

Prevention is Better Than Cure

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Addressing the *cause*



- Traditional programmes focus on the *symptoms* not the *causes*.
- The welfare of a horse is not just health but his/her day-to-day life.
- The **root cause** of most animal welfare problems is usually human behaviour.
- Thus our projects focus on **PREVENTION**.

Treatment-based approach

- By providing the solution you may take the focus away from prevention.
- Takes responsibility away from the owner
- Creates dependency
- Focus on veterinary needs rather than all the needs of an animal - what does the animal really want/need?



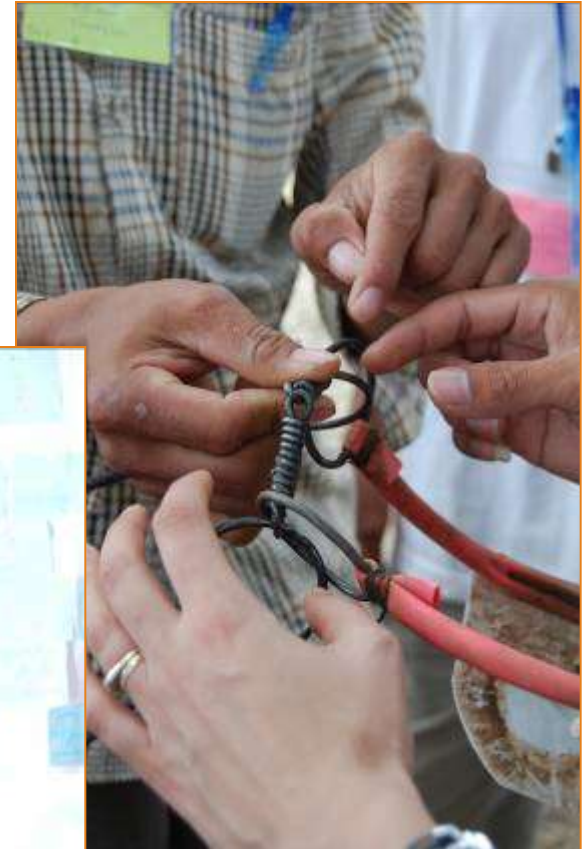
Awareness is not the same as behaviour change

- Knowing something does not mean you will do it...
- Do not underestimate current level of knowledge of owners - it's the action we need to work on
- There are proven methods to help the shift from *knowing* to *doing*, it is not easy but investment will be worth it.



HBC basic concepts

- **RESPONSIBILITY**
- **OWNERSHIP/ INVOLVEMENT**
- **PREVENTION**
- **EMPOWERMENT**
- **SUSTAINABILITY**





How?

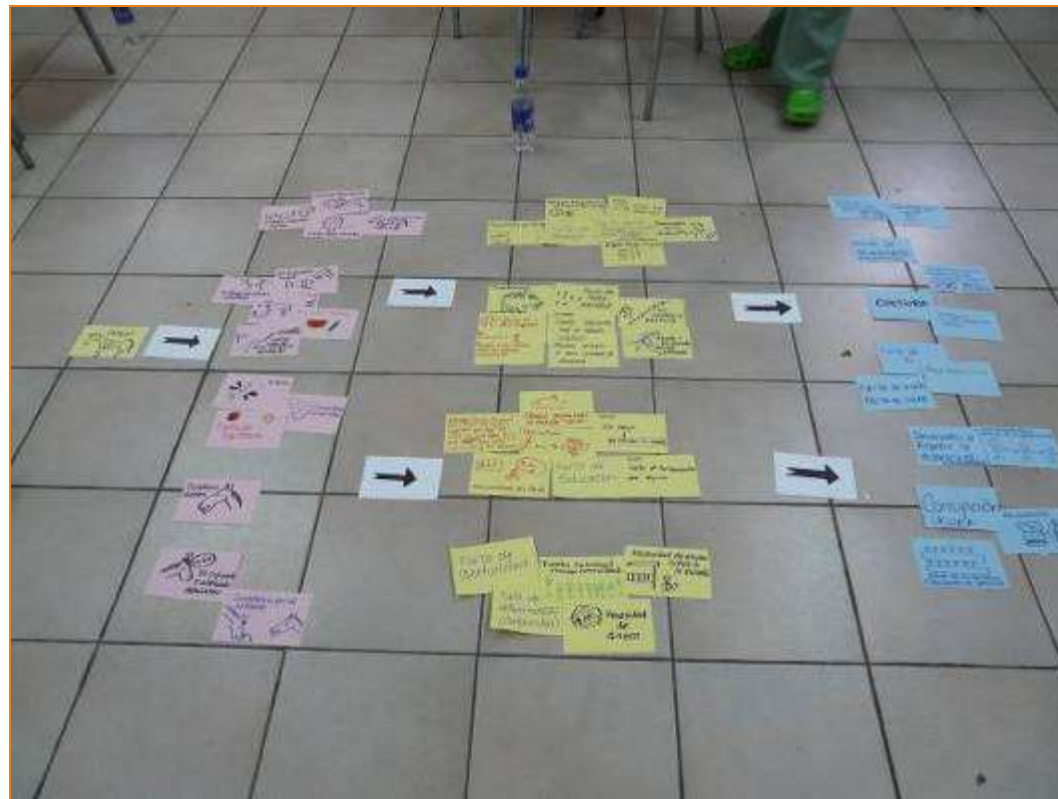
- About the way we interact with people.
- **As a rule – never give people the solution!**
- Participatory is the key
- Can be exercises, or practical lessons, demonstrations or discussions.
- It is the community's project

Learning by doing



Root Causes

“This activity is very useful to me because although it seems like a game it is very serious”



Cobweb of needs



“At the first workshop I realised my pony’s stable is too small so I have already made it bigger and put a mosquito net around it. I also check the tyres of my cart now and give more food and water than I used to. I want to change, I want to decrease the load on my cart but this is difficult as it affects how much money I can earn so I will have to change it little by little”

“I want to share what I have learnt with the other pony owners in my village. Some people know but don’t share.”

Examples of success

- Helping groups to be more engaging with local community
- Changing the way owners manage and work their horses
- Communities working together for equine welfare



Helping our partners to be more engaging

- Uruguay – MS changed educational outreach
- Cambodia – vets changed the way they ran the clinics
- Thailand – MS realised how to work sustainably

Changing the way owners keep and manage their horses

- Uruguay – changing stables
- Cambodia – lots of examples of people changing the way they care for their ponies
- Palestine – Word spreading throughout communities





Communities working together for equine welfare

- Cambodia: repairing the road together
- Uruguay: community flyers and parade



Lessons learnt

- Reporting challenges
- Mixing approaches
- Wider applications to explore

Monitoring and evaluation

Vital to be able to see what is working/not working

- 1) Monitoring community facilitator activities
- 2) Monitoring MS-led activities
- 3) Information from the community monitoring charts
- 4) Animal-based indicators
- 5) Stories and observations



Thank you for listening

