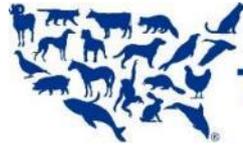


Animal Care Expo Online



**THE HUMANE SOCIETY
OF THE UNITED STATES**



**HUMANE SOCIETY
INTERNATIONAL**

ENGAGING THE COMMUNITY TO IMPROVE ANIMAL WELFARE

Keren Nazareth, Acting Director, Companion Animals and Engagement, Asia and Africa,
Humane Society International

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International

Why Community Engagement?



The One Health Triad



HSI's Learning Grounds

- Bhutan
 - Jamshedpur
 - Dhaka
 - Hisar, Haryana
- Different groups – strays, community owned, pets
 - Hand-catching
 - Our presence has a visual impact
 - People want to understand what is happening
 - Different cultures, affect dogs differently
 - Our teams need training on how to communicate with the community
 - Community Engagement is long-term

COMPLAINT
DEPARTMENT
PLEASE TAKE A NUMBER



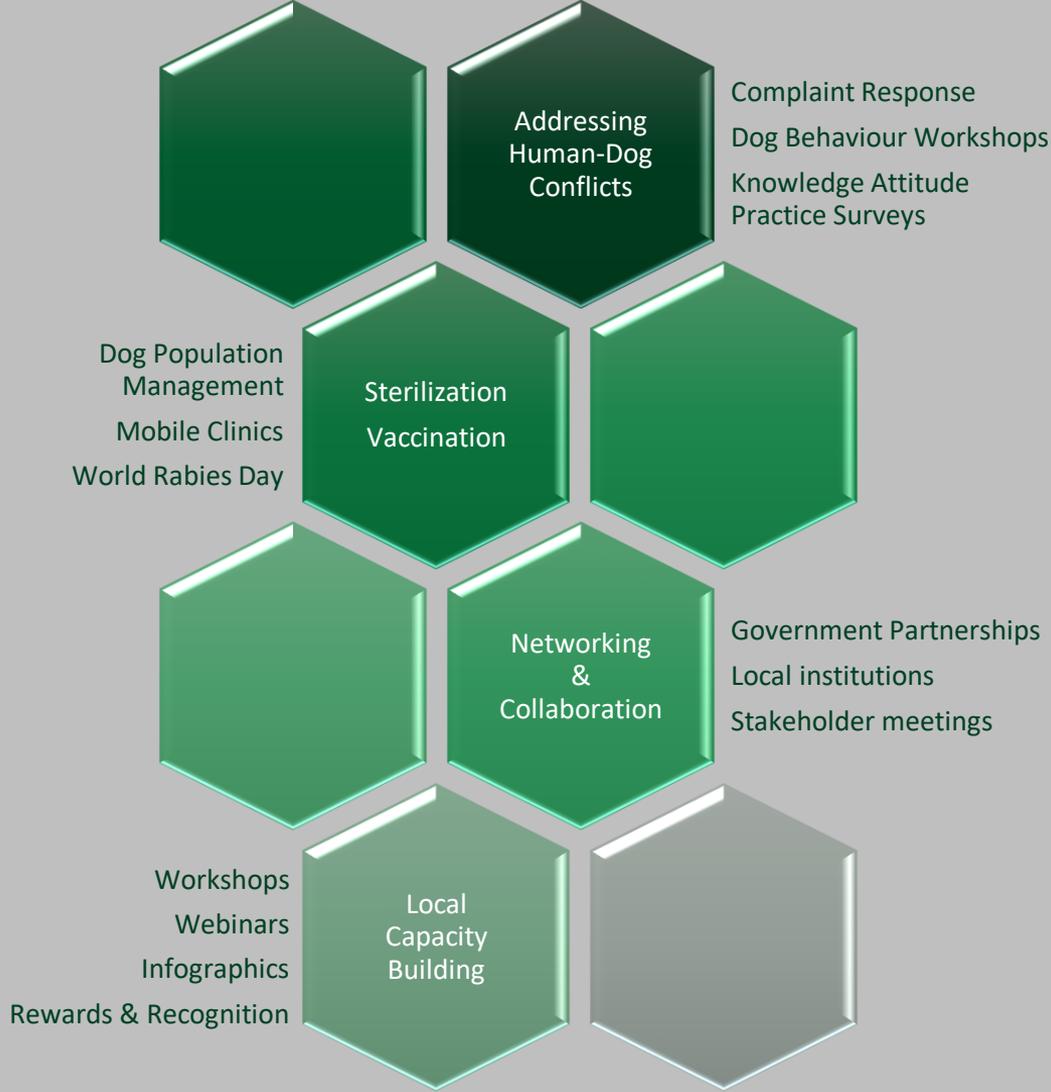
First line of Community Engagement

- *On an average our Community Engagement Teams receive 7-8 complaints every working day, over the past 1.5 years we have attended to 90% of these complaints. 10% were either repeat complaints or for other animals.*

Core Values of Community Engagement

Abhay Sankalp & Nou Tou Tou are both community programs that are run on these core values

- Talk to and Listen to Everyone!
- Empathise
- Be a connector
- Facilitate not Dictate
- Support, Support, Support
- Follow Through



Introducing

- Abhay Sankalp – India/ A Resolve to be free of fear – in 3 cities (Dehradun, Lucknow and Vadodara)
- Nou Tou Tou – Mauritius / Our Dogs – pilot project in Flacq



Awards and Recognition During AS Annual Event

AS Hoardings Set Up at Public Places in Collaboration with Local Government





Customized Material



Meetings/ Workshops with Key Stakeholders



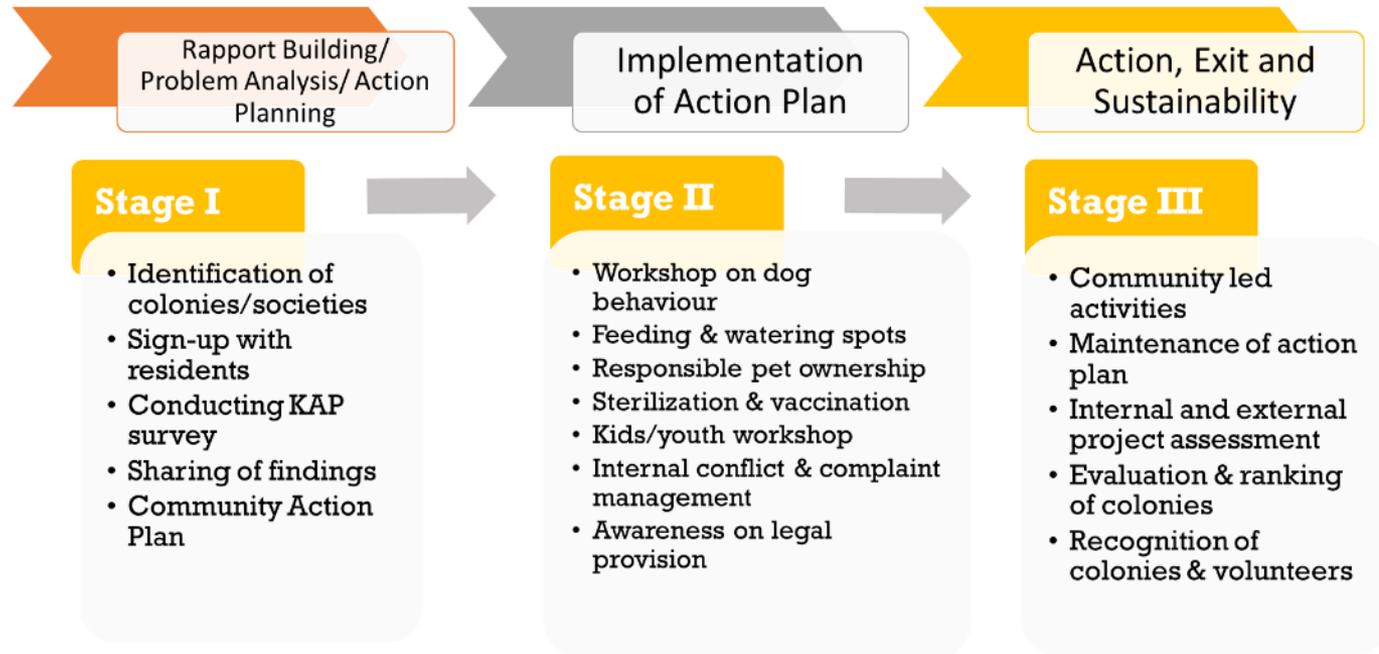


Community Meetings and Workshops



Spay/Neuter

Community Engagement Process



Abhay Sankalp Activities

	Activities	Total (Mar 2020)
1	Societies/Colonies signed up	491
2	Community Meetings	634
3	No. of Participants in Meetings	8949
4	Workshops Conducted	28
5	No. of participants in workshops	1095
6	No. of Volunteers Registered	331
7	Complaints attended	2200

Abhay Sankalp Impact

- 91% participation of signed up AS societies in 2 Annual Abhay Sankalp events. Participants resolved to strengthen the network and promote AS for the welfare of Humans and Dogs
- 1364 society dogs were sterilised through CE till April 2020
- 1893 society members from 90 residential societies attended rabies awareness sessions held during world rabies program.
- 488 dogs were brought in by the community for anti rabies vaccination
- Shift in complaints from nuisance to welfare concerns: 2437 complaints were received and 2200 attended by the CE teams (90%)
- 156 residential societies with 100% dogs sterilized
- 159 residential societies with 100% dogs vaccinated against rabies
- 136 societies with designated feeding and water spots for dogs
- 104 societies with collared and identified community dogs
- More than 738 AS representatives and 331 Volunteers from 491 Societies
- Changing Perceptions: 127 appreciative and positive media including electronic, print and social media reports since the projects started

Activity	No. of meetings	No. of people reached
Hotel workshops (for development of strategic plan)	5	106
Sessions with children	20	1123
Meetings with community leaders	14	251
Meetings with elderly groups	8	303
Meetings with women groups	8	118
Meetings with volunteer	12	78
Meeting with Farmers Association	1	45

Nou Tou Tou Activities

Nou Tou Tou Impact

- Improvement in basic care - From March 2018 to September 2019, % of skin problems in area decreased from 20% to 0.9%
- Increased in understanding the importance of spay/neuter with sterilisation rates increasing from 0.6% to 42.5%
- Animal-human bond elevated through positive interactions, feedback and trust
- A positive change in mindset of hotels through workshops and creating of strategic action plans
- Complaints originating mostly of genuine concern rather than complaints of dog nuisance
- Positive media attention on the overall approach taken

Potential funding avenues

- Your biggest investment is people – a small team, can create big change
- A lot can be brought in through in-kind – marketing, water bowls, printing, venues for meetings, snacks etc.
- Crowdfunding – small donations, recurring, go a long way
- One Health - animal health has an impact on human health
- Corporate Social Responsibility
- HNIs – who have been long-term supporters of animal welfare

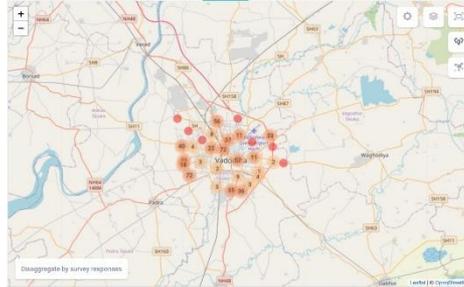


**HUMANE SOCIETY
INTERNATIONAL**

Feeding Program

Working with communities through lockdowns

The Feeding Program with Communities



There is no evidence that dogs can spread COVID19.

The Animal Welfare Board of India has issued an advisory to allot time to feed street animals and birds. If you are a feeder, you can choose to feed your animals but only in specified locations and times keeping in mind, at all times, your safety first.



AS Volunteers and Community Feeders During COVID – 19 lockdown



Community Outreach in Feeding Programs

Joint Figures for India & Mauritius

- Over 500,000 meals (India), 60,000 meals (Mauritius) served to animals over 2 months (Direct HSI + Community+ Government) - 90% were through communities
- 6 cities in India, Across the island in Mauritius
- Coordinated with a network of over 375 community feeders
- Supported over 230 feeders with over 7000 kgs of food to feed +5000 dogs/cats
- Successfully handed back all feeding locations to community feeders, to ensure continuity



Thank you

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