



*Animal welfare for a better world*

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

**Dr Budimir Plavsic and Nadège Leboucq**

OIE Delegate of Serbia

OIE Sub-Regional

Representative in Brussels

Vice-president of OIE Regional Commission for Europe

4TH OIE GLOBAL CONFERENCE ON ANIMAL WELFARE

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WORLD ORGANISATION FOR ANIMAL HEALTH  
*Protecting animals, preserving our future*

# CONTENT

- OIE standards on stray dog population control and rabies
- OIE Platform on Animal Welfare for Europe
- OIE regional awareness campaign on the Balkans

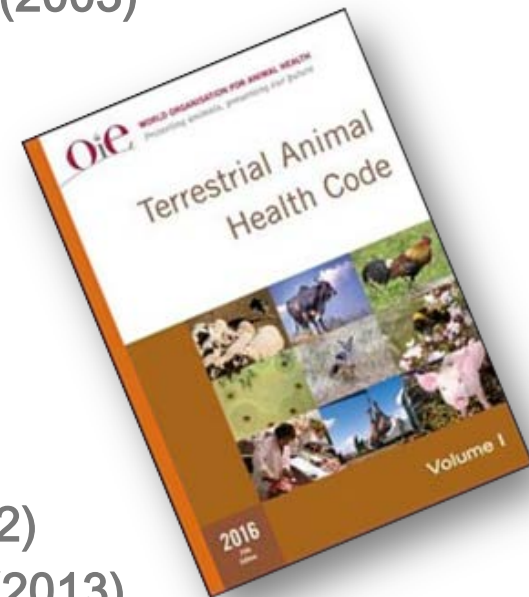


# OIE STANDARDS ON ANIMAL WELFARE

## 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

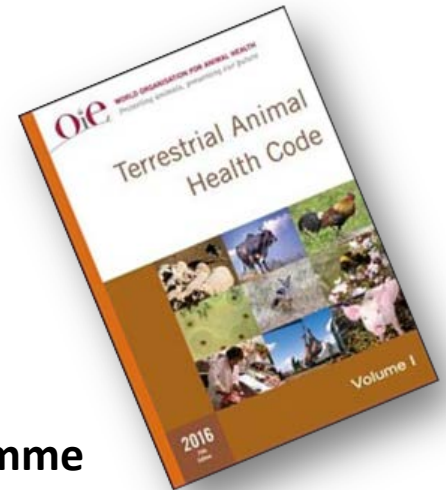
Article 7.7.4. Responsibilities and competencies

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



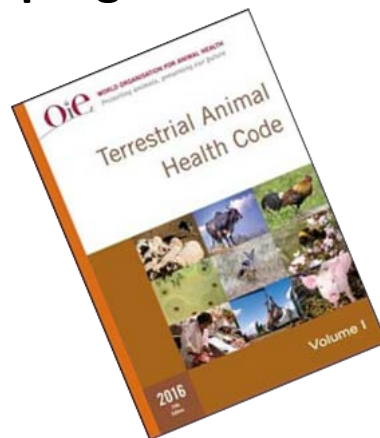
# OIE STANDARD ON STRAY DOG POPULATION MANAGEMENT

## 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/>)

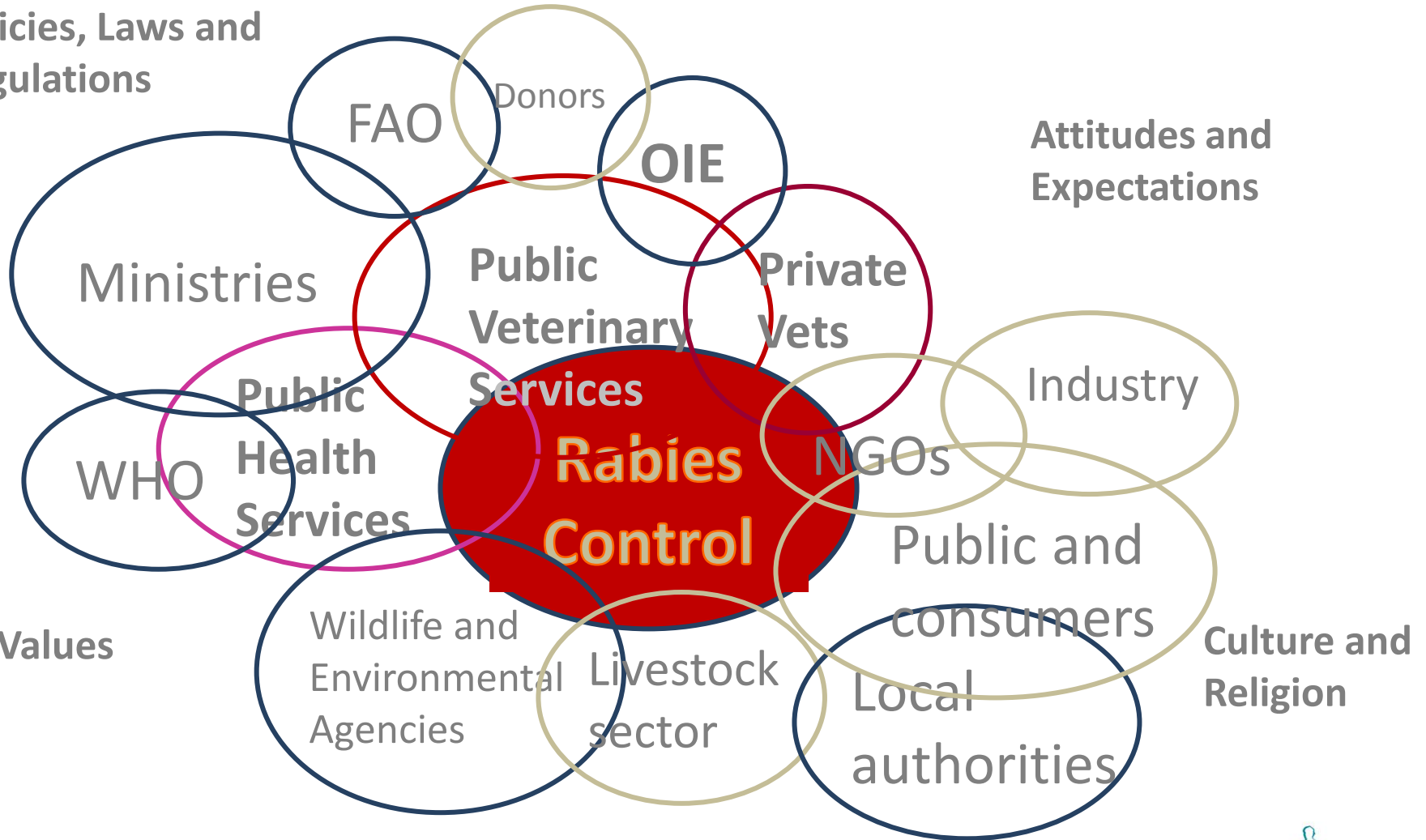
### Why did the OIE develop this chapter?

- 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, animal welfare,** socio-economic and political problems in many countries of the world, and especially in developing countries and in least developed countries.

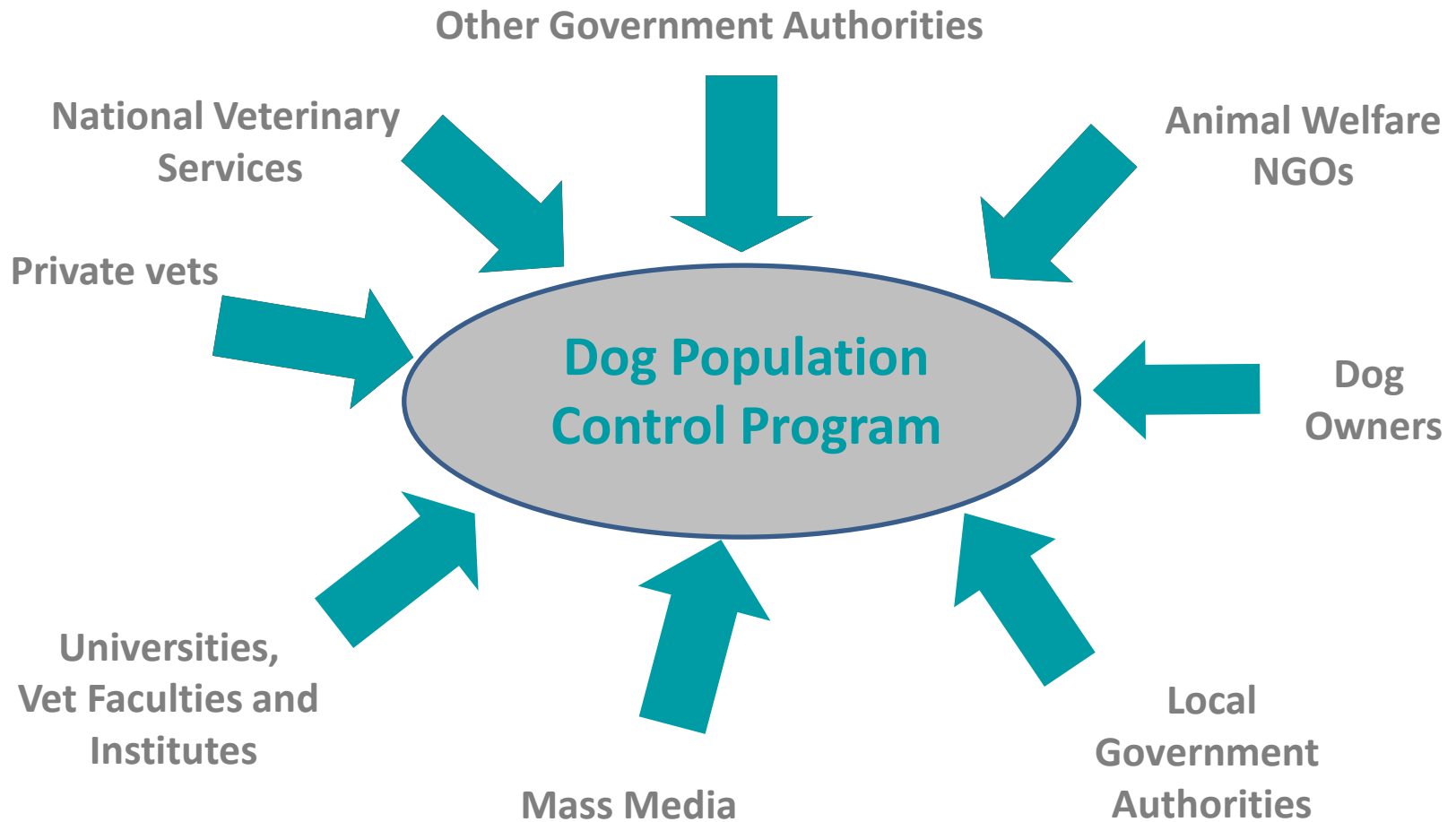


# COMPLEXITY OF RABIES CONTROL

Policies, Laws and Regulations



# STAKEHOLDERS INVOLVEMENT





# OIE PLATFORM ON ANIMAL WELFARE FOR EUROPE



## AT A GLANCE...

### ❖ Objectives

Improve AW in Europe

#### **Empower VS to take actions in AW**

- Raise awareness
- Improve implementation
- Improve standard setting

### ❖ Governance

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

### ❖ 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)

### ❖ 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



**Topics**

**Activities**

**1<sup>st</sup> Action Plan (2014 – 2016)**

**Slaughter**

1<sup>st</sup> ToT Workshop on T&S

2<sup>nd</sup> ToT Workshop on T&S

Evaluations of ToT Workshops

**Long distance Transport by land**

Preparation of training modules

ToT workshop on long distance transport

‘Whole journey’ seminar

**Stray dogs**

Self-assessment tool (SAM Tool)

Regional initiative for the Balkans (includ Campaign)

Regional initiative for West Eurasia

**Governance / collaboration**

Steering committee meetings

Platform website

Consultation meetings (1<sup>st</sup>; 2<sup>nd</sup>)



**2<sup>nd</sup> Action Plan (2017 – 2019) – under development**

# OIE REGIONAL STRAY DOG ROADMAP FOR THE BALKANS (SDB)

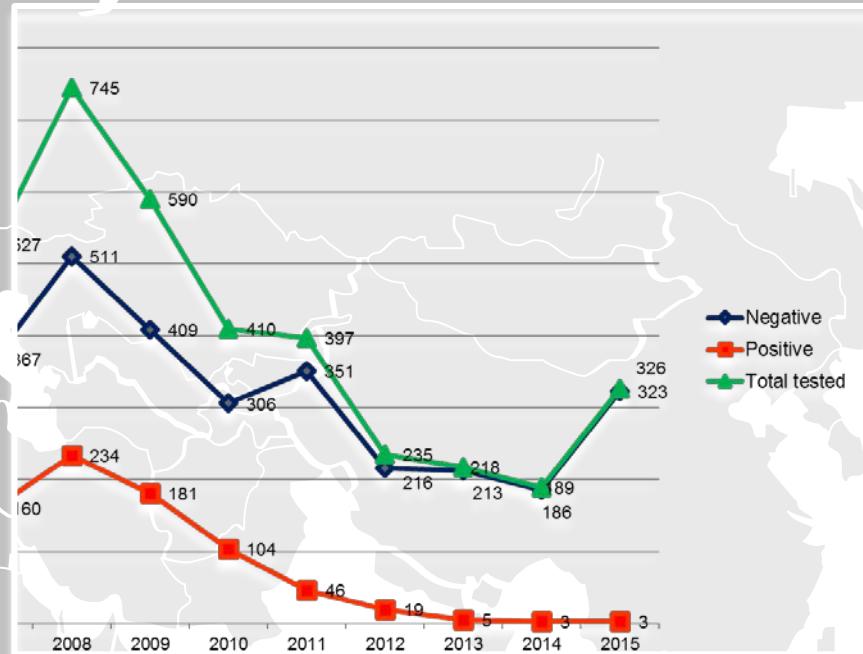
Agreed Vision by 11 countries:

**To become compliant with OIE chapter 7.7 by 2025**



# REGIONAL PROGRAM OF ELIMINATION OF RABIES

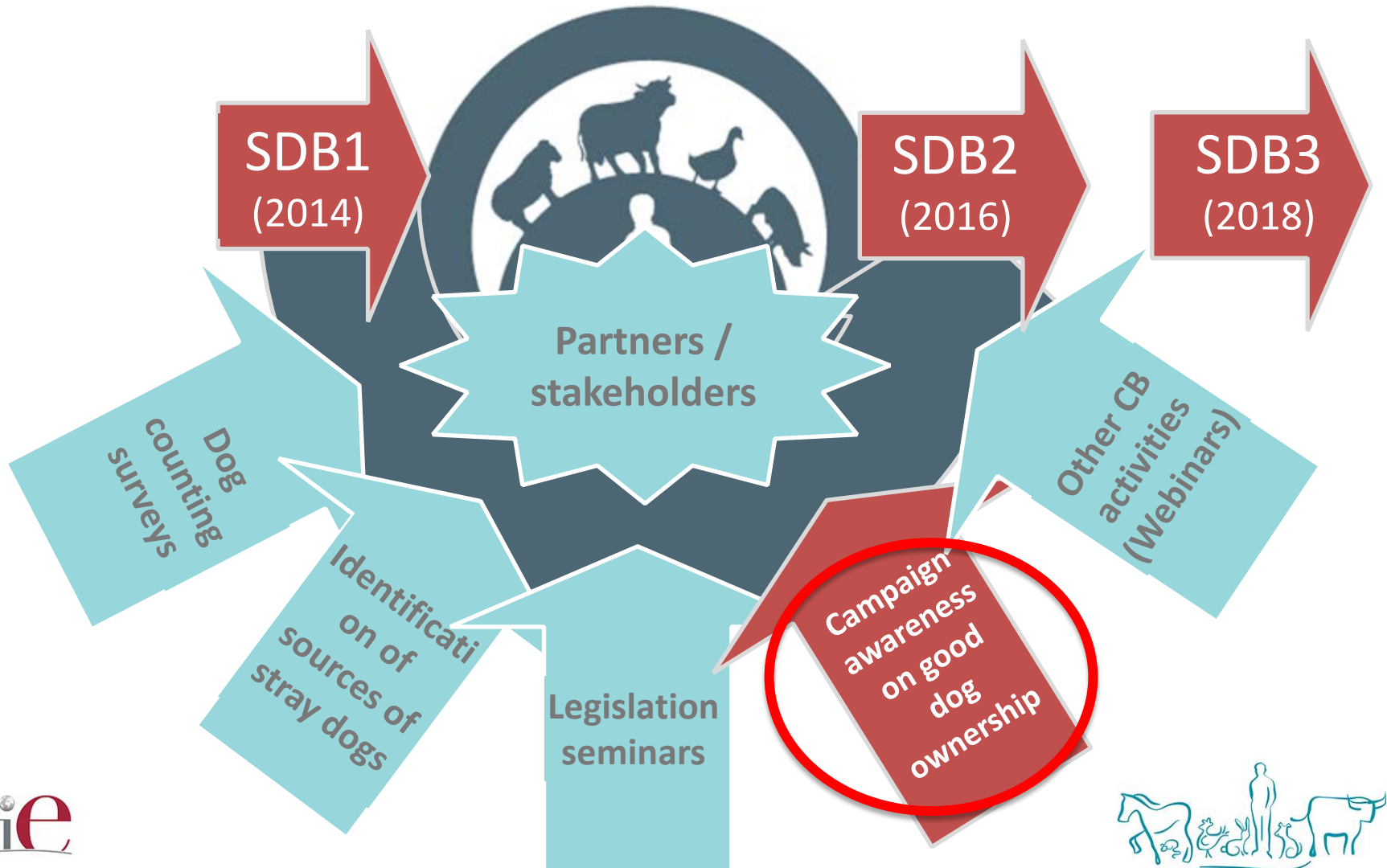
- EU funded with national contributions
- Implementation of Oral Rabies Vaccination from 2010 (ongoing)
- High efficiency,
- Significant decrease of Rabies cases in domestic and wild animal population



# • OIE REGIONAL STRAY DOG ROADMAP FOR THE BALKANS (SDB)



# • 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



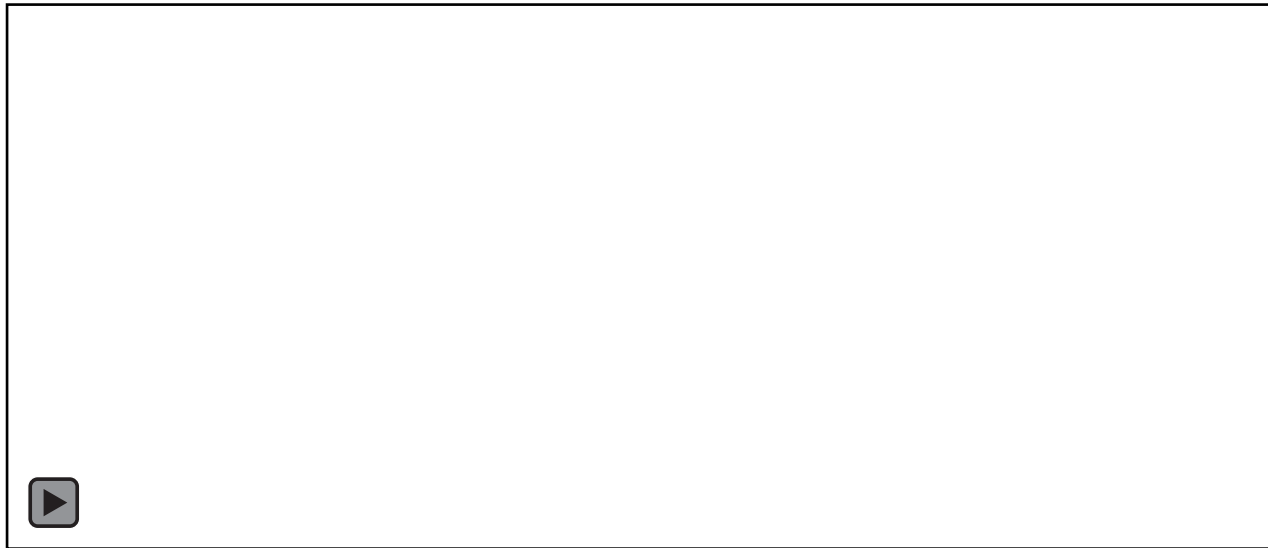
\*This designation is without prejudice to position on status, and is in line with UN Security Council Resolution 1244/99 and the International Court of Justice Opinion on the Kosovo declaration of independence



# 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

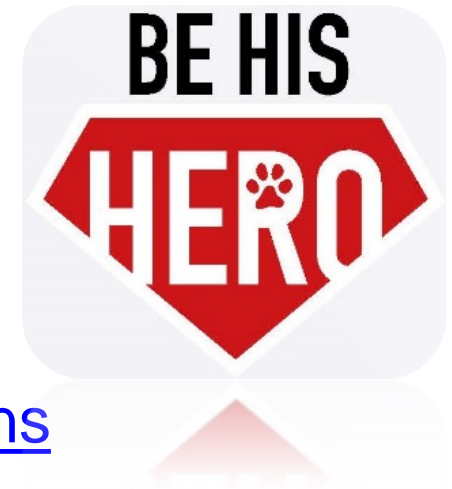




# OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



- 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

**OIE Platform**  
on Animal Welfare for Europe

OIE REGIONAL AWARENESS CAMPAIGN  
ON STRAY DOG POPULATION CONTROL  
IN THE BALKAN COUNTRIES

HOW TO RUN  
**A SUCCESSFUL CAMPAIGN**

The infographic shows a winding path with several goals marked by red location pins:

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

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

This document is intended to help you, as the Veterinary Services in your country, implement a successful campaign. This regional communication campaign is scheduled to be launched on 13 May 2016.

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

1 | [www.oie.int/animal-welfare-for-europe](http://www.oie.int/animal-welfare-for-europe)

READY TO RUN THE CAMPAIGN? LET'S GO!

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

\*For this specific campaign, translations and layout will be provided by the OIE.

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# OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



## Campaign Package

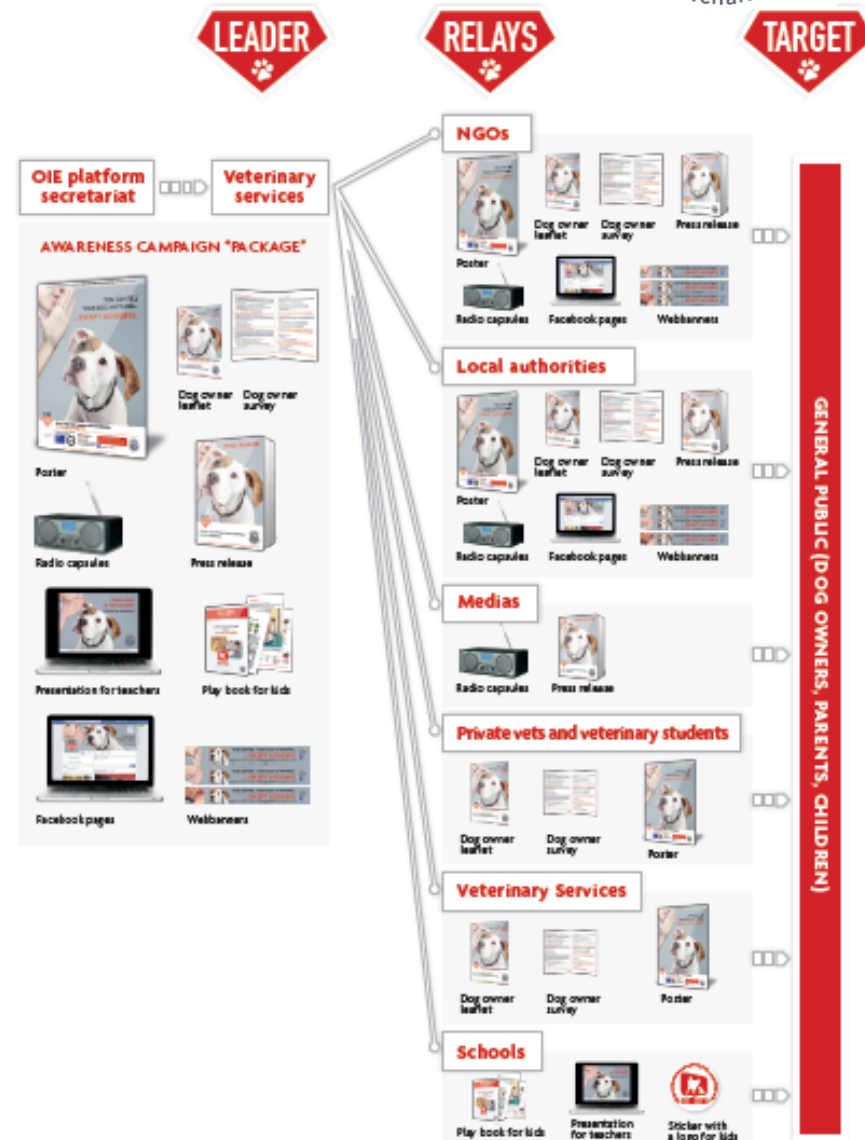
- Campaign logo
- Poster (different formats)
- Leaflet
- Questionnaire for responsible dog acquisition
- Web banner
- Template Facebook page
- Sample scripts for radio spots
- Press release
- Special kit for schools (stickers, game book for children, and a PPT for teachers)



# 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

To estimate the campaign's outcomes and ultimately guide future campaigns, the campaign's evaluation phase is an important step in assessing what did and did not work and determining whether the campaign's objectives were met.

**3. For the organisation and implementation of the campaign**, good indicators might include:

- Number of tools used
- Number of potential partners mobilized to relay the campaign
- Human resources mobilized for the campaign
- Financial resources mobilized for the campaign

Remember to start of the campaign

Otherwise during the campaign

Please be based on

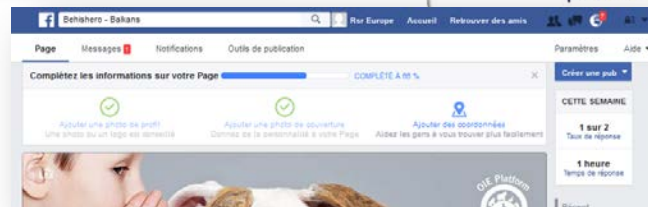
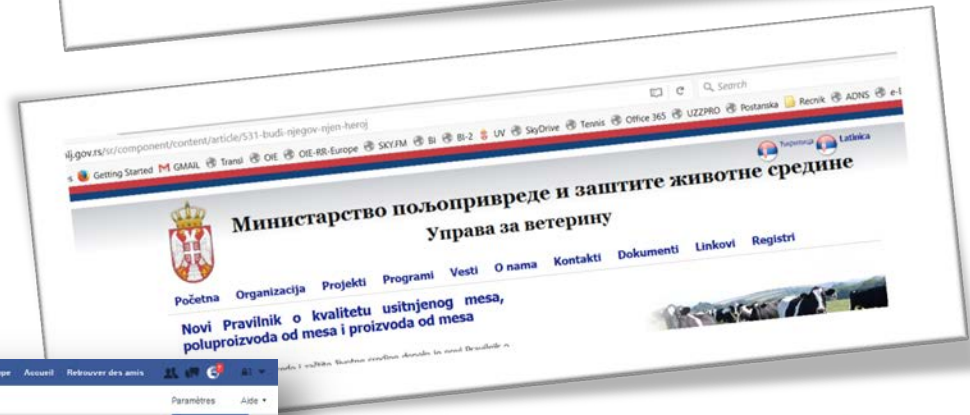
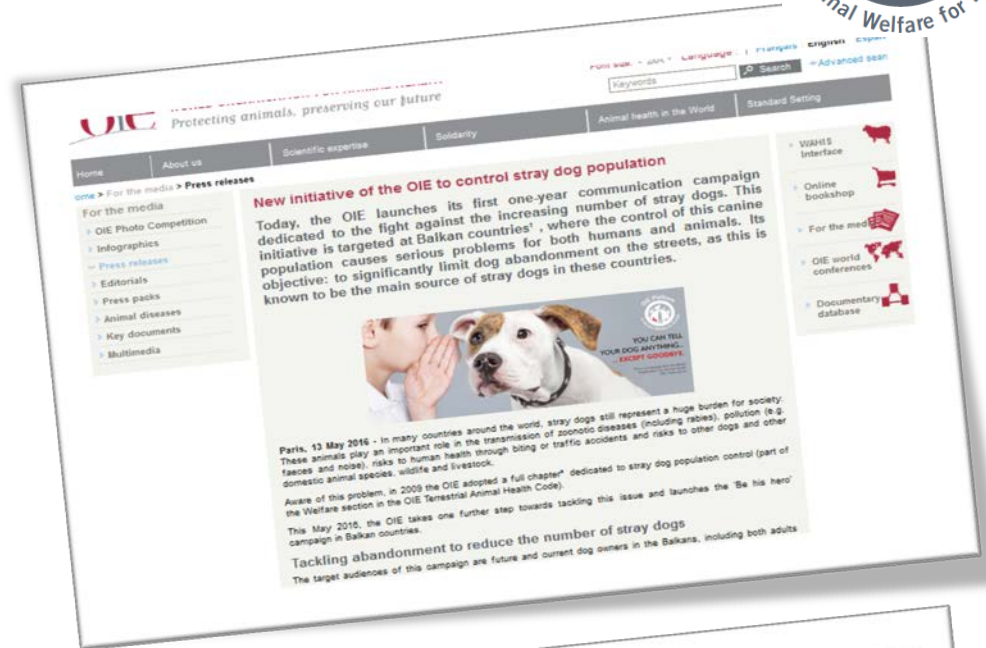
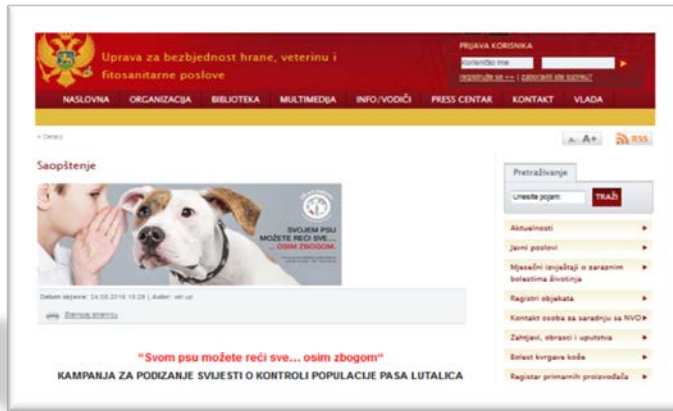




# OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



## Implementation



# OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



## Implementation

**KVIJZ: PORRO VORITE KAZANA O SVOM PSU**

Kako je najbolje igrati sa svojim psom na travnjaku ili u dvorištu?  
 Na travnjaku ili u dvorištu, ali ne na asfaltu ili na ulici.  
 Na ulici, bez obzira na to da li je opasno ili ne.  
 Na ulici, bez obzira na to da li je opasno ili ne, ali samo ako je opasno.

Kako najbolje igrati sa psom?  
 Igrati sa psom na travnjaku ili u dvorištu, ali ne na ulici.  
 Igrati sa psom na ulici, ali samo ako je opasno ili ne.  
 Igrati sa psom na ulici, ali samo ako je opasno ili ne, ali samo ako je opasno.

Koji je najbolji alat za igru sa psom?  
 Ploče za igru, ali ne kugle.  
 Ploče za igru, ali ne kugle, ali ne kugle.  
 Ploče za igru, ali ne kugle, ali ne kugle, ali ne kugle.

Važno je da se igra sa psom na travnjaku ili u dvorištu, ali ne na ulici. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici.

**KVIJZ: KAKO SE BRINUTE O ZDRAVLJU SVOG PSA?**

Kako najbolje igrati sa psom na travnjaku ili u dvorištu?  
 Na travnjaku ili u dvorištu, ali ne na ulici.  
 Na ulici, bez obzira na to da li je opasno ili ne.  
 Na ulici, bez obzira na to da li je opasno ili ne, ali samo ako je opasno.

Kako najbolje igrati sa psom?  
 Igrati sa psom na travnjaku ili u dvorištu, ali ne na ulici.  
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**MIKI KAZA**

Ovo je Miki. On ima deset godina i živi u velikom gradu. On je ljubavnik i voli igrati sa svojim psom. On je ljubavnik i voli igrati sa svojim psom. On je ljubavnik i voli igrati sa svojim psom. On je ljubavnik i voli igrati sa svojim psom.

Prva stvar koja je Miki uradio je da se igra sa svojim psom na travnjaku ili u dvorištu. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici. Ovo je najbolji način za igru sa psom na travnjaku ili u dvorištu, ali ne na ulici.

**KVIJZ: VESTINE VASER DUPERKODJA**

Odaberite da uradite prvu stvar koju biste mogli da uradite!

- Igrati sa psom na travnjaku ili u dvorištu, ali ne na ulici.
- Na ulici, bez obzira na to da li je opasno ili ne.
- Na ulici, bez obzira na to da li je opasno ili ne, ali samo ako je opasno.
- Igrati sa psom na ulici, ali samo ako je opasno ili ne.
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Imajte na umu da možete biti superheroj čak i ukoliko nemate psu!

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

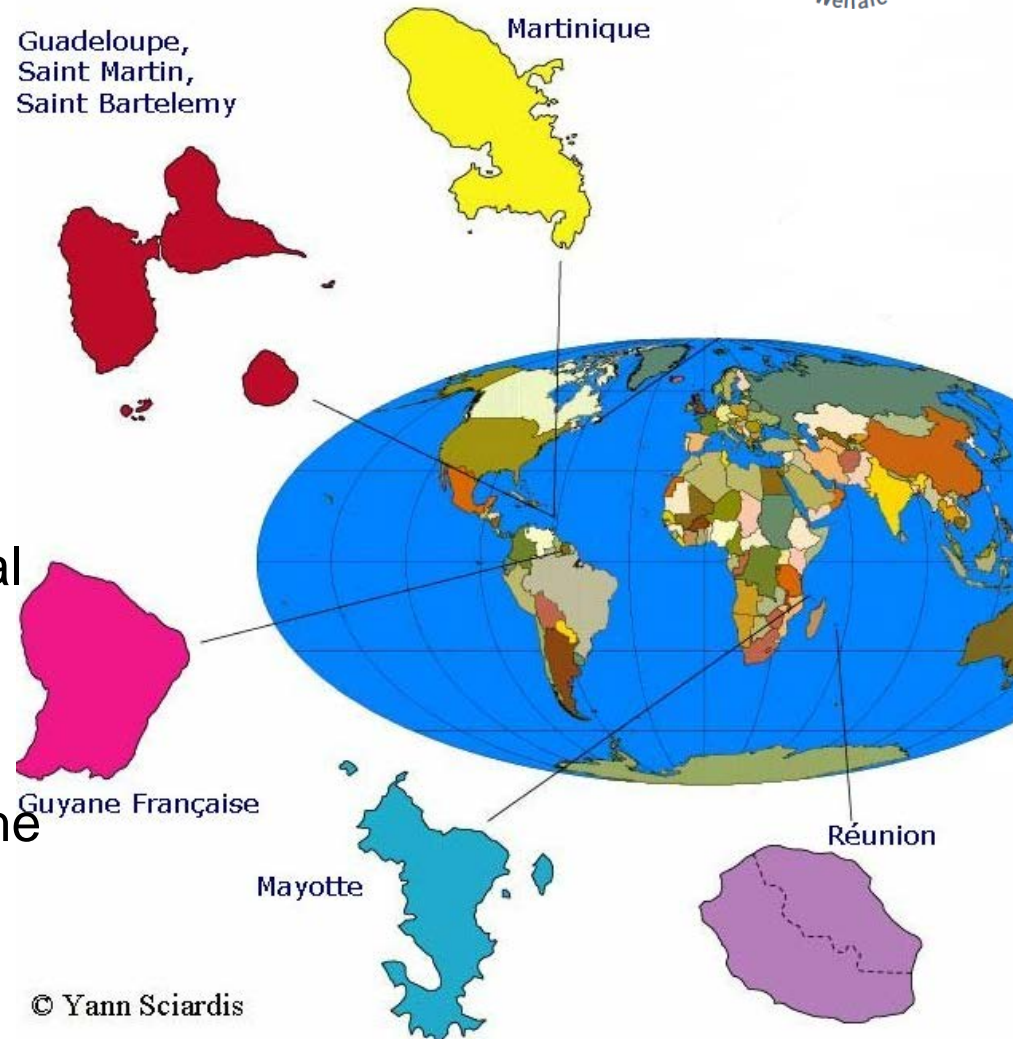


# POSITIVE OUTCOMES OF THE OIE CAMPAIGN BEYOND EUROPE



- 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**





# KEY MESSAGES

- 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

**Dr Budimir Plavsic**

OIE Delegate of Serbia

Vice president of OIE Regional Commission for Europe

[budimir.plavsic@minpolj.gov.rs](mailto:budimir.plavsic@minpolj.gov.rs)