

Cat and Dog Welfare - Programme Review

Sept-Oct 2013

World Animal Day Celebration

Animals Asia launched a nationwide photo contest in August named “2013 Sharing Love with Them” in SinaWeibo to celebrate the 4th October World Animal Day. The award has three categories: “We are a family”; “Most touching eyes”; “Stray angels”. Below are the links for the winners:

Introductions of the prizewinners: http://blog.sina.com.cn/s/blog_731132980101a1gf.html

Collection of the awarded videos:

<http://dp.sina.cn/dpool/video/pad/play.php?url=http://video.sina.com.cn/v/b/117406139-1985279915.html>



The results of this contest were released in September, followed by the national exhibitions of the winning photos from October to December. We have received 160 applications for exhibition from 38 cities, of which 11 large scale. The exhibitions received positive feedback. The first exhibition in Shanghai co-hosted by Shanghai University Students Environmental Protection Association was carried out from 1st-13th October in the Education Centre of Shanghai Zoo, which attracted the attendance of 6000 people. Exhibitions will be held in November at the same time in different cities, so we'll continue to share the updated news with you.



Left: First exhibition in Shanghai co-hosted by Shanghai University Students Environmental Protection Association

Right: Exhibition in Dalian Roosevelt International Centre



Left: Exhibition in Sichuan University of Media and Communications

Right: Students from Guangzhou No.24 Middle School attend the exhibition

More information, please click <http://weibo.com/1868995340/A2fwkDfhE>

Be healthy. Say NO to cat and dog meat

The topic of “Friends or Food” has appeared more frequently and raised people’s attention. Animals Asia has launched a series of advertisements with the theme of “Be healthy. Say NO to cat and dog meat” in a number of Chinese cities to inform the public of health risk and to let them know that eating dog and cat meat involves the possibility of being part of the illegal trade chain.

The ads are already displayed in metro and bus stations, on LED screens as well as on building advertisements in a number of Chinese cities, including Shijiazhuang, Nanning, Shanghai, Guangzhou, Changchun, Changsha, Handan, Wuhan, Beijing, Shenzhen, Nanjing, Hangzhou, Shenyang and Chongqing. We also received support

from large shopping malls such as Beijing Zhuangsheng SOGO to display our ads in their LED screens. In total, our ads have reached 294 advertising positions in 14 cities, with the support from public welfare websites such as Taobao and Yibo as well.

Meanwhile, the online activity in Weibo of “Be Healthy snap shot” is also in progress. Weibo users can participate by finding the “Be healthy. Say NO to cat and dog meat” ads or posters in their cities, and then taking a photo with the ads and posters to upload to the topic of #Be healthy. Say NO to cat and dog meat# on the Weibo. We will hold a lucky draw every month to give out souvenirs to 30 lucky supporters. This activity received a large scale of responses nationwide. One photo that received the most forwards and likes was the little girl “Xiaobao”, and the dogs “BuBu” and “DouDou” from one of our ads named “Companion” who, together, took a photo in front of that poster. (Please refer to the link: <http://weibo.com/1868995340/A6XE0ec4Q>). This activity will last until the end of the year.



Left: Weibo user taking part in the activity of “Be Healthy snap shot”



Right: Live version of our ad “Companion”



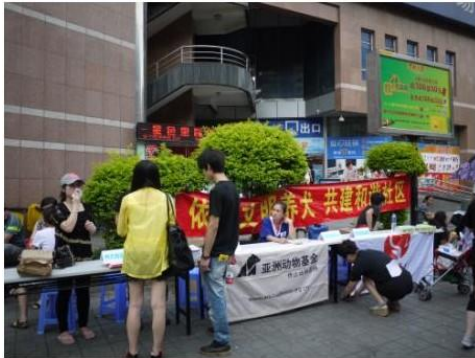
LED advertisement in Beijing Zhuangsheng SOGO

Care for animals

Promotion for responsible dog ownership in Shenzhen Luohu District

On 28th January 2013, our promotion for responsible dog ownership in Shenzhen Luohu was officially launched in the East Shopping Plaza, which began the series of promotions in the Luohu District. Animals Asia and Luohu urban management carried out 9 promoting activities over the following 9 months. About 10000 pamphlets on “How to get along with small animals” and “Dog care” were sent out during that period.

We carried out promotions in different places such as communities, community parks, busy shopping areas and community cultural centers. Besides sending out pamphlets, we also organized public education games helping people to understand responsible dog care. In some communities, consultation for dog registration was also arranged by the dog management department. The Shenzhen Dog Protection Association also helped to promote the protection of stray dogs in the community.



The activities received positive feedback from the residents. Consequently, they had an understanding of responsible dog care and the procedure for dog registration through consultation and our promotion materials.



Left: Residents reading promotional materials of responsible dog care



Right: Popular public education games

We aim to raise the awareness of responsible dog care and mutual understanding through these interactions with the residents so that big cities such as Shenzhen can be places for people and animals to live harmoniously.

Dr Dog attended the Charity Fair in Shenzhen

Animals Asia attended the 2nd China Charity Fair for the first time during 21-23 September. Our booth attracted a lot of supporters during the 3-day exhibition. Besides sending out information sheets and introducing what we do, our Shenzhen Dr Dog programme also presented our work and attracted people's attention. The

audiences had a good time with Dr Dog and also took photos with the dogs holding the Animal Care sign and expressing their love for the animals.



Left: Dr Dog Morgan and his little fan

Right: Many people showed their support for Dr Dog

Dr Dog and Professor Paws events in Sept and Oct

During September and October, Animals Asia undertook 60 Dr Dog visits reaching 2842 people; 21 Professor Paws courses and 9 Care for Animals Presentations covering 2216 people in Guangzhou, Shenzhen, Chengdu and Hong Kong. Here are some highlights:

Chengdu Professor Paws visited children in Ya'an earthquake-stricken area

With the help of Aiyouxi Community Culture Development Centre, Chengdu Professor Paws ambassadors Xiaobao, Apolo and Nini visited Feixian School in Ya'an Feixian County to give 100 students in grades four and five an animal care lesson on 12 September. The kids who experienced an earthquake were moved when they knew dogs could help search for survivors in a disaster.

After the class, the students played relay races with the Professor Paws as well as learning how to get along with dogs. We believe that, through these activities, the positive influence brought by Professor Paws can spread even more widely.



Left: The children loved DrApolo very much.

Right: Having fun in relay race with dogs.

Media reports in Chinese:

SichuanOnline: <http://morning.scol.com.cn/new/html/tfzb/20130913/tfzb669925.html>

Sichuan Daily: <http://sichuandaily.scol.com.cn/2013/09/13/20130913614234081160.htm>

Guangzhou Dr Dog visit a school for the blind

13th October, Guangzhou Dr Dog, along with the volunteers from the Youth League Committee of Guangzhou No. 16 Middle School visited a school for the blind for the first time.

The blind kids showed great interests in Dr Dog: they discovered the feel of the dog's body with their hands, consulted with the dog owners and volunteers about the dogs, and walked the dogs too with the help of the owners and volunteers.

The visit brought happiness to the kids and also inspired us.



Left: Blind kids stroking DrDouDou.



Right: Taking a walk with DrMaoMao.

Shenzhen Dr Dog public service activity

We launched "Join Dr Dog visit, to help those in-needs" activity in Guangzhou, Shenzhen and Chengdu. We visited nursing homes and special schools for children with our volunteers and Dr Dogs as well as introduction the dogs to the public in order to bring them warmth and laughter, and to promote our Dr Dog programme.



Left: DrDuoDuo: "Let me give you a kiss, grandma!"

Right: Hey friends, come and join our Dr Dog visit!

8th September, Shenzhen Dr Dog was invited to visit Futian Day Care centre with the Deputy governor and client managers of the Bank of China Baoan Branch. The elderly had a wonderful time with our Dr Dogs, and volunteers from the Bank of China also prepared a touching performance and small gifts for the elderly.

Join our Dr Dog visit, please email: drdogchina@animalsasia.org

<u>Guangzhou Office:</u> Contact person: MS Li Yan Tel: (020)38016788	<u>Chengdu Office:</u> Contact person: MS Fu Yan Tel: (028)83079033-217	<u>Shenzhen Office:</u> Contact person: MS ZhuFangrong Tel: (0755)26896504
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2013 Work-Life Balance Day, Hong Kong Dr Dog revisited HSBC

25th October, Hong Kong Dr Dog revisited 3 branches of HSBC to participate in their annual Work-Life Balance Day activity. Hong Kong Dr Dogs have joined in this activity each year, for 5 years since 2008.

We first said hello to staffs in the central headquarters during their coffee break, and then went to Tai Koo Shing branch before lunch. We added new elements to the programme by showing how to give simple instructions to the dogs and inviting staffs to join in, which received positive feedback.

Our third stop was the Tai Kok Tsui office. 50 four to five year old children and their teachers showed up and waited outside the bank entrance to see the Dr Dogs in the last 20 minutes of the activity. This was an exceptionally positive activity, and all the children learned first how to get along with the dogs, before enjoying playing with them.



Hong Kong Pak Sha Wan Yacht Club 24-hour charity boat race

Animals Asia visited Pak Sha Wan Yacht Club in Sai Kung for their annual 24-hour charity boat race. Thanks to Will, Wing, Ivy, Chris, Sue and Dr Dog volunteers, we had raised HK\$3600 through our charity display and sale.



Hong Kong activity of taking a walk with elderly with degenerative disease



14th September 2013, the first “Take a walk with the elderly with degenerative brain disease” was successfully held.

46 seniors with degenerative brain disease and their care workers, 15 Dr Dogs and 89 care ambassadors (having the ability to get along with degenerative brain disease patients after training by Dr Dog volunteers) got together in Lions Nature Education Centre.

The elderly first became familiar with the Dr Dogs and then took a gentle walk with them and the care ambassadors. We witnessed the positive results of animal therapy through this activity.

Thanks for the support of Fu Demeng Foundation.

Promoting care for animals

During September and October 2013, a total of 11 groups and 1 individual applied for our public education materials. The groups who are now helping us to spread the “Care for Animals” message around China are:

- Love animals, Love the world SOS
- Shijiazhuang One Meter More Love Stray Cats Rescue Team

- Happy Home for Cats and Dogs
- Luckycats
- Together Animal Aid Centre
- Nanchang Small Animal Protection Association
- Wenzhou Stray Animals Rescue Centre
- Zhangzhou Small Animal Scientific Protection Rescue Centre
- Zhangjiakou Stray Animals Rescue Team
- Qingdao Animal Care Association
- Nanjing Agricultural University Animal Protection Association

Animals Asia also provided free public education materials in four themes: “Anti cat and dog eating”, “Responsible dog ownership”, “Getting along well with animals”, and “Caring for animals”.

For more details please contact: drdogchina@animalsasia.org

Animals Asia China Cat and Dog Welfare Team
Animals Asia HK Dr Dog and Professor Paws Team
Sept-Oct, 2013