



OIE Platform
on Animal Welfare
for Europe

Oie

OIE AWARENESS CAMPAIGN ON STRAY DOG POPULATION CONTROL IN THE BALKANS

Fourth OIE Regional Workshop on Stray Dog population
management for Balkan countries

Online - November 30th, 2021

Tomasz Grudnik - OIE SRR Office in Brussels

OIE AWARENESS CAMPAIGN ON STRAY DOG POPULATION CONTROL IN THE BALKANS

For the media

- > OIE Public-Private Partnerships
- > OIE Photo Competition
- > Infographics
- ▼ Press releases
 - > 2018
- > Editorials
- > Press packs
- > Animal diseases
- > Key documents
- > Multimedia

New initiative of the OIE to control stray dog population

Today, the OIE launches its first one-year communication campaign dedicated to the fight against the increasing number of stray dogs. This initiative is targeted at Balkan countries¹, where the control of this canine population causes serious problems for both humans and animals. Its objective: to significantly limit dog abandonment on the streets, as this is known to be the main source of stray dogs in these countries.



Paris, 13 May 2016 - In many countries around the world, stray dogs still represent a huge burden for society. These

- > WAHIS Interface 
- > Online bookshop 
- > For the media 
- > OIE world conferences 
- > Documentary database 

- <https://www.youtube.com/watch?v=CWfO8iqsrPI>

AWARENESS CAMPAIGN ON STRAY DOGS IN THE BALKANS

Progressive decreasing of dog abandonment on the streets
Sustainable dog population management in whole region



Poster



Dog owner leaflet



Dog owner survey



Presentation for teachers



Press release



Radio capsules



Facebook pages



Sticker with a logo for kids



Play book for kids



Webbanners

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

YOU CAN TELL
YOUR DOG ANYTHING...
... EXCEPT GOODBYE.



BE HIS HERO
Being a dog owner requires care and attention
throughout your dog's life.



- It's your responsibility to:
- identify your dog
 - vaccinate your dog
 - not let your dog roam in the street
 - not let your dog reproduce freely

If you encounter difficulties, don't give up!
Your local veterinary institution can help you, contact
national authorities or OIE / www.oie.int

This is a message from the World Organisation for Animal Health - OIE / www.oie.int

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NAME: _____

BE A HERO PLAY BOOK

LEARN HOW TO BECOME A HERO WITH MIKI AND KATIA



HERO

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

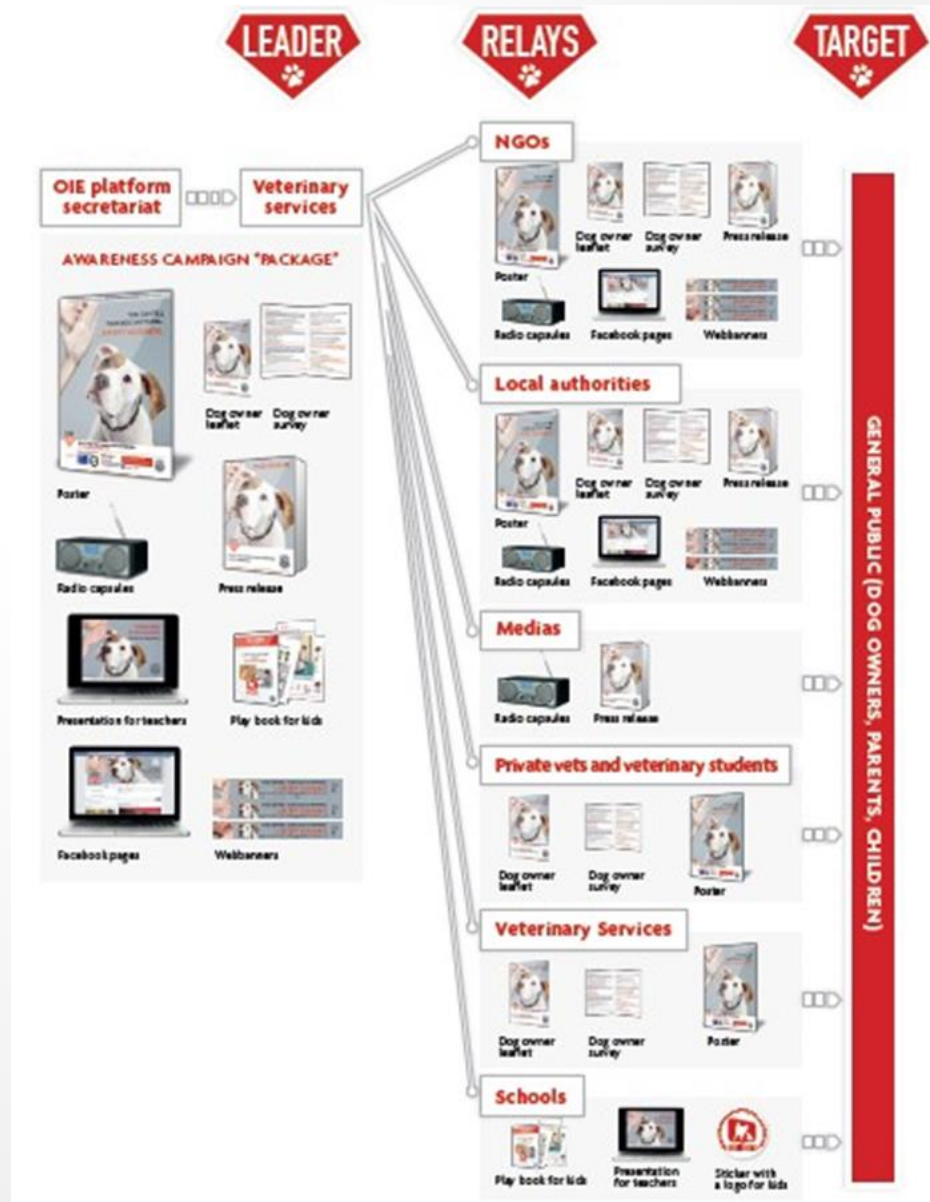


OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS

- 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

- Target audience
 - General public (dog owners, parents, children)





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

HOW TO RUN A SUCCESSFUL CAMPAIGN

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 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.

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**

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** allocated to the campaign
- **Financial resources** allocated to the campaign

Remember to choose and define your indicators at the start of the campaign!

Otherwise, you might fail to collect the necessary data during the campaign to use them!

Please note that the OIE will also conduct its own post-campaign evaluation at the regional level, which will be based on national evaluations.

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OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



KVIZ: PORO VORITE KAŽNA O SVOM PSU

- Kako je najbolje izaći na komepsu treba da stimate i kopa?
- Na komepsu treba da stimate sa kopa
 - U kopa, treba da stimate sa kopa
 - Na kopa, treba da stimate sa kopa

- Kako najbolje izaći na komepsu?
- Treba da izaći sa kopa sa kopa
 - Treba da izaći sa kopa sa kopa
 - Treba da izaći sa kopa sa kopa

- Kaj je najbolji ota kopa kopa sa kopa?
- Psa i kopa sa kopa
 - Psa i kopa sa kopa
 - Psa i kopa sa kopa



Važno je da se kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa.

KVIZ: KAKO SE BRINUTE O ZVRAVLJU SVOG PŠA?

- Kako treba izaći na komepsu sa kopa?
- Na kopa.
 - Na kopa.
 - Na kopa.

- Da li treba da se kopa sa kopa?
- Da.
 - Ne.

- Kako treba izaći na komepsu sa kopa?
- Na kopa.
 - Na kopa.
 - Na kopa.

- Da li treba da se kopa sa kopa?
- Da.
 - Ne.



Važno je da se kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa. Nije dobro kopa sa kopa.



MIKI KAGA

Ovo je Miki. On ima deset godina. On je velikim grafi. On je velikim grafi. On je velikim grafi.



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KVIZ: VESTINE VASEŠE DUPEREKTOA

- Otkrivate da vam je poznat ovaj koga koga poznati ljudi?

0. Nije poznat. 0. Nije poznat. 0. Nije poznat. 0. Nije poznat.

0. Nije poznat. 0. Nije poznat. 0. Nije poznat. 0. Nije poznat.

0. Nije poznat. 0. Nije poznat. 0. Nije poznat. 0. Nije poznat.

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0. Nije poznat. 0. Nije poznat. 0. Nije poznat. 0. Nije poznat.

Imajte na umu da možete biti superheroj čak i ukoliko nemate psa!

Courtesy: VS Bulgaria

OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



Courtesy: VS Montenegro

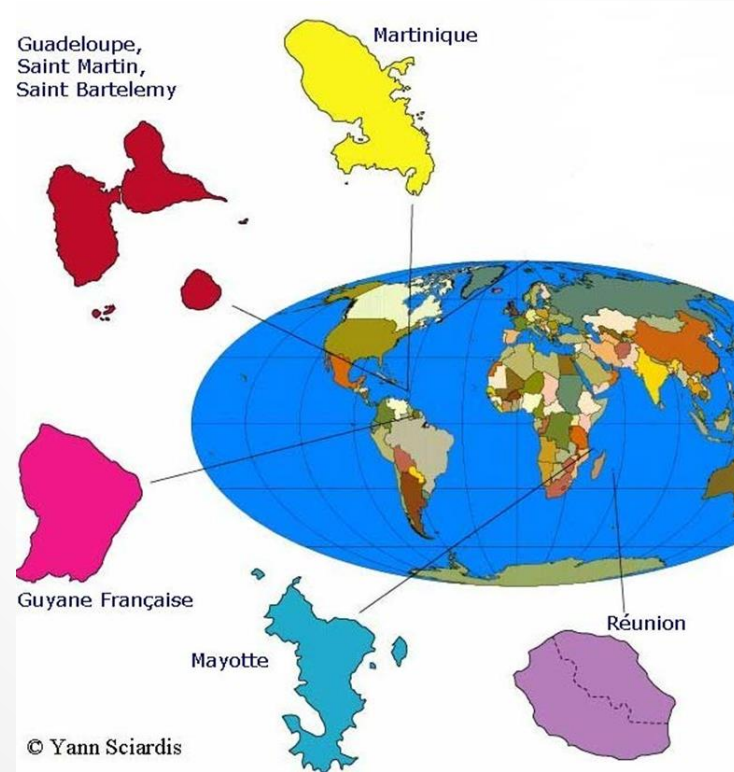
OIE STRAY DOG AWARENESS CAMPAIGN IN THE BALKANS



Courtesy: VS North Macedonia

OIE STRAY DOG AWARENESS CAMPAIGN BEYOND EUROPE

Five overseas departments of France





OIE REGIONAL AWARENESS CAMPAIGN ON STRAY DOG POPULATION CONTROL IN THE BALCANIAN REGION

HOW TO A SUCCESSFUL CAMPAIGN



The World Organisation for Animal Health (OIE) has prepared its OIE Platform on Animal Welfare for Europe¹ for use in Balkan countries to promote responsible ownership practices and, in so doing, reduce the growing population of stray dogs.

This document is intended to help you, as the Veterinary Service, in the preparation of a regional communication campaign which is scheduled to be launched in the Balkan region.

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

¹ With the support of the Life Animal Health communication project <https://www.oie.int/animal-health/>
² <https://www.oie.int/>

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OIE Platform on Animal Welfare for Europe



WORLD ORGANISATION FOR ANIMAL HEALTH

Protecting animals, preserving our future