



Education campaigns towards specific target: adults



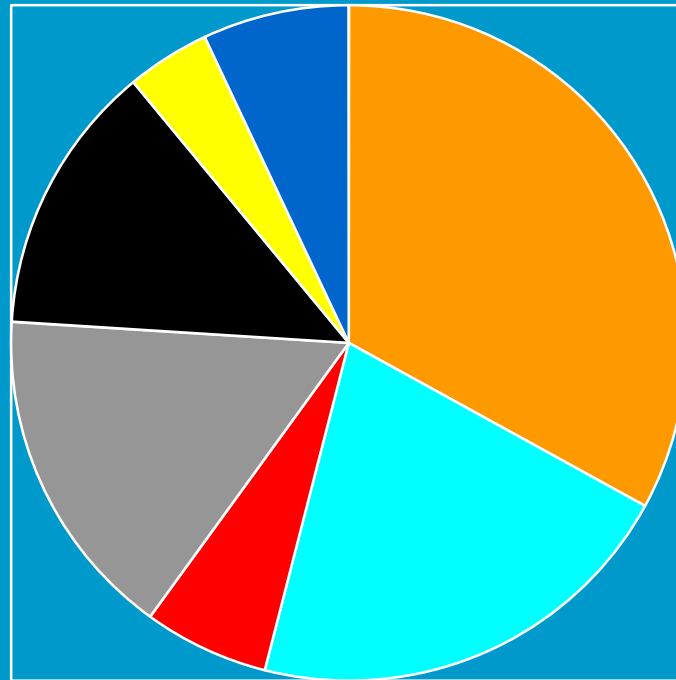


Problems with educational campaigns targeted at adults

- **Not specific to a target social group**
- **No targets set and no review**
- **No budgets allocated**
- **Change behaviour takes many years**
eg health

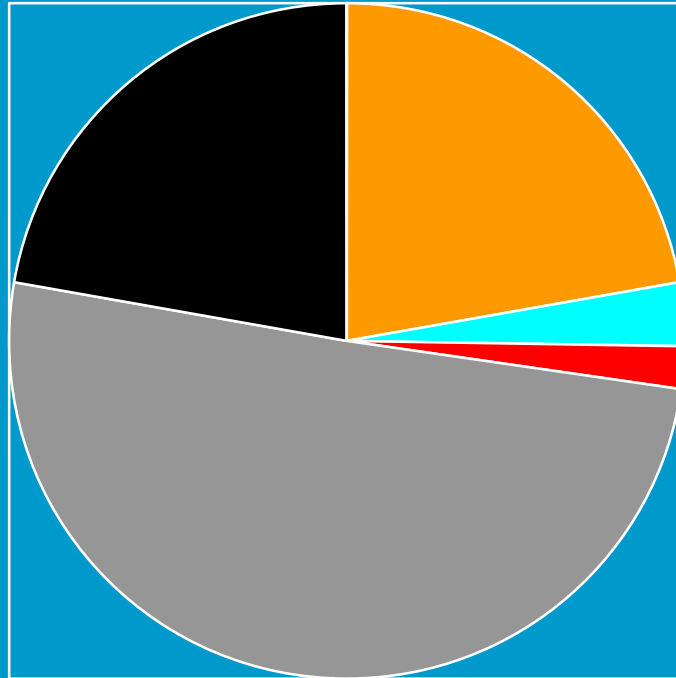


Adult education campaigns: Case study 1 Knowledge of potential puppy owners



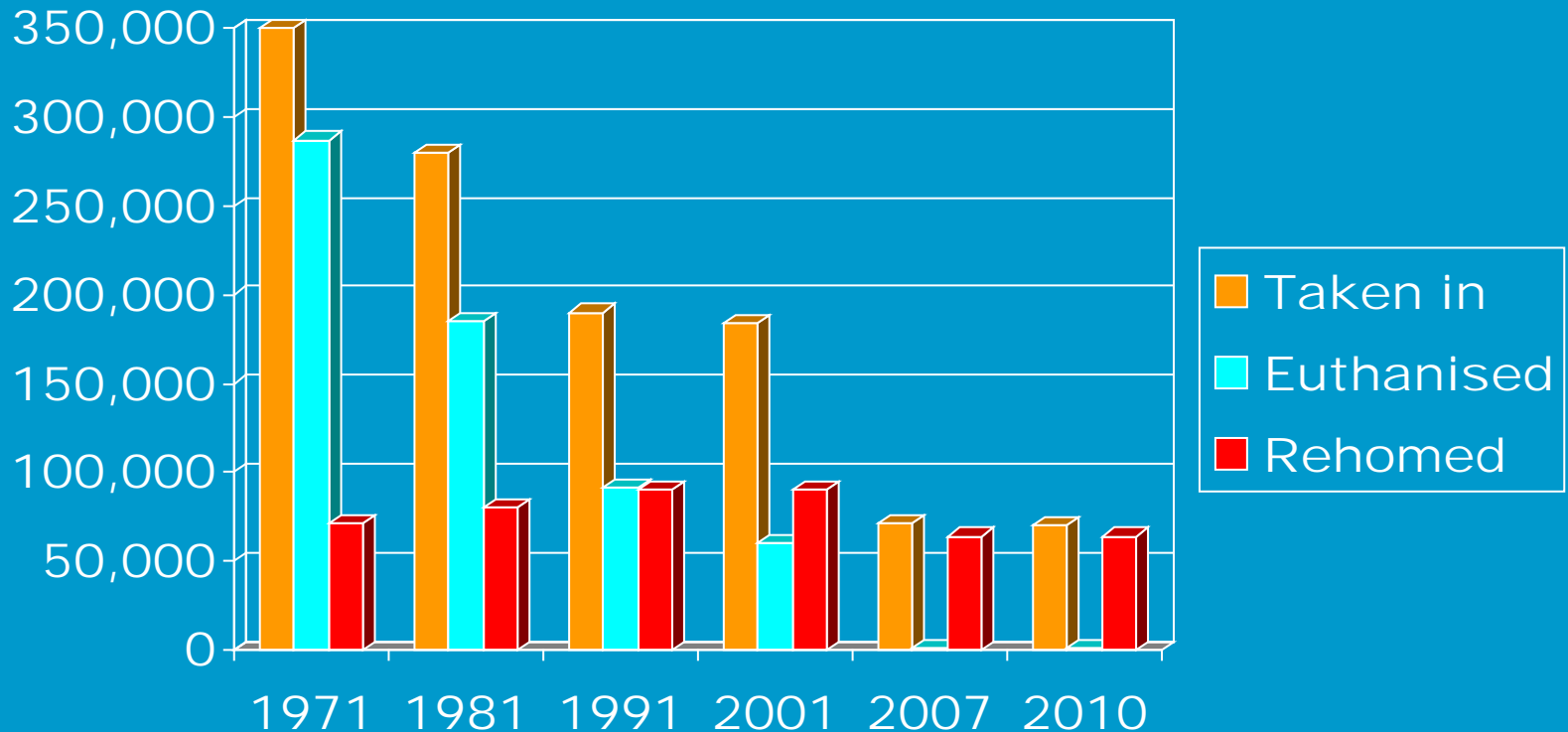


Adult education campaigns: Case study 1 Number of times a dog was trained in the first 6 months





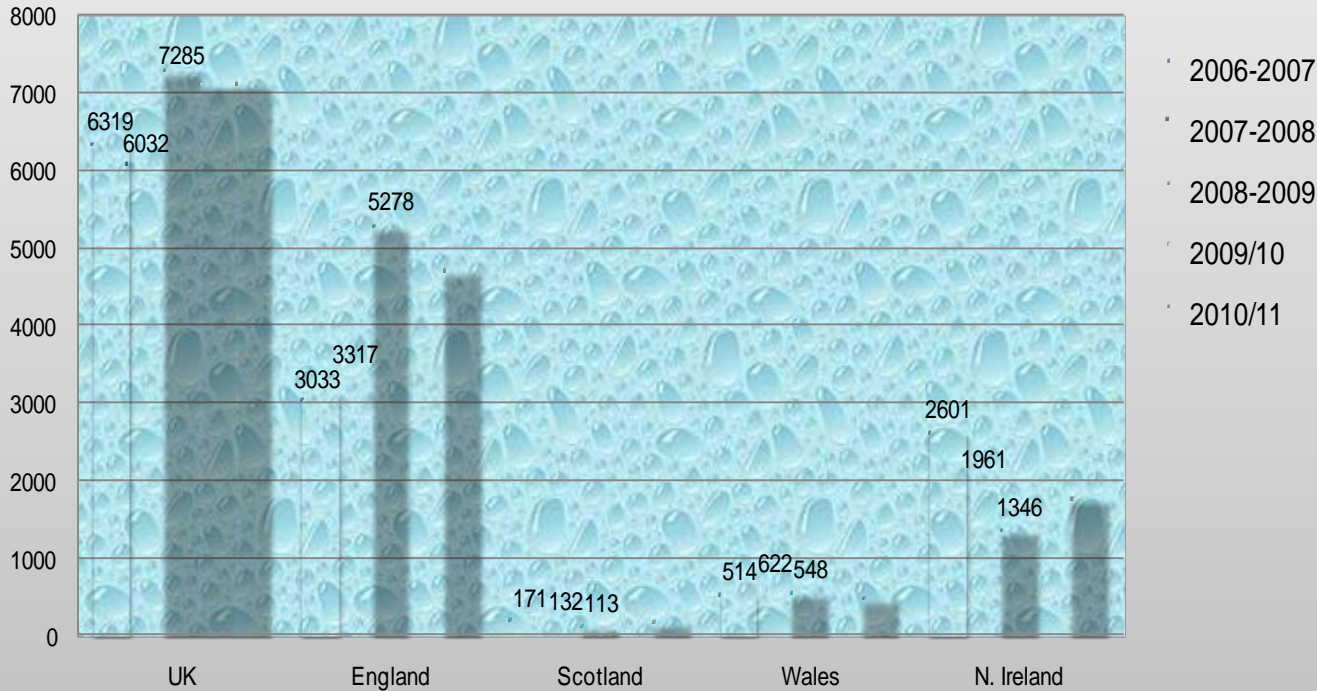
Unwanted animals taken in by the RSPCA





Trends in companion animals: numbers stray dogs in UK

**Stray dogs reported to have been euthanased by local authorities
in the UK – 2006-2011**





Adult education campaign

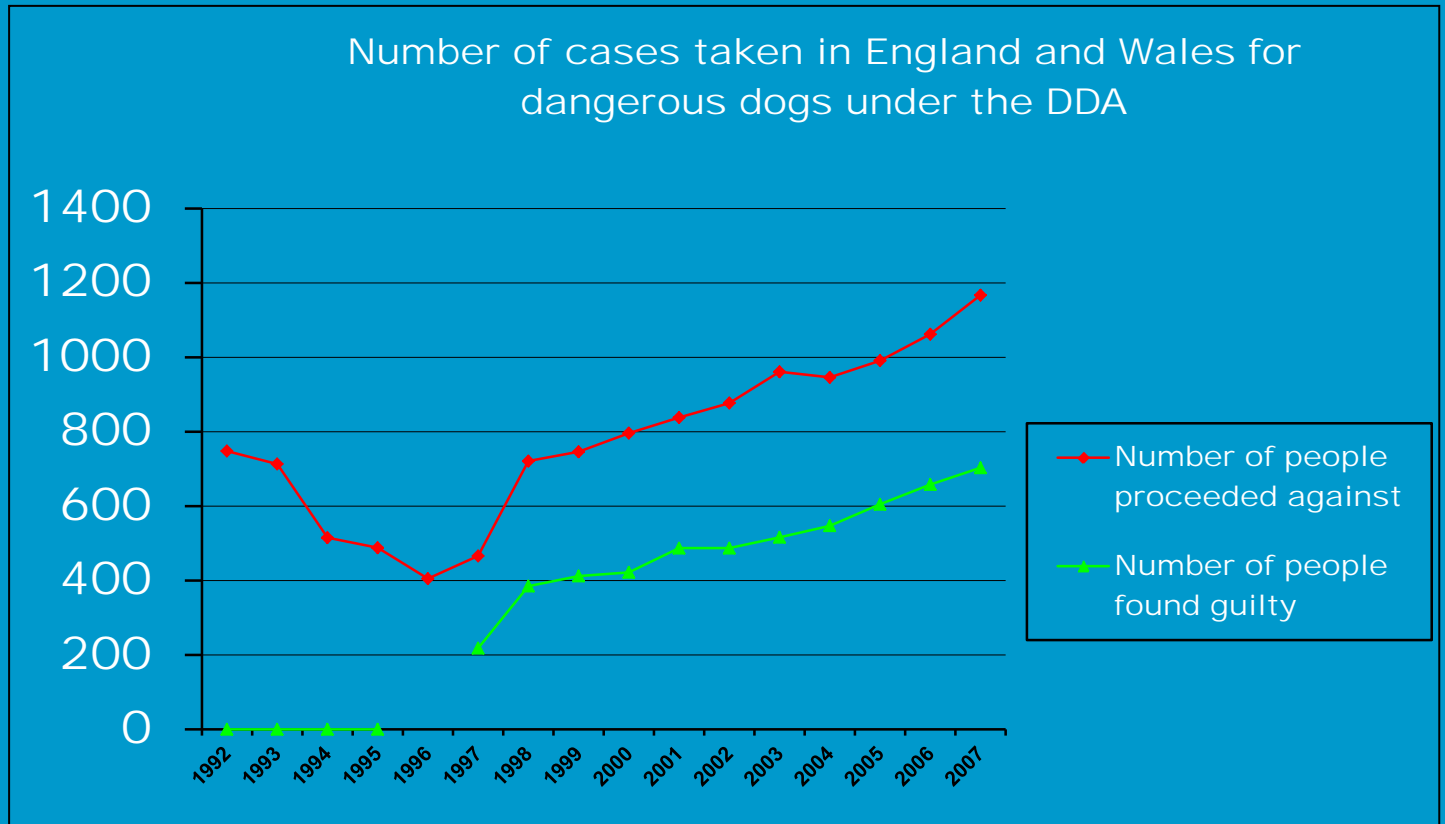
Case study 1 Owner knowledge on getting a dog

- **Assess problem: target C2s, D, Es**
- **Set targets: reached quantity but not quality targets**
- **Do not read newspapers, get dogs on impulse and influences eg celebrities**
- **Work with websites to improve standards**



Adult education campaign

Case study 2 Dangerous dogs





Adult education campaign

Case study 2 Dangerous dogs

- **Assess problem: target C2s, D, Es**
- **Set targets: reduce dog bites and reoffending**
- **Education campaigns work where education part of the law, large scale advertising, adequate budget**
- **Worked in Calgary, Winnipeg and Oregon but only on small scale**



Summary

- **Need to know target audience, avenues and set targets on quality and quantity**
- **It wont happen unless targets are set and a review is established: eg reduce dog bites or reoffending**
- **Change behaviour is long term and difficult**
- **Education campaigns need a specific budget – anything else is lip service**
- **Learn from areas where it has worked**