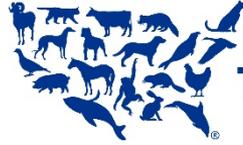


Animal Care Expo Online



**THE HUMANE SOCIETY
OF THE UNITED STATES**



**HUMANE SOCIETY
INTERNATIONAL**

**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?

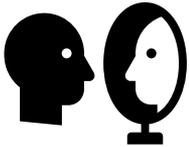
- Make success more likely
- Enable us to track our progress and impact
- Enable us to refocus programs around goals/impact
- Help us communicate with external stakeholders and media about our impact

How do we start?





Priority Questions

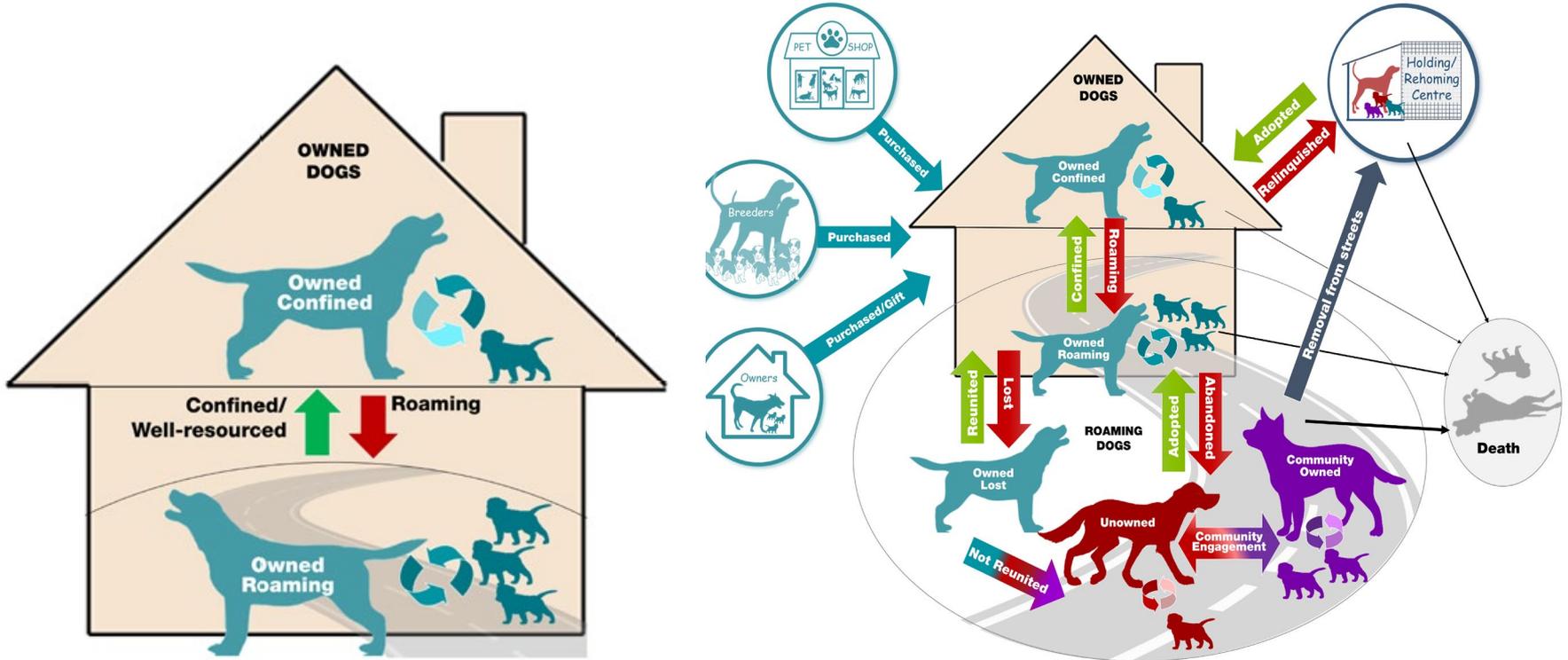


Problems



Population Dynamics

Principles: Dog Population dynamics





Designing the Humane Dog Population Management (DPM) program

Develop Metrics



Example: Community Engagement in gated communities in India



<ul style="list-style-type: none">• Establish a complaint system and S/N clinics• Community meetings and workshops• Establish community leaders as focal points	<ul style="list-style-type: none">• 1st Year = 10% increase• 2nd Year= 20% increase• 3rd Year= 30% increase	30% increase in number of dogs brought in for sterilization through direct community complaints/calling in Dehradun & Vadodara.	30% increase in Humane Communities who live in harmony with their street dogs and are their guardians.
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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



Impact

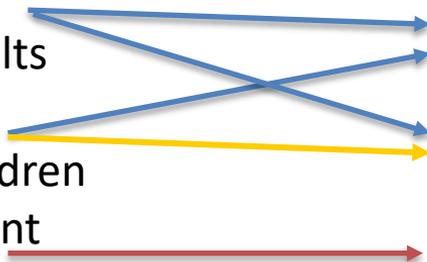
Improve care provided to dogs (resource-based measures)

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





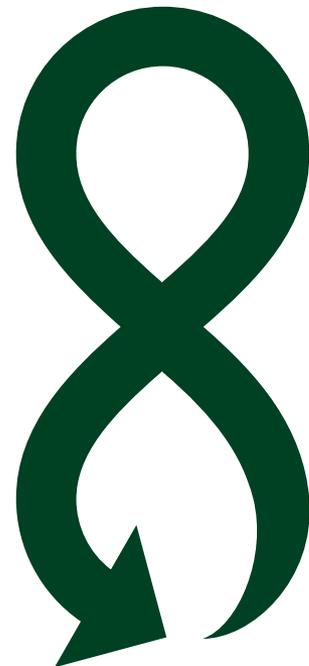
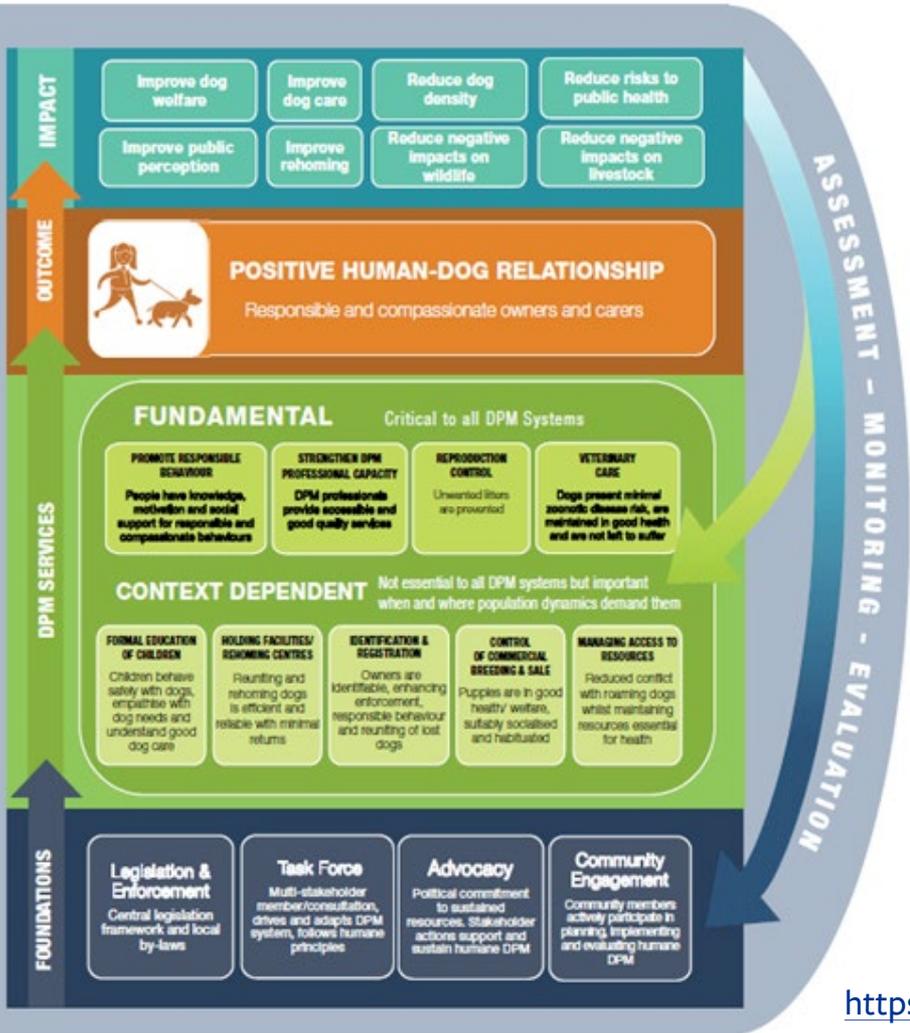
Impact

Indicators

Methods of Measurement

Improve
public
perception

- Adoption of dogs
 - Attitude toward dogs
 - Dog-related complaints
 - Human/dog interactions
 - Cruelty towards dogs
 - Abandonment of dogs
- Questionnaire surveys
- Behavioural observation
- Participatory research/Interviews
- Secondary sources of info
-



<https://www.icam-coalition.org/>

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

Bogotá Municipality, Colombia



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



Photo Source: HSI Kathmandu program 2016

More information:

- [Planning a Humane Dog Population Management Program](#)
- [Are we making a difference?](#)
- [Bogota Program](#)
- [Dog Population Dynamics Video Explanation](#)
- [Dog Population Impact Assessment Tool](#)
- [Humane Community Development Tool](#)
- [The Brooke – Sharing the Load Manual](#)

 **Thank you** 



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