR AND THINKING**

Atsuko Matsuoka1 and John Sorenson2

2. Department of Sociology, Brock University, Canada.

Human-animal relationships are evolving. This poster presentation addresses our current projects which aim to change human behaviours and thinking to build more just societies for all animals, including humans. The projects have significant implications and relevance to animals in Asia.

These projects are developed by using the concept of trans-species social justice. We define trans-species social justice as consideration of interests of all animals (including humans) in order to achieve institutional conditions free from oppression and domination.

All three projects use text analyses, extensive literature review, interviews, survey and ethnography, taking a Critical Animals Studies standpoint: animals should not be used merely as means to human ends.

1) Relationships of service animals and people with disability: Few studies investigate this other than examining benefits for humans. Findings demonstrate that service animals are considered as tools, remedial appliance or devices, such as wheelchair or cane. Thus nothing is guaranteed for the well-being of these animals who contribute to humans’ quality of life and social inclusion. Additionally, this study revealed that disabilities are considered as individual issues, instead of considering them as results of systemic barriers or issues around physical and social environments. Interlocking oppression, speciessism and ableism became obvious from the results and legislative changes are required and animal protection agencies can play a significant part.

2) Violence against and by children and animal abuse: Existing studies identified that abuse or neglect of animals at home is a significant indicator for abuse of children and abuse of animals by children. Some argue abusive behaviour of children toward other animals does not stop there, rather it continues as they age to include all animals including humans. The study indicates needs for collaborative work with child protecting agencies and animal protection agencies.

3) Violence against women and companion animals: In Canada, shelters are available for women and children who escape violence at home. However, despite growing views of companion animals as family members, most shelters do not accept companion animals. Because women in abusive situations wish not to leave animals behind but to protect them, they risk their own safety. Few changes were seen to accommodate other animals. This project proposes some solutions.

These issues are recognized but are not always considered by animal protection agencies. In order to make positive changes in human behaviour, collaboration between animal protection agencies and social service agencies is necessary. At the same time, such collaboration increases opportunities for the public to realize “animal” protection work is significant to our society as such work does not stop with “other animals.”


**ANIMAL MANAGEMENT IN RURAL AND REMOTE COMMUNITIES (AMRRIC) IS THE ONLY ORGANISATION OF ITS TYPE WORKING WITHIN INDIGENOUS COMMUNITIES ACROSS THE REMOTEST PARTS OF THE CONTINENT OF AUSTRALIA**

Kim McCreanor, AMRRIC

Dogs play an important role in the lives of people in Australian Indigenous communities. However, in communities where residents do not have access to veterinary services, or where de-sexing programs are infrequent, overpopulation creates increased competition for food, increased disease risk, and nuisance problems such as increased barking, pack aggression and the spread of rubbish. Other contributing factors, such as lack of access to, or affordability of dog food and medicine, and a lack of knowledge about dog needs, means the health of dogs can unintentionally suffer, which can adversely affect the health and wellbeing of people in community.

The non-indigenous world view varies greatly from the Australian Indigenous world view when it comes to animal management. Historical forms of animal management have been fraught with disaster, disrespect, lacking in knowledge, consultation and negotiation, which has often stalled programs through the wrong approach. Bringing the two world views together is possible if paths are created in a mutually respectful and consultative manner. Attitudinal change becomes evident when best practice principles are applied over a sustained period. AMRRIC recognises that each community has different needs, strengths and resources, embedded in different sociocultural and historical environments. Therefore, a one-size fits all approach is unlikely to deliver the best results. Each community needs a respectful and culturally appropriate approach that engages with residents to ensure local relevance.
This presentation will highlight the positive way forward that we are seeing in communities today based on AMRRIC’s best practice guidelines. Differing cultures and attitudes can meet respectfully at the coallace of animal management work to achieve great outcomes for animals and their owners under these guidelines. It will draw on examples from its One Health model to animal management which incorporates education through community engagement and make reference to its Animal Management Worker Program. It will also highlight the need to influence human behavioural change within both service providers and the individuals receiving their services in order to create positive outcomes for both communities and their companion animals.

For the last 27 years, Kim has worked extensively in the field of community sector management working with marginalised communities within urban and remote Australia. Six years ago she moved into the field of animal welfare; a long standing passion and spent three years working with an animal welfare organisation in Indonesia. She is now the CEO with Animal Management in Rural and Remote Indigenous Communities (AMRRIC) based in Darwin, Northern Territory. Kim has a strong interest in the animal and human bond and its impacts upon health, community engagement and managing free roaming dog populations. Kim holds an Advanced Diploma Community Sector Management and Graduate Diploma of Management amongst other human service qualifications.

TRAINING LOCAL FARRIERS

Yousef Mohamed Ibrahim, yousef.farrier@yahoo.com, Farrier officer of ESPWWA
Dr.Shaaban Fayez Farahat, Program Development Manager of ESPWWA, Shaban_fayez@yahoo.com

Egyptian society for protection and welfare of the working animal in Egypt is full funded by donkey sanctuary U.K is NGO working in Egypt since 2002. The Main over goal of this society is to improve the donkey and mules welfare by sustainable way. Lameness is the main welfare problems in different rural communities particularly the hoof related lameness, due to in many rural areas there is no local farriers. The farriers services in Egypt is facing many challenges, for example, there is no farriers schools in Egypt to train the competent local farrier, or even though there is any governmental body responsible for training of local farriers, or monitoring their competency, the farrier job is low social status job in Egypt, particularly the farriers that are working with donkeys in rural areas, the farrier work is family work, most of them are using painful traditional treatments like seton or firing for treatment long standing problems, they are using old fashion traditional tools, these tools sometimes are so danger and because of that the new generations refuse to train to be local farrier, in rural areas where is no local farriers the carpenter or the farmers themselves offering the farrier services by using unsuitable tools.to improve the donkey welfare by sustainable ESPWWA is working to achieve the sustainable map in each rural areas, and building the capacity of local services providers is main cornerstone of a successful and lasting welfare intervention .in two governorates Giza and Qualubia (13 rural areas) ESPWWA team trained 48 local farriers from 2013 to 2016 , Before the training ESPWWA team carried out focus group workshop to identify and ranking the main welfare problems in each community, then made problems analysis for each problem to participatory setting the objectives and to achieve ownership of the project, the community leaders were responsible selections of local trainees of local farriers.ESPWWA team carried out welfare assessment of donkey then ESPWWA team designed the farrier training course ,in the same times we increasing the awareness of donkey owners about the hoof care and important of the hoof trimming for donkeys.48 trained local farriers reached to average 1500 donkey monthly, there is reduction in the hoof lameness prevalence in most rural areas where is local farriers are trainees.

THE ROLE OF ORANGUTAN REHABILITATION CENTER IN CHANGING PATTERN AND HUMAN BEHAVIOR DUE TO ZOONOTIC DISEASE

Dewi Masita Mukti Nastiti, International Animal Rescue Indonesia

Indonesia is one of the rich countries in the world even though its status is still considered as a developing country. Indonesia is rich of natural resources, well known of its wide variety of Flora and Fauna which are unique and some of them are classified as rare and endangered. In an effort of protecting its natural resources, a lot of conservation organizations appearing and working along with Natural Resources Conservation Center in the preservation of Flora and Fauna as one that focused in Wildlife Rehabilitation Center especially for Orangutans. Due to lack of education on some communities of people in Indonesia resulted in many violations encountered in hunting, trading, and major keeping of Orangutans as pets which unconsciously is actually not profitable at all to them as seen in terms of economic to the health aspects, which is zoonotic diseases. Zoonosis is a disease which can spread from animals to human or the other way around.

According to the law (Permenhut No. P.31/Menhut-II/2012) the Wildlife Rehabilitation Center is a place to make rehabilitation process, animal’s adaptation, and reintroduction into their natural habitats. Orangutans which are brought to the Rehabilitation Center will get health care, going through variety of examinations by the expert medical team, and one of those examinations is going through quarantine process. A series of examinations and health care to the animals is done in order to suppress the spread of zoonotic diseases which can be obtained from the environment they were kept as pets by humans as well as the zoonotic disease they carry themselves. It’s also an effort to prevent the spread of zoonotic diseases to the surrounding environment of the Rehabilitation Center and before being released back into their natural habitats. Patterns and human behavior towards the danger of zoonotic diseases that they can get as a result of keeping wild Orangutans as pets is expected to be changed, so that there will be no more cases of captivated wildlife violations, and Orangutan will still be safe in the future.

THE EFFECTIVENESS OF THE ‘LIGHT TOUCH SUPPORT’ MODEL TO INFLUENCE HUMAN BEHAVIOUR CHANGE TOWARDS FARMED ANIMALS

Koushik Raghavan, Federation of Indian Animal Protection Organisations

Farmed animals are the largest community of sentient beings ‘exploited’ for the sole purpose of human consumption. An assumed hierarchy of the ecosystem based on a speciesist understanding is commonplace, allowing for their treatment as non-living resources. Influencing human behavior is thus imperative to changing this relationship with Farmed Animals.
Here is a case study on the effectiveness of a ‘Light Touch Support’ model towards achieving such a change at the micro and macro level. On the micro level, the model invests in creating strong agents of social change (activist/community leaders) who then reach out to the community at the macro level through customizable outreach techniques.

This model relies on a strong, aware and active outreach community as the fulcrum for change in human behaviour at both levels. It responds well to influence the psychology of change, by creating an overall favourable environment (Potlucks, digital support, alternatives, information, and opportunities of participation, mainstreaming communication and ideas) most conducive to change and retention. Largely, it focuses on a three point agenda:

1. Create belief in social change: Identifying the right people, knowledge transference of status quo
2. Generate demand for social change: By tapping into intrinsic need to change status quo, through a well-reasoned approach for animal liberation, offering solutions that go beyond ‘Plant a seed’ ventures.
3. Build ownership of change: By offering the freedom to define the nature of their work that is in line with their philosophy of change, within campaign scope (Vegetarian vs Vegan)

On application, this results in a macro community that is:

1. Aware about the status quo by being targeted and reached through multiple modes of outreach.
2. Amenable to retentive behaviour change due to availability of local alternatives and other important social inclusion ventures.
3. Recognizing of the urgency and need for change and is respectful of their individual change making capacity

This model has resulted in a cohesive and motivated group of activists who support each other as opposed to hired staff who tend to work in isolation, and are motivated by numbers without considerable impact measurement or visible results.

India’s largest behaviour change experiment so far, this methodology has been successful in creating an activist network of over 250 people across India who have reached out to out to 5.4 lakh people, experimenting with over 10 different modes of outreach.

In the light of growing consumption patterns of animal products in developing economies, a study of this model could help frame a replicable model of outreach in countries who tend to work in isolation, and are motivated by numbers without considerable impact measurement or visible results.

A BATHAN IN BANGLADESH NEEDS CHANGES IN TRADITIONAL CATTLE REARING SYSTEM TO ENSURE BETTER ANIMAL HEALTH

Dr. Md. Abdus Sabur*

A case study was conducted in a Bathan in Bangladesh to assess animal health status, where 20,000 cattle reared in traditional system. The study was conducted in three phases: first phase was observation of cattle rearing and milk collection system, second phase was disease assessment and third phase was impact analysis and dialogue. First phase shown that, cattle in Bathan reared in free atmosphere under the ownership of some big farmers in some 35 cattle herds, each herd consist of 500 to 700 cattle, herds are located beside the river Goala, farmers use this river for bathing, watering, feeding cattle with cereals. Cattle are basically live on grazing. Calf caring is unique here, newborn calves are fed mother’s milk up to 45 to 50 days, then they served by cereals and then taken to Bathans pastures for grazing. About 70% cattle in the Bathan stay in milk production round the year and daily milk production comes about 150,000 to 200,000 liters, milking capacity ranges from 10 to 15 liters per cattle per day, milk is collected manually twice a day. Good number of cowherds employed for cattle caring in the Bathan.

Second phase was for assessing disease combating system. It found that, the Bathan is epidemic with FMD and Anthrax as the country is too. Despite routine vaccination, 30 to 40% cattle become infected with FMD and death toll comes 5 to 6%. It is thought that, post vaccination FMD might cause for vaccine quality, preservation and emergence of new strains of virus from neighboring countries through cattle influx. No outbreak of Anthrax in post vaccinated animals. Routine deworming is practiced here. Among other diseases, Mastitis is frequent in 10% cattle and udder damage comes 5%, occurrence of Milk Fever is about 5 to 7% in early lactating cattle and death tool 2 to 3%. Calf health is good here. Other reproductive diseases are reported as well.

Third was impact analysis and dialogue with farmers to change traditional rearing to ensure better health of the cattle, because study resembled that traditional rearing negatively impact on the health and production of the cattle in the Bathan.

*Dr. Md. Abdus Sabur authored this abstract; is serving as Senior Scientific Officer at a Regional Disease Investigation Laboratory, in the country and serving in the Department of Livestock Services, Bangladesh for about 25 years, he was a National Focal Point on Animal Welfare to OIE for two years, he works for rabies control in the country and a life member & Publication Secretary for Association of Prevention and Control of Rabies in Bangladesh (APCRIB), he conducted this case study along with two public sector vets and a farmer’s representative of the Bathan (Mr. Samad), he is also a voice of Animal Welfare in the country, he can be reached at masabur_b@yahoo.com

UNDERSTANDING THE ROLE OF LEGISLATION IN CHANGING HUMAN BEHAVIOUR

Shreya Paropkari, Cruelty Response Manager, at Humane Society International/India

Vinaya Sharadha, Advocate, at High Court of Judicature at Hyderabad for the States of Telangana and Andhra Pradesh

Human behavioral change stems from within rather than an external imposition. However, in the modern state, legislations are enacted to regulate the behavior to maintain harmony in the society. The premise of legislation is that
society requires law deter any action that might be detrimental to the society, by way of restriction or penalty. Typically, legislations do not have any reward mechanism for behaviors that conforms with societal norms.

The modern Animal Protection Legislations are enacted with the aim to create deterrence against animal abuse through punitive action rather than promoting human duty towards animals. In this presentation we will analyze the impact of strong animal protection legislation on human behavior towards animal and also draw comparison with similar legislations that are intended to protect beings with no agency.

Modern states have continually strived to adapt, adopt and introduce reforms in legislations to enable a positive change in social behavior of man. This has been seen in various countries in forms of legislations passed in the field of gender discrimination, arms and ammunition control, sexual violence, discrimination towards fellow humans, to name a few. In this vein, this presentation seeks to understand the impact of increasing or providing stringent penalties for animal cruelty, upon human behavior.

The presentation shall look at the history of organised animal welfare which can be traced back to the 18th Century, with the establishment of the RSPCA. The RSPCA was followed by other SPCAs and Humane Societies, whose activism involved the enforcement of anti-cruelty laws, and subsequently, the animal welfare groups soon began to set up and run shelters for animals. Thus the traditional approach presently focuses on real-time animal welfare, i.e. provision of veterinary care to sick or injured animals, sheltering homeless animals, adoptions, etc. However, it may be noted that the traditional approach largely benefits only companion animals, and that the millions of animals used for food are neglected. Hence, the modern approach, aimed at changing human behaviour, becomes necessary to tackle the large scale suffering inflicted on animals in confinement- to bring to light animal sentience, to reveal the intrinsic worth of animal life and thereby, their right to a dignified life.

The presentation takes into consideration the on-going campaign in India to update the anti-cruelty law and strengthen the penal provisions, draft legislations in countries like Bangladesh, Sri Lanka, and the stringent anti-cruelty law in the USA. With this data, the presentation aims at evaluating through research, the practicability of such legislative reforms in changing human behavior.

Since the age of 11, Shreya has volunteered at animal shelters and with various animal welfare organisations, to rescue, foster, re-home animals, deal with animal cruelty in accordance with the legal process. A lawyer by qualification, Shreya has been the Manager of HSI/India’s Cruelty Response Department since June, 2015. Her responsibilities also include lobbying for policy change, capacity building of law enforcement agencies, judiciary and grass-root activists, to tackle animal cruelty and abuse. sparopkari@hsi.org

Vinaya has been involved in research and policy work with respect to human rights violations since her days at law school and has completed seminar courses in the subjects of Reformative Justice and International Criminal Law from National Law University Odisha, Cuttack. A lawyer since 2015, she has been an Associate with Vakils Associated, a law firm in Hyderabad, India, where amongst managing other corporate transactions, she has worked with companies in handling cases, workshops and policies with respect to sexual harassment at the workplace. Currently, she is working with HSI/ India as a Legal

Researcher with respect to Legislative Reforms in Animal Welfare for the SAARC Region. vinaya.sharadha@gmail.com

RABIES OUTBREAK PREVENTION SYSTEM BASED ON CUSTOMARY VILLAGE SOCIETY

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Since the end of 2008, Bali as one of the provinces in Indonesia is facing the problem of rabies outbreak that until now has not been able to resolve completely, even their transmission is expanding. The Government have been made to overcome this problem; one of them is action of the dog vaccination. Although the government has acted but the results are not maximized, even rabies outbreaks tend to spreading. This is caused by the obstacles such as people are lack of awareness and knowledge of this case, which the population of dog’s vaccination is still low, the habit of releasing dogs and high figure of the dog’s birth. The lack of awareness and knowledge of the people about the rabies problem is due to still lack of public socialization about the rabies disease. During this time, the prevention of rabies disease is still regarded as the government’s responsibility only, so that the active role of the society is not involved. In Bali itself, rabies outbreak prevention system based on customary Village Society is one of the options according to the Balinese people’s condition that still strong on the culture social life. A disease prevention effort with approaching of the social culture of the society is very important, where is in this system the government and rural communities and indigenous peoples work each other to implement the Communication, Information and Education program (IEC). This is aimed to keep the public informed so they can participate to implement the basic principles of animal welfare, such as; keep the dog well and do not release it away without treatment, carry out a rabies vaccination program to the dog; and perform sterilization and take care of them. Which of this things are obstacles encountered earlier in the prevention of rabies in the society. Another thing that worked was this involves the role of leaders indigenous villagers. Because as people who are respected in the traditional village, they are expected to able give the good and the right information then motivate the society to run the program that has been agreed, so the rabies prevention programs can working well in the society.

ANTIMICROBIAL RESISTANCE IN FREE-ROAMING DOGS IN NORTHERN THAILAND: A ONE HEALTH APPROACH

Dr. Maiju Tamminen, DVM, Finland

The development of antimicrobial resistance is considered to be one of the biggest threats to human and animal health in the 21st century. Wrong selection of antimicrobial agent, wrong dosing interval or duration of the course and overuse of antimicrobials are among the factors that drive the development of antimicrobial resistance. Humans and animals share the same pathogens and antimicrobial resistance is transmittable between species and geographic areas.

A number of studies have been conducted regarding the prevalence of resistant bacterial strains in production
animals and slaughter houses. However, dogs are a species that live close to the general population in all parts of the world. Even in the countries with considerable free-roaming dog population, dogs and their health and welfare receive the attention of both local and international animal welfare organisations. While the individuals involved in the attempts to improve dog welfare are often of non-medical background, the availability of drugs, including antimicrobial agents, is non-restricted in many of these countries.

The prevalence of antimicrobial resistance in ownerless shelter- and free-roaming dogs was studied in northern Thailand from 2016 to 2017. Samples were taken from wound- and skin infections and cultured in order to define the causing bacteria and to determine antibiotic sensitivity. Close to 100% of the cultured bacteria strains were found to be resistant to multiple classes of antibiotics. The results show even free-roaming ownerless dogs receive antibiotics from an unnamed source. Furthermore, the antimicrobial protocols applied in the dog shelter by veterinary professionals was shown to support the development of antimicrobial resistance.

The established wide-spread antimicrobial resistance, created by cultural behaviour and under-education among the lawmakers, the general public and medical professionals, poses a serious threat to both human and animal health. The impacts expand globally, as a result of international travel, volunteer work and international dog adoption.

ON SHAKY GROUND: REFLECTIONS FROM THE INTERNATIONAL FUND FOR ANIMAL WELFARE DISASTER TEAM DEPLOYED TO THE 2015 NEPAL EARTHQUAKE

First Author: Diane Treadwell
Second Author: Heidi Brown

What happens when every element of the change you are trying to achieve is constantly in motion? This project explores the multidimensional layers of change that occur within the framework of a disaster response team in an unstable and spontaneously shifting environment.

In 2015, the International Fund for Animal Welfare (IFAW) disaster response team was deployed to Nepal in the wake of a 7.8 earthquake. Avalanches and landslides impacted communities, leaving over nine thousand people dead, and thousands more injured and homeless. The collapse of homes and structures not only caused human causalitites, but left thousands of animals dead, dying, and injured.

Strong aftershocks coupled with the extreme terrain made reaching remote communities problematic, but within two weeks of the initial earthquake, one of IFAW’s animal rescue teams, along with a small group of veterinarians from India, began to reach some of the damaged villages. Terraced farms had buckled, burying livestock in rubble and leaving many of the animals suffering traumatic limb injuries, spinal injuries, open wounds, and body ulcers. Animals lucky enough to survive were without shelter, and in many cases, surviving on a limited amount of food and fresh water. The devastation was overwhelming.

Rescue strategies that were previously developed had to be rapidly adapted, and resources needed to be modified to work with locally available materials. Cultural context also had to be considered and significantly influenced how, when, and where the treatment of injured animals took place. This ultimately dictated the extent of veterinary care that could be provided from the deployed team. One archetypal example of this was the team’s inability to euthanize suffering, terminal animals due to religious and cultural considerations in the region. All parties involved were forced to adapt to an unfamiliar strategy alongside a foreign presence and had to place their trust in strangers. Witnessed through observation, participation and social interaction, this collaboration while unfamiliar, triggered change, simultaneously effecting the international rescue team and the people of Nepal.

This talk reflects on IFAW’s response, and how the socio-political context of the disaster area affected IFAW’S then and future response to disasters. Drawing on the experience of IFAW response team members, we re-examine IFAW’s original primary objective, which was to provide medical aid to domestic animals and how it became evident upon arrival that local cultural, political, and geographical necessities made our planned objectives largely inadequate. Our experiences led us to conclude that to provide effective assistance in future disasters, first responders must be prepared to quickly familiarise themselves with the affected area and adapt accordingly to each circumstance individually. Processes to assist in the development of new models for future disaster response will be discussed, with particular focus on the recognition and incorporation of issues surrounding cultural perceptions and identity.

PACING TIGER, HIDDEN WELFARE: ABNORMAL REPETITIVE BEHAVIOURS OF THE SPECIES PANTHERA TIGRIS IN CAPTIVITY

Eileen Tuite

In a world where the “wild” is a continually declining resource, the role of humans as guardians of wild animals in captivity is increasingly important. Zoological institutes are one such captive animal facility, which are responsible for providing the best possible welfare conditions for many protected, and critically endangered, species of wild animals. Captive animal facilities continue to improve the environment and conditions for wild animals in their care, and yet the expression of abnormal repetitive behaviours (ARBs) in certain species continues to be an issue. This research project identifies gaps that exist between established animal welfare principles and the implementation of enrichment practices within the context of Australian zoos.

The apparently functionless, and unvarying nature of ARBs expressed by animals in captivity raises questions of both the physiological and psychological welfare of these individuals. In zoos, providing the most suitable captive environment and conditions should be a priority, hence ARBs would present as a prime concern. The specific causes of ARBs are not well understood, however there is an array of approaches mentioned in the scientific literature that may be used to address ARBs. Among them are recommendations endorsed in the “Australian Animal Welfare Standards and Guidelines” (2011) and include: enrichment practices in daily husbandry routines, and developing specific enrichment practices to address and prevent ARBs*. Hence, it seems reasonable to postulate that if environmental enrichment is a common practice in Australian zoos, this would in turn correspond with a low incidence of ARBs in these institutes.

This study focused on Panthera tigris (tigers), a species known to demonstrate locomotory ARBs in captivity in the form of pacing. The aim was to establish whether the current use of enrichment by carnivore keepers, in eight urban zoos
across Australia, is successfully mitigating ARBs for this species. The tigers housed in six out of eight zoos visited across the country were observed or reported to exhibit pacing behaviour. Enrichment practices were common in all zoos visited, however they were applied to varying degrees both within and between zoo institutes. These findings suggest that although the use of enrichment is common practice in Australian zoos, the frequent display of ARBs by tigers indicates that the current captive conditions are not meeting all their welfare needs.

The outcomes of this study highlight the need to consider our current approach to captive animal welfare and the implementation of future enrichment practices. In Australia, the national body responsible for zoo accreditation, the Zoo Aquarium Association, have developed a framework with a positive animal welfare focus. This involves a shift from traditional welfare models, which primarily involves mitigating negative welfare states, to a more contemporary model that focuses on providing positive welfare states. Enrichment practices are a valuable component of captive animal welfare, and yet the current strategies used may be insufficient for addressing ARBs. Therefore, it may be necessary to further promote positive animal welfare by developing innovative practices that diversify husbandry and enrichment in captivity.

* abnormal repetitive behaviours in these guidelines are referred to as “stereotypic behaviours”

Kat is currently enrolled in her PhD at Charles Darwin University, Australia and is an enrichment consultant for the development of Sydney Zoo. She has a background in Zoology, and Behavioural Ecology (BSc Hons, ANU/CSIRO, 2008), experience working in education (Grad. Dip. Ed., UOW, 2011), and more recently worked in the field of environmental communication and awareness raising (Communications Officer, RIEL/CDU, Darwin 2017; AVAD Volunteer, Tonga, 2014). She has volunteered in wildlife rescue and rehabilitation (RSPCA Wildlife Canberra, 2006; Wildlife At Risk Vietnam, 2009), which prompted her interest in the psychological trauma of wild animals in captive conditions. Kat currently works collaboratively with organisations such as Wild Welfare, and Australian Zoo institutes and societies. She is interested in establishing environmental enrichment protocols and facilitating implementation to overcome abnormal repetitive behaviours for wild animals in captivity.

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**RABIES FREE INDIA**

Lakshmi Venkataraman, Federation of Indian Animal Protection Organisations

Rabies Free India (RFI), a nation-wide dog-bite and rabies prevention programme in 4 states of India – Kerala, Punjab, Assam and West Bengal. It was started in Kerala, in November 2016, where conflict has historically been high. This campaign has relied a lot on understanding the psyche behind fear and hatred of dogs, and has accordingly incorporated this in its plan to resolve the conflict.

The process of change involves identifying where we are at, in relation to where we wish to go, and tying it to the psyche of the audience we wish to influence. This involves creating a long-term vision, which is broken down into smaller, achievable tasks – in a manner so as to allay the fears of our audience. The efficacy of a campaign depends on how malleable and responsive it is to the responses of our audience.

In RFI, several long and short-term interventions were considered, at the state and national levels:

- Animal birth control (ABC),
- Anti-rabies vaccinations (ARV)
- Education on dog-bite and rabies prevention in government schools
- Counselling of dog-bite victims in government hospitals
- Social media bites on how to identify a rabid dog, on reading dog behavior, on post dog-bite care, etc.
- Counselling victims of dog-bites and their families, pacifying affected communities and working with them for local solutions.

As has been documented, change has less to do with actually changing the mindset of our audience, than it has to do with making the alternative path for them clear and accessible, and making their environment conducive for change. RFI recognizes that a large part of the paranoia surrounding dog-bites in India is because people do not perceive their physical environment as safe. To combat this, RFI is doing the following:

- Working with national waste management NGOs to manage improper garbage and meat disposal, which are conducive to increase in street dog populations.
- Working with national, state and district-level governments, to conduct ARV drives to reduce fear and actual incidence of rabies.

Most importantly, it is important to involve local stakeholders in problem-solving, as they are the ones being affected by the conflict. RFI does exactly that – we believe that the approach to ending human-dog should be decentralized to the community level.

This has been done through the following:
• Giving financial grants to NGOs to do dog-bite prevention and anti-rabies work in their own localities.

• Organising community-building events and network calls where activists can learn from each other – best practices, as well as encouraging geographical and issue-based problem solving.

I am Lakshmi Venkataraman, and am from Bangalore, India. I graduated with a B.A. L.L.B. (Honours) degree from NALSAR University of Law, Hyderabad. In 2015, I turned vegan, and it became obvious to me that I’d be working on the issue of animal rights. After college, I started work at the Federation of Indian Animal Protection Organisations (FIAPO), on Rabies Free India, which is FIAPO’s national dog-bite and rabies prevention programme - active in Kerala, West Bengal, Punjab and Assam. The campaign works with national and state-level governments to set up systems for animal birth control, anti-rabies vaccinations for street dogs, education on dog-bite and rabies prevention. While I’m not working on animal rights, I like to sing, paint and read non-fiction.

INTEGRATING ANIMAL HEALTH IN THE PRIORITY AGENDA: THE CEBU EXPERIENCE

Mary Rose Vincoy, Louie Maestrado and Mary Ann Gabona
Provincial Veterinary Office, Cebu City, Cebu, Philippines

Cebu province is a catalyst to central Philippines development. Almost 4 million people inhabited in the province and along that population is an increasing population of animals. Livestock industry is vibrant economy especially in the rural areas. Knowing the importance of these animals to the sustainability of this small island, animals and animal health is part of the agriculture and health agenda of the provincial government. Various programs have been instituted and activities to support these agenda that includes, veterinary mission in the countryside, improvement of livestock facilities, forage development, disease surveillance, livestock emergency guidelines trainings, equipment support to improve slaughterhouse operations owned by local government, animal welfare activities like spay and neuter, adoption of pets, vaccination and information dissemination not only to local officials but to school campaigns. The provincial government allocate annual budget for livestock insurance, veterinary medicines and supplies, animal health and related trainings, disease funds to disaster-prone areas. Research and laboratory services were also conducted.

The continued implementation of Our Cebu Program, the rural development program, and other programs has been fully supported by local chief executives like governor, members of the provincial board, mayors, village leaders and private stakeholders. The implementation of various programs and animal health and welfare activities was made easier because local leaders have understood the importance and need to implement it. Local support through legislations and presence of veterinarians, agriculture technicians and presence of barangay animal health aides have given a sense of ownership of the program thereby changing their behavior not only for themselves but to animals as well.

Dr. Mary Rose Vincoy is a department head of the provincial government of Cebu in the Philippines. For 13 years she works with government officials and local communities, making sure that animal health and welfare programs are included in the development agenda of local government units. Prior to her government service, she was a small animal practitioner and a teacher in a university.

In 2010, she lobbied and urged the provincial government to enter and sign an agreement with two other non-government organizations to form the Cebu Marine Animal Rescue Network, with the aim to capacitate a pool of responders to marine mammal stranding cases.

When Typhoon Haiyan (Yolanda) hit northern Cebu in 2013, she led the conduct of veterinary missions in sixteen towns to provide healthcare to affected pets and livestock. The Philippine Veterinary Medical Association (PVMA) conferred her the outstanding veterinarian award in recognition of her rural extension services and voluntary works in helping animals in disaster.

She believes in the power of education and integrated animal welfare awareness in programs her office is implementing. The school-to-school campaign on responsible pet ownership focus the inclusion of elementary students because she believes that information on animal health and welfare should be introduced not only to mature individuals but also to school children. She collaborated in various organizations including the World Animal Protection where she served as disaster liaison officer. At present she is national officer of PVMA affiliates, PCVMLP and PCVE. Cebu Capitol, Escario St., 6000 Cebu City, Cebu, Philippines. cheroseb@hotmail.com