



## PET WELFARE FACTSHEET



TOPIC	KEY POINTS	ACHIEVEMENTS	KEY DATES
<p><b>Responsible pet ownership program</b></p>	<ul style="list-style-type: none"> <li>The Responsible Pet Ownership Program's trained educators visit kindergartens and primary schools with their suitability tested dogs to teach children how to be safe around dogs.</li> <li>The We Are Family Program is a guide to nurturing the child and pet relationship and is available in 70 hospitals with maternity services and over 500 maternal child health centres.</li> </ul>	<ul style="list-style-type: none"> <li>In the last 12 months, the Responsible Pet Education Program has conducted 3,193 visits and delivered 4,984 presentations to over 136,000 children aged four to 12 across Victoria.</li> <li>The We Are Family program attends major community events such as the Pregnancy Babies and Children's expos delivering important pet safety messages to over 30,000 parents.</li> <li>99% of primary school and kindergarten teachers who experienced the program in the past 12 months, rated it above four out of five in all key assessment areas.</li> <li>The We Are Family program has provided professional development to over 250 health professionals in the past 12 months.</li> <li>The We Are Family program is fully endorsed by the Childbirth and Parenting Educators of Australia (CAPEA).</li> </ul>	<p>May – June 2017 A Living Safely with Dogs curriculum kit was distributed to every kindergarten and child care centre in Victoria.</p> <p>The curriculum kit features resources to further facilitate learning, including a story book and puzzles.</p>



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### Better for Pets campaign

- The Better for Pets campaign is based on results of La Trobe University research titled Pet care practices in Victoria, commissioned by DEDJTR.
- The research concluded that many pet owners do not have an adequate understanding of their pets' welfare needs to keep them healthy and happy.
- The campaign promotes positive welfare of Victorian pets by providing owners with information about their pets' welfare needs including, diet, environment, behaviour and social needs.
- The campaign focuses on the welfare needs of cats, dogs, guinea pigs, rabbits, birds, ferrets, rodents, reptiles and frogs.

- The campaign promotes simple actions people can take to keep their pets healthy and happy
- Campaign messages are supported by educational materials provided to and distributed by councils and vet clinics.
- The campaign appeals to adults and children, the tone is friendly and non-judgmental and uses simple language to explain different aspects of pet welfare wherever possible.

- The campaign has run annually on digital platforms since 2015.