Animal welfare for a better world

The importance of responsible ownership for stray dog population control
- the OIE awareness campaign in the Balkans Region -

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CONTENT

• OIE standards on stray dog population control and rabies
• OIE Platform on Animal Welfare for Europe
• OIE regional awareness campaign on the Balkans
Terrestrial Animal Health Code: Section 7
(http://www.oie.int/en/international-standard-setting/terrestrial-code/access-online/)

- Introduction to the recommendations for animal welfare (2003)
- Transport of animals by land (2005)
- Transport of animals by sea (2005)
- Transport of animals by air (2005)
- Slaughter of animals (2005)
- Killing of animals for disease control purposes (2005)
- Control of stray dog populations (2009)
- Use of animals in research and education (2010)
- Animal welfare and beef cattle production systems (2012)
- Animal welfare and broiler chicken production systems (2013)
- Animal welfare and dairy cattle production systems (2015)
- Welfare of working equids (2016)
OIE STANDARD ON STRAY DOG POPULATION MANAGEMENT

Terrestrial Animal Health Code: chapter 7.7

(http://www.oie.int/en/international-standard-setting/terrestrial-code/access-online/)

**Chapter content:**

Article 7.7.1. Guiding principles
Article 7.7.2. Definitions
Article 7.7.3. Dog population control programme objectives
Article 7.7.4. Responsibilities and competencies
Article 7.7.5. Development of a dog population control programme
Article 7.7.6. Control measures
Article 7.7.7. Monitoring and evaluation of dog population control programmes
Article 7.7.8. Overview of appropriate methods for estimating the size of dog populations
OIE STANDARD ON STRAY DOG POPULATION MANAGEMENT

Terrestrial Animal Health Code: chapter 7.7
(http://www.oie.int/en/international-standard-setting/terrestrial-code/access-online/)

From Art. 1 Guiding principles, in addition to principles in Chapter 7.1.

- Promotion of responsible dog ownership can significantly reduce the numbers of stray dogs and the incidence of zoonotic diseases.
- The dog ecology is linked to human behaviour.
- Need to change human behaviour to be successful in stray dog population management programs.
OIE STANDARD ON STRAY DOG POPULATION MANAGEMENT

Terrestrial Animal Health Code: chapter 7.7
(http://www.oie.int/en/international-standard-setting/terrestrial-code/access-online/)

Why did the OIE develop this chapter?

- More than 55,000 people die each year from rabies. A majority are children and in many cases the source of infection is a stray dog.
- 99% human rabies deaths due to dog bites
- Many millions of animals contract and die of rabies each year.
- Stray dogs pose serious human health, animal health, and animal welfare, socio-economic and political problems in many countries of the world, and especially in developing countries and in least developed countries.
COMPLEXITY OF RABIES CONTROL

FAO
OIE

Public Veterinary Services
Private Vets

WHO

Ministries
Public Health Services

Policies, Laws and Regulations

Donors

Attitudes and Expectations

NGOs
Industry
Public and consumers

Livestock sector
Local authorities

Wildlife and Environmental Agencies

Values

Culture and Religion

FAO

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Public Veterinary Services
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Culture and Religion
Objectives

- Improve AW in Europe
- Empower VS to take actions in AW
  - Raise awareness
  - Improve implementation
  - Improve standard setting

Action Plan

(first) 2014 – 2016 adopted in Dec 2013

3 priority topics:
- Transport (long distance) (chapter 7.3)
- Slaughter (chapter 7.5)
- Stray dog pop. control (chapter 7.7)

(more than 20 activities)

Governance

- Steering Group (15 Members – Member countries: RU/SB/TK/IR/SP)
- Observers
- Secretariat (OIE sub-regional Representation in Brussels)

Budget

- 3 year budget: approx 450 K€
- EU + several other donors have joined
- In-kind contributions from hosting countries
- World animal health and welfare Fund
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OIE REGIONAL STRAY DOG ROADMAP FOR THE BALKANS (SDB)

Agreed Vision by 11 countries:
To become compliant with OIE chapter 7.7 by 2025
REGIONAL PROGRAM OF ELIMINATION OF RABIES

- EU funded with national contributions
- Implementation of Oral Rabies Vaccination from 2010 (ongoing)
- High efficiency,
- Significant decrease of Rabies cases in domestic and wild animal population
• OIE REGIONAL STRAY DOG ROADMAP FOR THE BALKANS (SDB)

- Promote responsible ownership
- Prevent harm to the environment and other animals
- Manage other risks to human health (e.g. parasites)
- Reduce numbers of stray dogs to an acceptable level
- Assist in the creation and maintenance of a rabies immune or rabies free population
- Prevent illegal trade and trafficking
- Improve health and welfare of dogs
- Reduce the risks of zoonotic diseases other than rabies

Compliance 2025
• OIE REGIONAL STRAY DOG ROADMAP FOR THE BALKANS (SDB)
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

- Launched on 13 May 2016 by Monique Eloit, OIE DG

  Albania, Bosnia and Herzegovina, Bulgaria, Croatia, FYROM, Greece, Montenegro, Romania, Serbia and Kosovo*, Turkey

- Followed by Balkan countries and territories

*This designation is without prejudice to position on status, and is in line with UN Security Council Resolution 1244/99 and the International Court of Justice Opinion on the Kosovo declaration of independence.
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

- Aim of the OIE Campaign
  - Progressive decreasing of dog abandonment on the streets
  - Sustainable dog population management in whole region

*This designation is without prejudice to position on status, and is in line with UN Security Council Resolution 1244/99 and the International Court of Justice Opinion on the Kosovo declaration of independence*
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

• Campaign material developed (in collaboration with the Communication Agency)
  • In English
  • In local languages

• ‘Be his hero’ slogan

• https://www.facebook.com/Behishero-Balkans

• ‘Campaign Package’ prepared by the OIE, delivered to the OIE Delegates (in their national language) in charge of implementing the Campaign at national level
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

• Companion Guidance ‘How to run a successful campaign
  • structural guidelines for preparing, deploying and evaluating national campaigns
Campaign Package

- Campaign logo
- Poster (different formats)
- Leaflet
- Questionnaire for responsible dog acquisition
- Web banner
- Template Facebook page
- Sample scripts for radio spots
- Press release
- Special kit for schools (stickers, game book for children, and a PPT for teachers)
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

- Campaign leaders (nationally)
  - OIE Delegate
  - OIE Focal Point for AW
  - OIE Focal Point for COM

- Stakeholders
  - local authorities
  - private veterinarians
  - pet shops
  - schools
  - non-governmental organizations journalists
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation

• First evaluation (November 2016; questionnaire; qualitative – indicators?)
• High level of national participation
• Different level of implementation
  • Successful stories
  • Difficulties and challenges
  • Valuable experience

ASSESS YOUR CAMPAIGN!

Although this campaign is time-limited, one of the expected long-term outcomes is that, by raising awareness, it will serve as a first step towards a life-long adherence to actions that will benefit both dogs and the wider community. The campaign and its tools can also be repeated, for example, once a year.

To facilitate this process, we propose using the following three types of indicators:

1. For the overall objective, a good Specific, Measurable, Agreed, Realistic and Time-bound (SMART) indicator might be: An X per cent decrease in the number of abandoned dogs in the year following the awareness campaign.

2. For the specific objectives, good indicators might include (all with regard to the year following the awareness campaign):
   - Number of bites by stray dogs
   - Number of car accidents due to stray dogs
   - Number of livestock killed or injured by stray dogs
   - Number of compensation claims for issues with stray dogs
   - Number of cases of rabies in humans due to bites by stray dogs
   - Number of visits to vets (indicating a growing interest in pet dogs, even if the visits are made for reasons other than vaccines/identification/sterilisation) in both urban and rural areas
   - Increase in the number of vaccinations in the year following the awareness campaign
   - Increase in the number of dogs identified and registered in the year following the awareness campaign
   - Increase in the number of dogs sterilised in the year following the awareness campaign
   - Number of pet dogs sold at Christmas (difficult to obtain)
   - Number of pet dogs given to shelters
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation

Courtesy: VS Bulgaria
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation

Courtesy: VS Montenegro
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation

Courtesy: VS FYROM
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

Implementation

Courtesy: VS Bulgaria
POSITIVE OUTCOMES OF THE OIE CAMPAIGN BEYOND EUROPE

- **France / 5 French Islands** (Material translated in French; campaign under development)
- **Spain**: request to use in specific provinces (material to be translated in Spanish)
- **Portugal**: request to use (material to be translated in Portuguese)

**Requisite**: material to be used in the context of stay dog population management
The OIE is the only international intergovernmental organisation recognised for the establishment of international standards on animal health and animal welfare;

Official Veterinary Services, private sector and NGOs of Member Countries are invited to participate in the OIE’s standard-setting process and their full implementation,

Regional approach to development of stray dog population control strategy, ideally integrated with Rabies elimination program and supported by the OIE, is key for long term success

Collaboration with interested parties, and national/local authorities, in development of strategy, legislation and road map for enforcement, of paramount importance for sustainability

Promotion of responsible dog ownership and changes in human behaviour to be integral part of dog population control strategy

Awareness raising campaigns to support dog population control program on long/term basis
Thank you

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