Animal Care Expo Online





Metrics: designing and evaluating your community engagement program based on humane dog population management principles

Tamara Kartal, Senior Manager – Monitoring, Evaluation and Research, Companion Animals & Engagement, Humane Society International

Metrics

What are metrics?

A metric is anything that is a quantifiable measure used to track and assess the achievement of a specific activity, goal, or outcome

Why are metrics important?

- Make success more likely
- Enable us to track our progress and impact
- Enable us to refocus programs around goals/impact
- Help us communicate with external stakeholders and media about our impact



How do we start?

Assess Design Evaluate





Design

Evaluate



Priority Questions



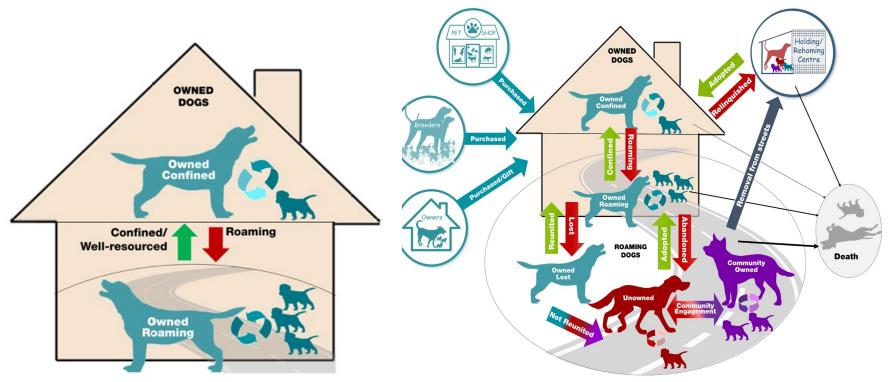
Problems



Population Dynamics



Principles: Dog Population dynamics



Design

Evaluate



Designing the Humane Dog Population Management (DPM) program



Develop Metrics





Example: Community Engagement in gated communities in India

Outcome

Establish a 30% increase in 30% increase in 1st Year = complaint 10% number of dogs Humane system and S/N brought in for Communities increase clinics 2nd Year= sterilization who live in Community 20% increase through direct harmony with meetings and 3rd Year= community their street dogs workshops 30% increase complaints/callin and are their Establish g in Dehradun & guardians. community Vadodara. leaders as focal points

Milestones

Tactics



Design

Evaluate

Impact

Improved animal welfare (animal-based measures)

Indicators

- Body condition score
- Skin condition
- Illnesses or injuries –
 e.g. TVT
- Female : male ratio
- Culling of dogs by authorities
- Dog/dog interactions
- Human/dog interactions

Methods of Measurement

- Questionnaire Surveys
- Street Surveys
 - Clinic records
 - Secondary sources of info
 - **Behavioural observations**



Design

Evaluate

Impact

Improve care provided to dogs (resource-based measures)

Indicators

- Dog care-giving behaviours in adults
- Dog care-giving behaviours in children
- Owner engagement with intervention

Methods of Measurement

- Questionnaire Surveys
- Semi structured Interviews
- Clinic records



Design

Evaluate

Impact

Improve public perception

Indicators

- Adoption of dogs
- Attitude toward dogs
- Dog-related complaints
- Human/dog interactions
- Cruelty towards dogs
- Abandonment of dogs

Methods of Measurement

Questionnaire surveys

Behavioural observation

Participatory research/Interviews

Secondary sources of info



FOUNDATIONS

Improve dog

perception

Improve dog care Reduce dog

Reduce risks to public health

Improve public

Improve rehoming

Reduce negative

leduce negative



POSITIVE HUMAN-DOG RELATIONSHIP

FUNDAMENTAL

Critical to all DPM Systems

PROMOTE RESPONSIBLE **BEHAVIOUR**

People have knowledge, motivetion and social support for responsible and compassionals behaviours

STRENGTHEN DPM REPRODUCTION CONTROL PROFESSIONAL CAPACITY

DPM professionals provide soccesible and Unwanted litters are provented

VETERBUARY CARE

Dogs present minimal toonotic disease falt, are meintained in good health and are not left to suffer

CONTEXT DEPENDENT

Not essential to all DPM systems but important when and where population dynamics demand them

FORMAL EDUCATION OF CHILDREN

Children behave safely with dogs empathise with dog needs and understand good dog care

HOLDING FACILITIES! DENTIFICATION & REHOMENG CENTRES REGISTRATION

good quality services

Owners age Reunting and identifiable, enhancing rehoming dogs enforcement, is efficient and responsible behaviour reliable with minimal and rounting of lost rotums

CONTROL OF COMMERCIAL

Advocacy

Political commitment to sustained resources. Statusholder actions support and sustain humane DPM

BREEDING & SALE Pupples are in good health/ welfare, sufactly socialised and habituated

MANAGING ACCESS TO RESOURCES

Reduced conflict with rourning dogs whilst maintaining resources essential for heath

Legislation & Enforcement

Central legislation framework and local by-laws

Task Force

Multi-stakeholder member/consultation, drives and adapts DPM system, follows humane

Community Engagement

Community members actively participate in planning, implementing and evaluating humane DPM





Abhay Sankalp, India



Photo credit: Humane Society International - India

Baseline Assessment

- Street Dog Population survey
 - ✓ Dog density
 - ✓ Health indicators
- Knowledge Attitude and Practice (KAP) survey
 - ✓ Dog population size and ownership rate
 - ✓ Health indicators
 - ✓ Confinement practices
 - ✓ Human-Dog relationship





On-going Data collection

- Bi-annual door-to-door surveys
- Participatory meetings to share survey results and discuss progress
- Dog related complaints and resolution of the problem
- Bi-annual street dog surveys
- KAP surveys across the city every 2-3 years





Program of the Institute for Animal Welfare and Protection, Bogotá municipality, Colombia



Photo credit: Dr Amit Chaudhari, HSI



Example Community Engagement Programs using metrics

- Abhay Sankalp, India
- Kljuc, Bosnia
- Manu Mitra, Nepal
- Bali, Indonesia
- Bogotá , Colombia





More information:

- Planning a Humane Dog PopulationManagement Program
- Are we making a difference?
- Bogota Program
- Dog Population Dynamics VideoExplanation

- Dog Population Impact AssessmentTool
- Humane Community DevelopmentTool
- The Brooke Sharing the Load Manual



Thank you







