



The case for education

Increased animal cruelty reports means RSPCA South Australia must continue to educate more children around the importance of being kind to animals.

Your support can help RSPCA South Australia deliver more Empathy Education Programs to more schools, and help reduce the incidences of animal cruelty into the future.



“With RSPCA South Australia seeing the number of animal cruelty reports surge over the last year, my role here as Animal Welfare Advocate is more important than ever.

It saddens me to see so many animals come to our shelters in such a poor, neglected state. Every day we see animals with serious skin conditions that with a little bit of tender care would have healed quickly. It shocks me to see dogs with their ribs protruding through their skin because they haven't been fed adequately.

I believe education is the key to RSPCA South Australia reducing these rising reports. My role is to educate people in the community on how they can be more empathetic to animals and learn to embrace the Five Freedoms for Animals.

We need to be the voice for these defenceless animals.”

DR DIANNE EVANS BSC BVMS MPhil MANZCVS
ANIMAL WELFARE ADVOCATE

At a glance



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RSPCA South Australia faces a huge struggle as the number of animal cruelty and rescue reports continues to surge.

Last year alone we have seen an increase year on year of more than 1,044 cruelty reports – that is nearly three more cruelty reports for each day of the year.

In addition to this the number of rescue reports has increased by 795. That is 795 more animals that needed the love and attention of one of our Rescue Officers.

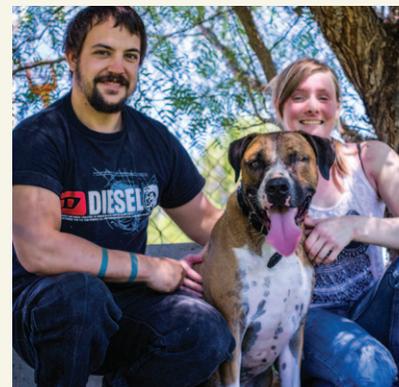
Neglect is a primary cause of cruelty to animals and occurs when a person does not provide for the Five Freedom of Animals. Neglect can include lack of shelter for an animal, lack of food or water or veterinary treatment.

RSPCA South Australia encounters many animals that have suffered merely because their owners have failed to understand how to adequately care for them, or recognise and minimise an animal's suffering.

We believe that through our Education Program we can alter people's behaviour towards animals and encourage the community to embrace the Five Freedoms for Animals.



They let the infection set in to a point where it could have been fatal ...



When he was just 12 weeks old poor little Axel was put in a cardboard box and abandoned in a dried up creek.

Axel's eye was badly infected. It's not possible to say what caused the infection, it could have been a grass seed lodged in his eye, or even worse a blow to the head.

Whatever the cause, there's no doubt little Axel's owners were negligent. They let the infection set in to a point where it could have been fatal and then they abandoned him.

Thanks to a passer-by he was rescued by one of our Shelter Officers, Jacky Barret. He underwent a 45-minute operation to remove his eye and Jacky fostered Axel so he could be monitored around the clock.

He made a rapid recovery and was soon back to being a fun loving, mischievous puppy who now has a caring family to call his own.

Our Vision and Mission



Our Vision

Our Vision is a world where the community embraces and enables the Five Freedoms for Animals.



Our Mission

With the support of the community our mission is to support all creatures great and small through protection, intervention, advocacy, education and care.



PREVENTION

RSPCA South Australia advocates for improved government animal welfare policies and legislation. We educate the community by leading public debate on all animal welfare issues. We develop and deliver education programs to schools, universities and community groups to improve the understanding of the Five Freedoms for Animals.

We influence attitudes and behaviour towards animals in a positive way. We campaign to highlight animal welfare issues to influence and enable community action and to change the regulatory and legislative environment which is intended to protect animals.



PROTECTION OF ALL ANIMALS

RSPCA South Australia is entrusted by the South Australian Parliament to enforce the Animal Welfare Act 1985. We are the only dedicated Animal Welfare Agency with powers to enter a property and seize an animal that is being neglected or cruelly treated by its owner.

RSPCA South Australia has legislative powers that enable us to gather evidence and prosecute cruel and neglectful owners in the courts.



CARING FOR ALL ANIMALS

RSPCA South Australia has an open door policy at our shelters. No matter how unwell or injured an animal is we will never turn them away. We are committed to saving more lives and will always continue to seek innovative ways to care for animals that need our dedicated one-on-one attention. We have one of the best rehoming rates in Australia, and one of the lowest euthanasia rate of any animal shelter in Australia.





**RSPCA South Australia
gave Lulu the time and
expert care she needed
to get her back on her paws.**



When we met Lulu late last year, she was suffering from severe untreated mange. Her skin was itchy, swollen and causing her severe pain.

Poor Lulu was a depressed, swollen, sad little girl.

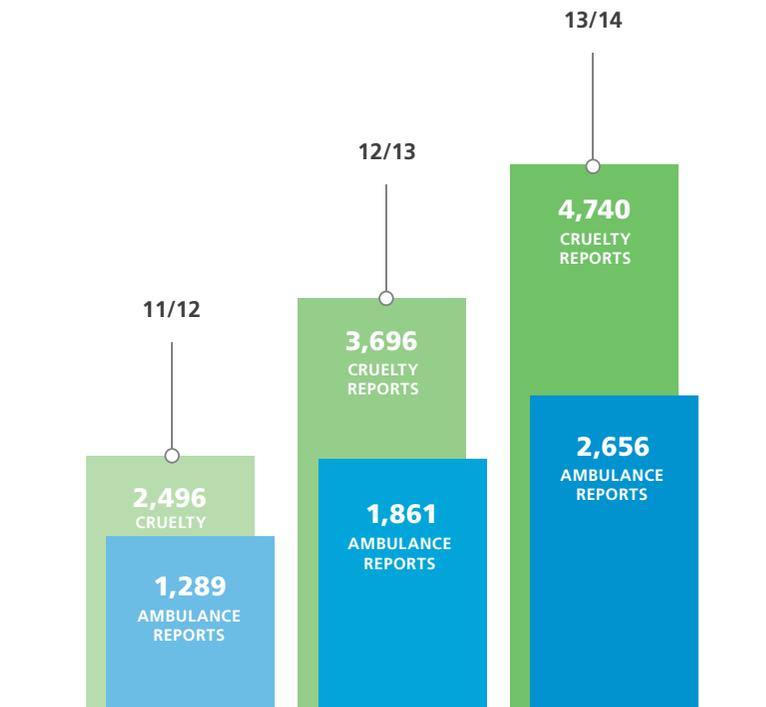
RSPCA South Australia gave Lulu the time and expert care she needed to get her back on her paws. Our highly trained veterinarians assessed her and prescribed the correct course of medical treatment for her. Our vet team gently administered her medication and ointments over five months giving her painful skin time to heal.

Thankfully now as a result of our vet team's expert care and our staff's dedication and commitment, she is a healthy, happy transformed dog with a loving family to call her own.

Lulu's former owners were prosecuted by RSPCA South Australia and convicted of failure to provide appropriate veterinary care.



The problem



RSPCA South Australia has seen a marked increase in the number of animal cruelty reports and ambulance reports in the last three years. **Last financial year alone we cared for 10,418 animals through our shelter network.**

The most powerful tool we have to fight animal cruelty is education. Education is vital in reducing animal cruelty cases.

RSPCA South Australia is committed to community, school and corporate education with a particular focus on the Five Freedoms for Animals to engender empathy thus preventing cruelty and neglect. With the support of the community our mission is to help all creatures great and small through protection, intervention, advocacy, education and care.

Cases of animal cruelty are distressing to the community as most cases can be avoided through increased understanding and acknowledgment of our responsibility to respect and care for animals.



The need

There is evidence young people who abuse animals can progress to become violent towards people in later life.

Building empathy is an important developmental skill for children that will have benefits in terms of their understanding and behaviour towards each other and the environment.

Understanding the needs of living creatures is a key learning objective in schools. RSPCA South Australia is currently operating at capacity to deliver our Education Programs to schools. The demand far outweighs our current capacity to provide additional programs in South Australia.

It is clear with our current resources RSPCA South Australia cannot respond to the number of requests we receive each year from schools wishing to participate in our Empathy Education Program.

With this in mind, we need additional resources to expand and continue our proactive approach to education here in South Australia.

Children who harm animals or witness acts of violence against animals are at increased risk of developing anti-social behaviours and becoming victims of mistreatment. Conversely, children who are victims of maltreatment are at increased risk of harming animals.

At least one person in 88% of pet-owning families being investigated for physical child abuse had abused animals. In one third of the families, the children had abused the animals, using them as scapegoats for their anger. The rate of dog bites and attacks in these homes was 69%, compared with 6% in a control group (DeViney, Dickert, & Lockwood, 1983).

However, it is encouraging to note that some studies have shown that children in whom empathy to animals was encouraged showed a related rise in empathy to human beings (Ascione, 2005).

In Victoria, significant correlations existed between partner pet abuse and pet abuse by other family members compared with non-domestic violence families. Also, children from the violent families committed more animal abuse than those from non-violent families (Volant et al, 2008).

SOURCE Ascione FR. (2005). *Children and Animals: Exploring the Roots of Kindness and Cruelty*. West Lafayette, Indiana. Purdue University Press.

Volant , A, Johnson, J, Gullone, E, Coleman, G (2008) *The relationship between animal abuse and domestic violence: An Australian Study*. *Journal of Interpersonal Violence* Vol 23 No 9 1277-1295

Reinforcing the empathy message



There are many benefits to teaching empathetic behaviour and strengthening children's moral development:

Positive interactions among children:

As children gain the ability to understand their own emotions and feelings they can better understand the feelings of animals. Attaining these skills will create a more cohesive classroom environment with less challenging behaviours.

Strong interpersonal skills help children to be successful later in life:

Empathy is the ability to understand another's perspective and to consider it before acting. This is a difficult skill for a young child who is egocentric – in the "Me!" stage. The ability to feel empathy is directly related to the ability to form relationships. Relationships give children the feeling of security, which allows them to feel safe and move beyond their own needs.

Getting along with others builds self-esteem:

Positive self-esteem strengthens a child's ability to feel good about the choices that they make. Children will build strength and confidence in who they want to be and develop the ability to support others to be who they want to be.

Beginning to understand social responsibilities:

As children gain the skills of empathic behaviour, they will recognise how their actions affect other people and events. This presents an opportunity to teach children how to care for others, plants, animals, and the environment.

**From *Teaching Empathy* by Denise Cavern.
Exchange Magazine, Jan/Feb 2008**



The target group

The main beneficiaries are animals and children. By educating children to gain a better understanding of how to care for animals we improve the quality of life of many animals now and into the future.

Children benefit through encouraging compassion which creates a desire to nurture and respond appropriately when others are experiencing pain, anxiety or discomfort.

This in turn benefits the whole community.

Our target geographical area will be schools located in the Adelaide metropolitan area. Particular attention will be given to the northern suburbs due to the comparatively higher number of cruelty reports being received from this area.

We plan to extend the program into rural and regional areas commencing with the townships where our shelters are located, such as Whyalla and Port Lincoln.

The model will be shared with our RSPCA interstate counterparts to encourage a national rollout of the program. No other states have operated a successful education program using volunteers.





The deliverables

KEY OUTPUTS FOR THE PROJECT ARE AS FOLLOWS:

- Recruit and appoint a part-time Education Officer to develop and promote the program
- Appoint an internal Project Manager to provide overall strategic direction, provide reports and undertake fiscal responsibility as follows:
 - Development of lesson plans, worksheets and materials
 - Development of evaluation tools to assess the effectiveness of the program
- Recruit and train an additional four volunteers to deliver the expanded education program

KEY OUTPUTS WILL BE MEASURED OVER A LONGER PERIOD OF TIME AND WILL INCLUDE:

- Facilitation of 80 education sessions to students from Reception to Year 2 inclusive in 2014/2015 growing to 120 sessions 2015/2016
- Overall reach of 2,000 students in 2014/2015
- Creation of educational resources for teachers and students
- Develop a marketing campaign to recruit new schools into the program
- Develop and implement an evaluation tool to measure success
- Share key learnings and program materials with RSPCA nationally

THE PROJECT KEY KPI'S ARE:

- High scores for content, relevance and delivery
- Sign up to have repeat session with future classes
- High level of engagement of at least two thirds of the class during the presentation
- Uptake by at least one other class per school
- At least 50% of teachers committing to follow-up activities
- Development of Year 3-4 class materials to include video and interactive activities
- Development of engaging project topic sheets
- Trial the program in rural and regional areas – Whyalla and Port Lincoln (RSPCA South Australia operate shelters in these regions) through establishment of at least two volunteers and favourable response from local schools

Testimonial

“During Term 1 of the 2014 school year, students at Alberton Primary School were involved in a learning topic titled ‘Random Acts of Kindness’. I had the wonderful opportunity to work with students in Reception to Year 3 and while researching and learning about the topic, students were given the choice to take action or raise awareness, and choose from several areas of interest.

One group of students was very interested in the role of the RSPCA South Australia and wanted to raise awareness about RSPCA’s work in the community to other members of the school.

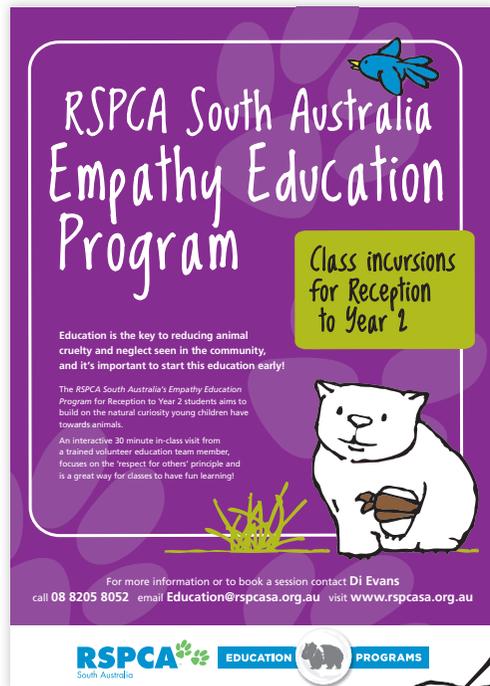
The students thoroughly enjoyed learning about the different aspects of the visit. The hands on activities and Five Freedoms song were favourites and as a follow up, students performed the song at our whole school Success Assembly.

RSPCA representatives did a great job with the students and if the opportunity was available, I would look forward to inviting RSPCA along again to raise awareness with the students of any school I may be a part of in the future.”

MICHAEL GILL
TEACHER, ALBERTON PRIMARY SCHOOL



How you can help



We need to find additional funds to support our education program.

This is vital to our aim to reduce the number of cruelty reports into the future.

Help us expand our Empathy Education Program so **RSPCA South Australia** can provide additional Education Programs and help reduce the number of animal cruelty cases over time.

This Program is sustainable into the future as we are recruiting volunteers to deliver the program. Your support can really help RSPCA South Australia achieve our mission...

...to safeguard the welfare of all creatures great and small through protection, intervention, advocacy, education and care.



The budget

Year 1

Budget exclusive of GST

Recruit Education Officer	\$2,500
Salary Education Officer/Project Manager	\$35,000
On costs	\$5,250
Marketing materials (posters, volunteer shirts, stickers, RSPCA library books)	\$3,600
TOTAL BUDGET YEAR 1	\$46,350

Year 2

Budget exclusive of GST

Salary Education Officer/Project Manager	\$35,000
On costs	\$5,250
Marketing materials (posters, volunteer shirts, stickers, RSPCA library books)	\$2,500
TOTAL BUDGET YEAR 2	\$42,750





Help us save more
animals in need.

Royal Society for the Prevention of Cruelty to Animals
(South Australia) Inc.

RSPCA South Australia

ABN: 60 740 135 753

Charitable Institution with Deductible Gift Recipient status

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