



International Workshop

“A Dog Loving Society: Best Practices and Perspectives”

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Educational Activities of the Danish Kennel Club

DMV, PhD. Helle Friis Proschowsky, Denmark

DMV, PhD. **Helle Friis Proschowsky**, the veterinarian consultant in the Danish Kennel Club (DKC) talked about the educational activities undertaken by the Danish canine organisation. In Denmark, microchipping of all dogs >8 weeks is mandatory since 1992. The Danish Dog Registry enjoys a yearly registration of 60 000 puppies and every fifth household owns one or more dogs. Due to a growing trend of non-pedigree dog registrations in recent decade, the Danish Kennel Club launched a wide scale educational project aimed at those willing to keep a dog. The goals of the project were to spread the knowledge about DKC, dogs and their behaviour, as well as highlight importance of choosing the right dog breed and the right breeder.

In order to strengthen their image of being a reliable source of reference for those seeking a dog, organisation changed their logo with emphasis on “Safety and Guarantee”, and introduced a new mandatory puppy purchase contract, which included plenty of new rights for puppy buyers. The educational campaigns were implemented in cooperation with authorities and other organizations, and the funding was received from the Danish Animal Welfare Foundation.

The communication channels are carefully selected and updated on a regular basis. Information aimed at the potential puppy buyers is shared on evening courses and DVD's, and printed materials on the subject are available. Two web campaigns; “Klar til hund?” (“Ready for a dog?”) and “Tjek hvalpen” (“Check the puppy”) were launched on the website of the DKC. The campaigns were developed in cooperation with the Danish Veterinary Association and the Ministry of Food and Agriculture. Extensive information about specific dog breeds and dog ownership was set up on a new website “Køb hund” (“Buy a dog”). A blog following the entire process of producing a dog litter was developed and a live event at the Copenhagen Central Station was held. One more campaign - “Don't shoot the dog” - was initiated for the people who already have a dog. It consists of short YouTube videos about dog behaviour, body language, socialization and other aspects of everyday life with a dog.

In 2017, the DKC is going to intensify the use of modern technologies and social media and add more interactive content to engage people.

