



# "A Dog Loving Society: Best Practices and Perspectives" Vilnius 2017

## *Educational Activities of the Danish Kennel Club*

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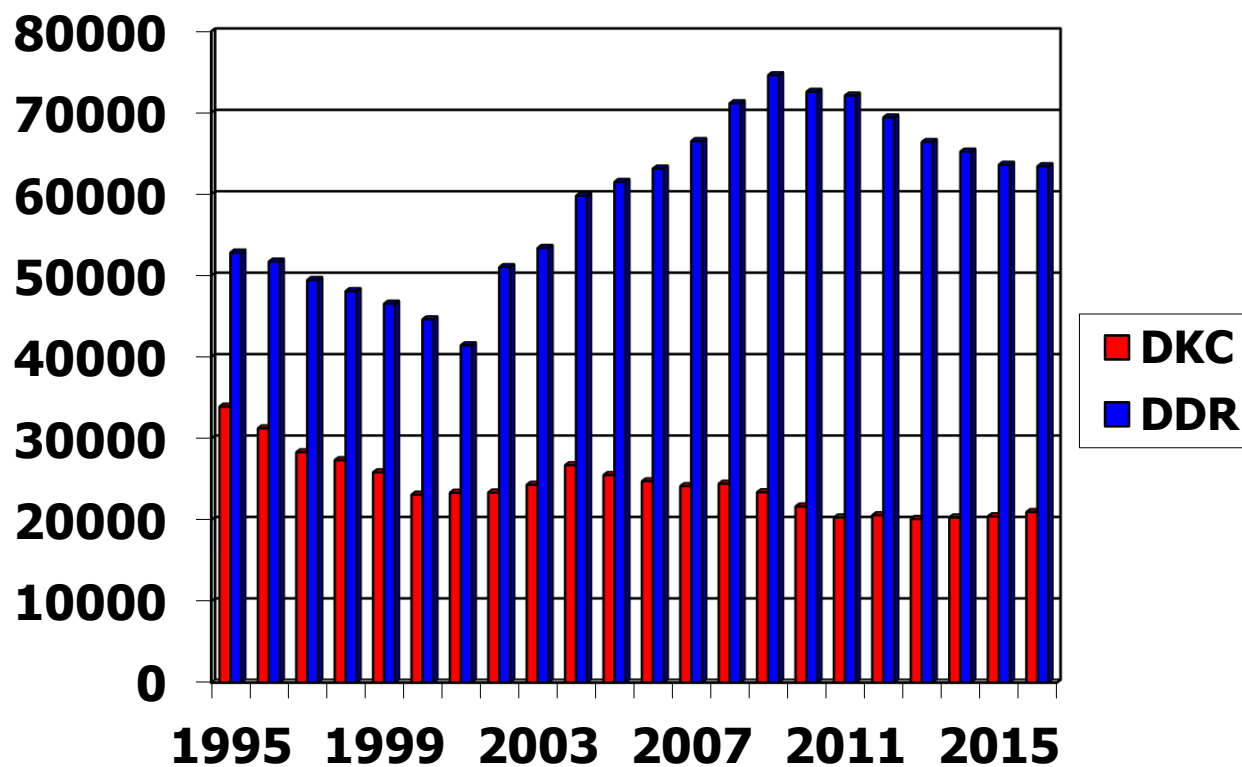


## DKC and the Danish dog population

- Mandatory chip marking of all dogs  $>$  8 weeks
  - Since 1992
- Central registration in the Danish Dog Registry (DDR)
  - Data not publicly available
- Average 60.000 new puppies enter the registry yearly
  - Dogs in 20% of all Danish households



# The Danish Kennel Club (DKC) versus the Danish Dog Registry (DDR)



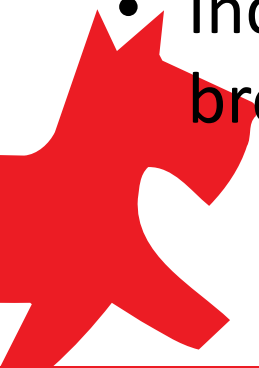
## Development in DKC share

- Why?
  - New and unexperienced dog owners?
    - Less organized? - in the Kennel Club/Breed clubs
    - Are informal fora's taking over? – for instance Facebook
  - “Mixed breeds/non-pedigree dogs are healthier”
  - “Designer dogs” and fashion breeds
  - Adoption of “street dogs” from foreign countries
  - Breeding restrictions within the DKC
- Education/communication was needed



## Education/Communication

- Goals:
  - Knowledge of DKC
  - Knowledge about dogs and dog behavior
  - Importance of choosing the right breed and the right breeder
- Indirect or a direct way
- Indirect: Through education of trainers, instructors, breeders etc.



## Indirect education

- Internal educations for DKC trainers, instructors and judges
  - Obedience, Agility, HTM, Rally, Dog shows etc.
  - Canine Good Citizen instructors
  - Mentality assessment evaluators
  - "Children and Dogs" instructors
- External courses
  - "Dogley": Daycare and dog walkers
  - Behavior, first aid etc.



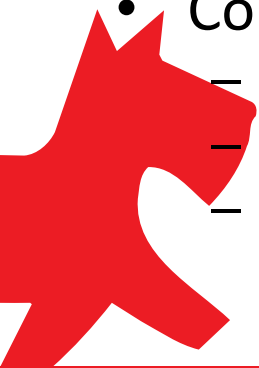
DVD: Do you know a dog?

## Focus on direct education/campaigns

- Information directly to present or future dog owners
- Cooperation with authorities and other organizations
  - Danish Veterinary Association
  - Ministry of Food and Agriculture
  - University (primarily the Vet School)
  - Animal welfare organizations
- Funding is important
  - DKC has received support from the Danish Animal Welfare Foundation

# Where/how do we meet our "audience"?

- Communication 1.0
  - Written materials - printed and online versions
  - DVD's for purchase and available from the DKC webpage
  - Arrange a course
- Communication 2.0
  - YouTube channel with short videos – general dog behavior and problem solving
  - Social media: Facebook pages "DKC" and "A life with dogs"
  - Web campaigns and advertisements
- Communication 3.0
  - Interactive communication and E-learning
  - "Shareable" and "likeable" content
  - Facebook quizzes





## Before the purchase

- Evening courses: "Before you buy a dog"
  - Motivate people to participate
  - The planning process has become shorter
  - People are even buying dogs on the internet....
- DVD – "Are you acquiring a dog?"
- Booklet - "Choose the right dog"



## Web campaigns

- “Ready for a dog?”
  - Campaign in cooperation with the Danish Veterinary Association and the Ministry of Food and Agriculture
  - <https://www.foedevarestyrelsen.dk/kampagner/Klartilhund/>



## Choose the right breeder

- “Check the puppy” – focus on illegal import
  - Campaign in cooperation with the Danish Veterinary Association and the Ministry of Food and Agriculture
  - <http://www.tjekhvalpen.dk/>
- New DKC webpage: “Buy a dog”
  - Information about dog ownership
  - Information about the specific breeds
  - Breeders can advertise their litters
  - Blog – following the entire process to produce a litter
  - [www.koebhund.dk](http://www.koebhund.dk)





# New DKC webpage

The screenshot shows the top section of the DKC website. At the top left is the DKC logo. Next to it is the text "Købhund.dk" and "FRA ENGAGEREDE OPDRÆTTERE". To the right are navigation elements: "MENU" with a hamburger icon, "SØG" with a magnifying glass icon, and a small blue triangle. Below this is a large banner for "MÅNEDENS HUND CAIRN TERRIER" featuring a photo of a Cairn Terrier. To the right of the photo is a light blue circle with the text "FØLG MED PÅ BLOGGEN". Below the banner is a red navigation bar with three main sections: "FIND HUNDERACE" with a search button "SØG PÅ RACE" and the text "Viser 255 af 255 hunderacer. 1227 hvalpe til salg."; "VÆLG STØRRELSE" with a dog icon and radio buttons for "LILLE" and "STOR"; and "VÆLG AKTIVITETSNIVEAU" with a dog icon and radio buttons for "LAVT" and "HØJT". At the bottom of the red bar is a dropdown menu labeled "FLERE SØGEKRITERIER". Below the red bar are three image thumbnails: a black dog, a white dog, and a light blue background.



## Choose the right breeder

- Focus on the importance of responsible breeding
- Are you and "Basse" a good match?
- Newspapers and magazines
- New logo – "Safety and Guarantee"
- New mandatory purchase contract



ER DU OG BASSE ET  
GODT MATCH?

ALLE HVALPE ER SØDE,  
SÅ KØB HUND MED OMTANKE



# Event at Copenhagen Central Station

You Tube <sup>DK</sup>

En nuttet hvalpeoplevelse



[https://www.youtube.com/watch?v=B3z\\_52ynOIA](https://www.youtube.com/watch?v=B3z_52ynOIA)

## Don't shoot the dog!

- Danish Veterinary Association, survey, 2014:
  - Behavior problems are the cause of 10 % of all euthanized dogs each year
- Mismatch of breed and owner
- Insufficient socialization etc.
- Lack of knowledge



# After the purchase

- You Tube videos "Don't shoot the dog"
- 10 – 20 minutes long: The dog owners toolbox, When the dog barks, When the dog is aggressive, When the dogs is anxious etc.

YouTube interface showing a video titled "Skyd ikke hunden!" by Dansk Kennel Klub. The video thumbnail displays the text "SKYD IKKE HUNDEN! - FORDI ADFÆRDSPROBLEMER KAN FOREBYGGES OG HELBREDES". The video player shows the video is 0:05 / 21:34 long. Below the video, there are 13.945 visninger, 28 likes, and 3 comments. The channel name is Dansk Kennel Klub, and it was published on 7. nov. 2013. A red button indicates "ABONNER 1 TD". To the right, a playlist of related videos is visible, including "Når Hunden er Aggressiv", "Når hunden ikke kan være alene hjemme", "Når hunden er bange for mennesker eller", and "Sådan aktiverer du hunden".



# Every day life with a dog

- You Tube videos 5 – 15 minutes long
- Communication, socialization etc.

The screenshot shows a YouTube search for 'Hundesprog' with approximately 309 results. The search bar at the top contains the text 'Hundesprog'. On the left side, there is a navigation menu with options: Startside, Hot lige nu, Abonnemeter, Historik, Se senere, ISTER, Videoer, du kan li..., VEMENTER, Populært på You..., Musik, and Sport. The main content area displays three video results, all from the channel 'Dansk Kennel Klub':

- Hundesprog 1 - Introduktion**: 7,5 td visninger • for 1 år siden. Description: I denne serie på 5 film hjælper vi dig med at lære hundesprog. Du får et bedre forhold til din egen hund, fordi du kan aflæse dens ...
- Hundesprog 3 - Hundesprog**: 4,1 td visninger • for 1 år siden. Description: I denne serie på 5 film hjælper vi dig med at lære hundesprog. Du får et bedre forhold til din egen hund, fordi du kan aflæse dens ...
- Hundesprog 2 . Socialisering**: 3,7 td visninger • for 1 år siden. Description: I denne serie på 5 film hjælper vi dig med at lære hundesprog. Du får et bedre forhold til din egen hund, fordi du kan aflæse dens ...

Each video result includes a thumbnail image of a dog, a list of topics (Introduktion, Socialisering, Hundesprog, Hundemøder, Gode råd), the video title, channel name, view count, and duration.

## Communication 3.0

- Intensify the use of social medias in 2017
- Funding from the Animal Welfare Foundation
- Interactive quizzes
  - Based on materials already available
- Six modules “Test your knowledge about dogs”
  - Basic behavior, development, communication, learning process, daily care and legislation
- Share the results on Facebook, tag and challenge your friends



Thank you for Your  
attention

