



Key Stage 3 Lesson Plan – Creating a Campaign

Main welfare aims

This lesson gives the students the opportunity to think about various topical debates regarding animal welfare and research one area more deeply.

Curriculum links

Citizenship

Pupils should be taught about:

- the roles played by public institutions and voluntary groups in society, and the ways in which citizens work together to improve their communities, including opportunities to participate in school-based activities

English Writing:

Pupils should be taught to:

- write for a wide range of purposes and audiences, including a range of narrative and non-narrative texts
- summarise and organise material, and supporting ideas and arguments with any necessary factual detail
- draw on knowledge of literary and rhetorical devices from their reading and listening to enhance the impact of their writing
- consider how their writing reflects the audiences and purposes for which it was intended
- amend the vocabulary, grammar and structure of their writing to improve its coherence and overall effectiveness

Resources needed

- [Key Stage 3 Discussion Statements Activity Sheet](#)
- [Blue Cross Campaign Posters](#)
- [Overbreeding and Population](#)
- [Pet Sales and Vending](#)
- [Responsible Ownership](#)
- [Education](#)



Starter

- Give out the Key Stage 3 Discussion Statements to tables/pairs.
- Ask the small groups to decide which statements they agree, disagree or that they're not sure about. If they can, they need to agree between them which box to tick (Agree, Disagree or Not Sure).

Main

- Look at the campaign material from our 2015 Manifesto. These pages and posters were created by Blue Cross to be interesting and easy to read and to try and influence change. Most campaign posters will have a similar layout using facts, clear statements of what we want changed and emotive language and appealing pictures to pull on the heart-strings.
- Choose one of the statements that they agreed with from the "Discussion Statements" sheet. Their objective is to create a campaign poster that will try and persuade others to agree with their point of view.
- They will need to plan this out carefully. They will need some facts – they may need to research those online. They will also need to use emotive language to try and persuade others to agree, and relevant pictures that will inform, shock or interest the eye.
- Try and encourage the pairs/groups to think about their target audience. Who are they trying to influence? How can they do that? What is the ultimate aim of their campaign?

Plenary

- When the campaign posters are complete, place them on the walls around the room.
- Give each student a post-it note and ask them to look at each of the campaign posters around the room.
- Once they have looked at them all they can vote for the one they think is the most effective by putting their post-it next to that poster. They're not allowed to vote for their own.
- Discuss the one that was voted the most effective as a class. Why did it work? Did it make them think differently about the subject?

Differentiation

You can make this simpler by choosing one of the discussion statements for the class to work on. You can then provide a few facts or opinions that the students might use on their campaign poster so that they don't have to rely so heavily on their independent research.

Discussion Statements

In your groups, decide whether you agree or disagree with each statement and jot down your main reason. If you can't agree then explain why.

Agree **Disagree** **Not sure**

1. Pets should never be given as presents

2. The dog licence should be reintroduced so that it's easier to track down irresponsible owners.

3. All pet dogs and cats should be neutered. Only licensed breeders should be allowed to breed them.

4. Safety Around Dogs should be taught to all primary school children as a part of the National Curriculum.

5. Animal Welfare should be taught as a part of the National Curriculum

6. Puppies and kittens should not be sold from websites.

7. The amount of time people can be sent to prison for cruelty to animals should increase. (Currently it's 6 months)

8. All owners should have to take their new dog to six training lessons.

MANIFESTO FOR PETS

BLUE
FOR
PETS
CROSS

Our **key pet welfare priorities**
for all political parties ahead
of the 2015 general election



www.bluecross.org.uk

OVERBREEDING AND OVERPOPULATION

THERE ARE TOO MANY PETS IN THE UK FOR THE GOOD HOMES AVAILABLE FOR THEM.

The number of irresponsible breeders is growing and supply is far outweighing demand. Many of these unwanted pets are being thrown away and abandoned, leaving charities like Blue Cross to pick up the pieces.

ILLEGAL IMPORTS

Increasing numbers of poorly bred puppies are being imported from Europe. Many enter the country crammed into cages in the back of vans without proper access to food or water. Not only is the health and welfare of these puppies severely compromised on the journey to the UK, but these conditions create the perfect environment for the spread of disease. Underage puppies cannot be properly vaccinated against diseases such as rabies, and the risk to the UK is a serious one.

We would like to see enforcement improved, particularly at the ports. Every passported animal should be properly checked when entering the UK. A robust and efficient enforcement system is essential to stop the flow of illegally imported puppies.

BREEDING

Breeding laws relating to dogs are outdated, and those relating to other animals are currently non-existent. We are taking in an ever increasing number of stray and abandoned pets each year, and we are not alone – all other animal charities are dealing with increased demand. This is putting a huge pressure on our services. We would like to see a full and proper review of pet breeding legislation to ensure health and welfare is prioritised over profit.

*In the last five years



WHAT WE WANT

- + Review of current dog breeding legislation
- + Government to consider regulation of other pet animal breeding
- + Better enforcement at the ports to deal with growing problem of illegal imports



UNWANTED

Puss Puss's six kittens were unplanned and unwanted. Her owner couldn't care for them, so we took them in. Just weeks later, Puss Puss was back. She was pregnant again and her owner didn't know what to do. We cared for the mother throughout her pregnancy and found homes for every single one of her kittens. Puss Puss was neutered before going back home to prevent future unwanted kittens. Her kittens are just 12 of the 1,564 unwanted kittens we cared for in 2014.

PET SALES AND VENDING

THE PET ANIMALS ACT 1951 IS THOROUGHLY OUTDATED

Methods of getting a pet are changing. Many people now go online to purchase a pet rather than to a high street pet store or from an ad in the local paper or pinned on a notice board.



WHAT WE WANT

- + Review and amend Pet Animals Act 1951 to bring it up to date
- + Continued support for the work of PAAG to tackle the problems associated with online sales

SETTING STANDARDS

As a member of the Pet Advertising Advisory Group (PAAG) we recognised this change in buying and worked to implement a set of minimum standards for online advertisers. The scheme has worked well, with many of the leading UK classified websites signed up and implementing the standards. We would like to see others follow suit.

We have been pleased to have the support of government for this work and are hopeful that this will continue to ensure that PAAG can make real progress tackling the problems of online pet advertising.

NO LONGER FIT FOR PURPOSE

The Pet Animals Act 1951, which controls the sale of animals in pet shops, is thoroughly outdated. Written more than sixty years ago, long before the invention of the internet or the growth in popularity of more exotics pets, it is no longer fit for purpose. We would like to see this legislation amended to ensure that it becomes relevant and effective in a modern age.



THE NUMBER OF ADVERTS FOR ANIMALS FOR SALE ON ANY ONE CLASSIFIED SITE AT ANY ONE TIME

NUMBER OF INAPPROPRIATE, MISLEADING OR ILLEGAL ADVERTS REMOVED BY SITES DURING PAAG PILOT MONITORING SCHEME



DO OR DIE

Shortly after buying Millie on the internet, her new owner took the tiny puppy to the vet and received devastating news. Millie had a serious heart murmur and was unlikely to survive without expensive surgery – surgery that her new owner could not afford.

Millie's owner contacted Blue Cross who agreed to undertake the risky, major surgery knowing it was the only chance of saving Millie's life. Her story has a happy ending, but it could so easily have been a tragedy.



WE NEED A CONSOLIDATED AND STREAMLINED APPROACH WHICH MAKES IT EASIER FOR ENFORCERS TO STEP IN

RESPONSIBLE OWNERSHIP

As a charity we work hard to promote responsible pet ownership, whether it's by giving advice on health and welfare, training or choosing the right pet for your lifestyle.

DOG CONTROL

We would like all owners to ensure that they are meeting the welfare needs of their pets and taking responsibility for their pets' behaviour.

The current hotchpotch of dog control legislation often leaves enforcers confused as to how to deal with incidents. We need a consolidated approach which makes it easier for enforcers to step in at first sign of trouble. Early intervention is the key to correcting this type of behaviour and breed-specific legislation has been ineffective at reducing dog attacks – it is time to adopt a different approach.

Blue Cross would like to see a UK-wide ban on the use of electronic shock collars and other aversive training tools. They continue to be used as a quick fix training method despite many scientific studies – including those commissioned by Defra – showing a detrimental impact on a dog's welfare. We believe the only suitable solution is an outright ban on their sale and use.

HORSE WELFARE

Over the last two years we have seen an increasing number of abandoned and fly grazed horses and legislation is needed to make the owners of these horses responsible for their actions. We are supportive of legislation which will make

WHAT WE WANT

- + Consolidation of dog control legislation
- + A move away from breed-specific legislation
- + Ban on aversive training tools
- + Legislation to tackle irresponsible horse owners
- + Statutory regulation of sanctuaries and rehoming organisations

fly grazing an offence and make it easier for landowners to take action. We would also like to see a more robust horse passport system which is properly enforced.

REGULATED REHOMING

Charities large and small rehome and rehabilitate thousands of pets on a daily basis up and down the country. We are however aware of a number of problems with well-meaning individuals becoming overwhelmed and struggling to provide for the welfare needs of the animals in their care.

Blue Cross would like to see statutory regulation of animal sanctuaries to ensure that all organisations provide the best possible care for pets and prevent further suffering when a sanctuary is struggling to cope.

CRISIS POINT

Left to roam in a cement yard without proper food, shelter or veterinary care, Boyd is a typical victim of the horse welfare crisis. His muscles were severely wasted and he was riddled with worms and infested with lice. His condition was so critical that it was a battle to keep him alive.

Thanks to Blue Cross care, Boyd is now happy and healthy.



**TAKING THE LEAD ON ANIMAL EDUCATION
WILL KEEP FUTURE GENERATIONS SAFE**

EDUCATION

Educating the pet owners of tomorrow is a challenge that Blue Cross takes extremely seriously. Our free talks are helping children and young people to become responsible pet owners of the future.

WHAT WE WANT

- + Animal welfare and staying safe around dogs to become mandatory national curriculum topics
- + More partnership working within communities

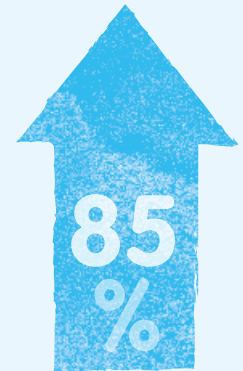
INVESTING IN EDUCATION

Anti-social behaviour involving dogs can have a seriously detrimental impact on communities, in some cases hampering people's ability to enjoy public places. It can also be a precursor to more serious incidents involving dangerously out of control dogs.

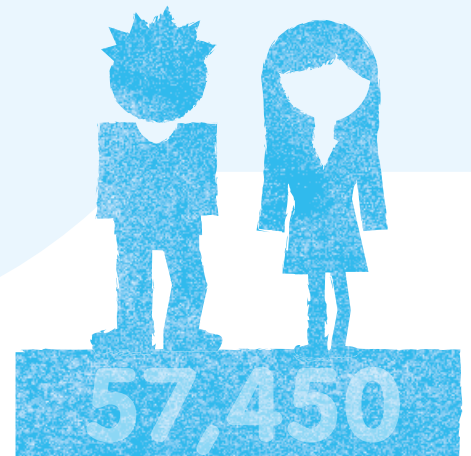
Each year we invest considerable resources into teaching young people about animal welfare and staying safe around dogs. We feel these lessons are life skills and would like to see them taught in all schools across the UK as part of the national curriculum.

WORKING IN THE COMMUNITY

Partnership working in local communities to ensure that these messages are reaching as many young people as possible is key. We would like to see the extension of schemes that enable local authorities, police and charities to work together.



INCREASE IN THE NUMBER OF STAFFIES TAKEN IN BY OUR REHOMING CENTRES IN THE PAST FIVE YEARS



YOUNG PEOPLE ATTENDED OUR EDUCATIONAL TALKS LAST YEAR



SCHOOL CHILDREN REACHED BY OUR EDUCATION TEAM IN TOTAL

HARD KNOCKS

Three-week-old orphan pup Annie was found abandoned in a cardboard box. Her mother and six brothers and sisters had died, leaving her all alone. Our veterinary nurses cared for Annie round the clock. Without this, she wouldn't have made it. Annie now has a happy new home. She is just one of the 444 staffies we cared for last year.

