



## International Workshop

### “A Dog Loving Society: Best Practices and Perspectives”

Vilnius, Lithuania

6 March 2017

#### How Would Animal Welfare Education Be Effective and Why

Attila Marton, UK

The third keynote speaker, **Attila Marton**, in his presentation entitled “How Would Animal Welfare Education Be Effective and Why” discussed effectiveness of Animal Welfare Education. Education provides knowledge which modifies thinking and alters behavior (decision making and problem solving skills). It may be attained through various forms: schools, courses, conferences, workshops, special awareness campaigns, media, literature, family and social environment.

Most problems in animal welfare occur from lack of knowledge/education: abandoned dogs, overpopulation, behavior issues, animal abuse, etc. It is much more complex to educate and change the mentality of adults. Education of children is, therefore, very important.

Education is the solution to many of the problems, however, it faces certain challenges: it is difficult to reach people who need education; it is hard to convince people that they need education; it is deeply challenging to fight against unverified/wrong information (Internet), etc.

In order to launch a successful educational project, it is crucially important to consider all challenges, draw up a strategy and clearly define goals, target groups and proper, adequate communication channels.

Social norms have a great impact on people’s behavior. Changing of social norms requires complex, well-planned and long-running strategies, repetitive information and multiple communication channels. Education can work and solve animal welfare issues if knowledge remains permanently and changes the behavior of an individual.

