



International Workshop

“A Dog Loving Society: Best Practices and Perspectives”

Vilnius, Lithuania

6 March 2017

Education: Are We Making an Impact for Dogs

Jenni Nellist, „Human Behaviour Change for Animal Welfare“, UK

The second keynote speaker, **Jenni Nellist**, spoke about Human Behavior Change for Animal Welfare. The first conference on the subject was held in the UK in 2016. Four pillars to human behavior change have been discussed: the process, psychology, environment and ownership of change. The speaker emphasized the necessity to clarify objectives and determine strategies, conduct a root cause analysis and avoid assumption traps when developing HBCAW campaigns. The importance of KAP analysis (Knowledge, Attitude, Practices) and research was also highlighted. Organizers of HBCAW campaigns should evaluate short, medium and long-term outputs and define indicators (specific, measurable, achievable, realistic and time targeted). They are advised to remember that key to learning is experience: “Tell me and I forget. Show me and I remember. Involve me and I truly understand”; it is important to record the story of the person who drove a particular change, it is evidence of why the change was effective, enabling replication.

