**CAT 4 RESOURCE DEVELOPMENT**

**Group 4-053**

# Save the Animals

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**ABSTRACT**

Save the Animals is a project which aims to raise awareness about adoption among young children aged 10-12 and encourage them to adopt dogs instead of buying them, so that animal shelters can free up more space to take in stray dogs and benefit the family, making it a win-win situation for both parties. The project consists of a website, infographics and videos, with a wide range of content, to dispel the misconceptions that these young children have about shelter dogs and teach them the pros and cons of adoption, as well as teach them how to be responsible dog owners. The website is both desktop and mobile friendly, and the infographic contains QR codes which link to our website, which provides more information about shelter dogs, such as the pros of adoption as well as the adoption process. It also contains a checklist to test if one is ready to adopt a dog. The videos that we created were also listed on the website. The resources are well connected and integrated together through the website, making our products easily accessible.

# 1 INTRODUCTION

## 1.1 RATIONALE

There are about 7000 stray dogs in Singapore, and most of them remain stray due to a lack of space in animal shelters. These stray dogs face harsh living conditions in the wild and can act as a vector of diseases between dogs and humans, making it undesirable for them to be roaming on the streets of Singapore. By encouraging children to adopt a dog, a new space is created in the animal shelter so that a stray dog can be taken in. Furthermore, adoption is also a better choice compared to other current methods of obtaining dogs such as pet shops, as it is cheaper and more humane, giving as it will be given a second chance at life in a loving and caring environment. Problems such as the vicious cycle involving puppy mills and pet shops are also concerning and can be put to a stop by not purchasing dogs from pet shops, which will pull more customers to adoption. Therefore, by raising awareness and encouraging children to adopt dogs, problems such as the puppy mill cycle and the stray dog population can be solved. In addition to that, our research has shown that there are many benefits for the adopter,

such as adoption being cheaper, dogs being stronger and more loyal, etc. Adoption is a better option, and this project seeks to raise awareness of this option.

## 1.2    OBJECTIVES

The objectives of our project were to

- Dispel the misconceptions young children have about shelter dogs
- Encourage adoption instead of buying from retail stores
- Educate people on what they can do to help, even if they are unable to adopt

## 1.3    TARGET AUDIENCE

The target audience was Primary school students aged 10-12.

## 1.4    RESOURCES

The resources created were 2 videos, 4 infographics as well as a website available to the public, at tinyurl.com/savethedogs19.

## THE PROS AND CONS OF DOG ADOPTION

### PROS OF DOG ADOPTION

**LOWER COSTS THAN BUYING A DOG**

**YOU ARE SAVING AN ANIMAL**

Adopting a dog in Singapore costs around $70 to $350, while buying a dog costs upwards from $1000!

As animal shelters do medical procedures prior to adoption for free, it is much cheaper to adopt a dog!

Due to limited space in animal shelters, many dogs are put down every year.

By adopting a dog, you are giving it a second chance, a new and healthy life in a happy home.

### CONS OF DOG ADOPTION

**LONGER TIME TAKEN TO ADOPT THAN BUY**

**LIMITED OPTIONS OF BREED**

To prevent owners from backing out after adoption, they have to go through a period of interaction to get to know each other, ranging from 2 weeks to a few months.

With additional paperwork, it may take a longer time to adopt than purchase.

As few purebreeds are available in animal shelters, few shelters have popular breeds such as chihuahuas, golden retrievers or German shepherds.

This causes a limited options of breeds available for adoption.

### CONCLUSION

While it takes a longer time to adopt dogs from a limited selection, it is worth considering as it is a more humane, and is more financially sustainable.

## Adoption Process

An overview of the process you will go through when you decide to adopt a dog

**Choosing a dog**

**STEP 01**

Look about the different animal shelters for a dog you like! Get your parents to contact the shelter through their online website.

**STEP 02**

**Learning about the dog**

An Adoption Counsellor will contact you to discuss about the behaviour traits of your desired dog.

**Bonding with the dog**

**STEP 03**

Visit the shelter with your parents to learn more about the habits and personality of the dog.

**STEP 04**

**Consider your decision**

Take some time to discuss with your parents if the dog is right for you, so that you do not make a rash decision..

**The dog is yours**

**STEP 05**

Head down to the shelter to sign the adoption agreement!

tinyurl.com/savethedogs19

## 4 Things to Consider Before Adopting A DOG

## 2     REVIEW

Current online websites of these animal shelters do not appeal to primary school students as they are too wordy. They also serve more of a platform for people to look through the dogs and to solicit donations and were not really targeted to explain to young children what adoption is all about. Our resources are specifically targeted at children at these age group by keeping our information concise, and the use of colourful and engaging animations and imagery to appeal to them.
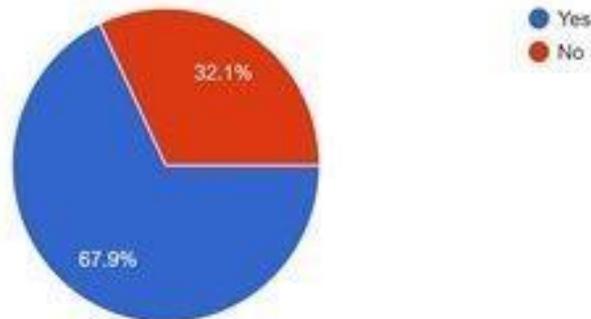
## 3     METHODOLOGY

## 3.1     NEEDS ANALYSIS

Our needs analysis gathered 53 respondents, and among them, 36 of them responded that they were interested in owning a pet or already own a pet. Many of the responses showed that they got their dogs from retail stores, thus ascertaining a need for our project. We have also visited SOSD, an animal shelter to learn more about the difficulties and problems faced by animal shelters in Singapore in getting more people to adopt dogs.
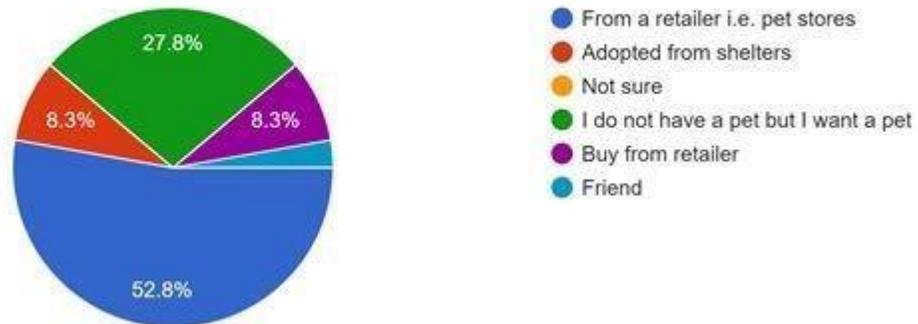
Do you own a pet or have any interest in owning a pet?
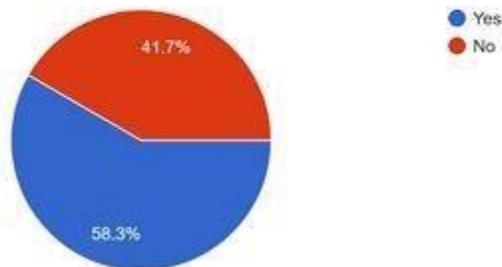53 responses



- Yes
- No

32.1%

67.9%

## How did you get your (desired) pet?

36 responses



- From a retailer i.e. pet stores
- Adopted from shelters
- Not sure
- I do not have a pet but I want a pet
- Buy from retailer
- Friend

27.8%
8.3%
8.3%
52.8%

## Did you read up on how to take care of your pet before taking ownership of the pet?

36 responses



- Yes
- No

41.7%
58.3%

## 3.3 DEVELOPMENT OF RESOURCES

We have visited SOSD to learn more about shelter dogs to kick off our research. Through interviews with the volunteers there, we have gained new perspectives on the meaningfulness of adopting dogs, which we then incorporated into our project. On more technical matters such as the adoption process, we have browsed through many adoption websites and shortened it such that it is not too wordy and is easy to understand for young children.

After developing our products, we went down to the SOSD again to get all our resources fact-checked and obtained valuable feedback to improve our project, getting a thumbs up from them.

## 3.4   PILOT TEST

We conducted a pilot test after the mid-term evaluation on several primary school students at a tuition centre. The feedback received was generally positive and many of the students had a changed perspective of shelter dogs.
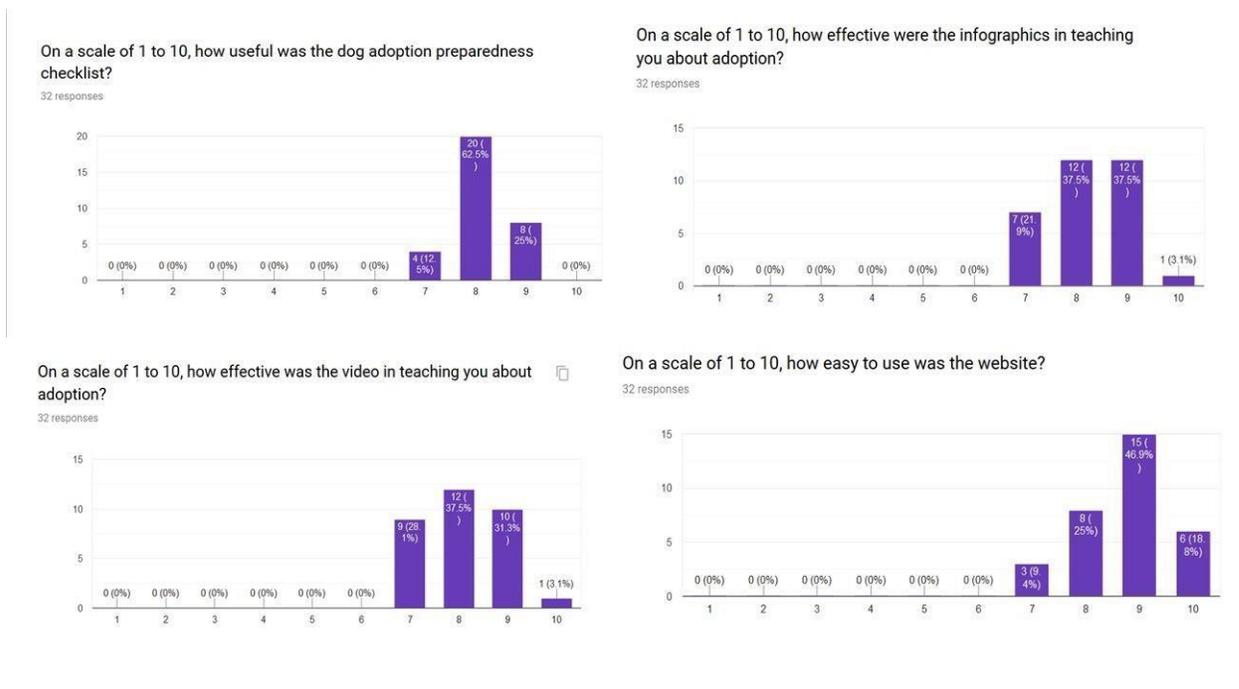


After the encouraging pilot test, we decided to contact our former primary school, Chongfu School in order to increase the outreach of our project towards our target audience. We met up with the vice-principal there, whereby she reviewed our resources and agreed to put up our infographics throughout the school. She also noted that our infographics were visually attractive and that the QR code was useful if students wanted to know more about our project.

We also had a survey included on our website for the Chongfu School students, which yielded positive results from a variety of students as shown:
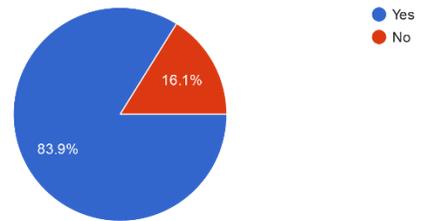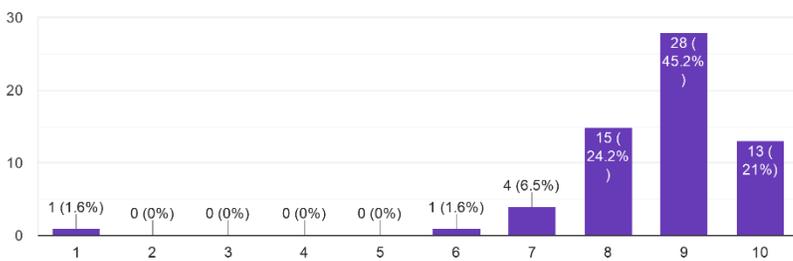
### How old are you?
62 responses



- 38.7%
- 32.3%
- 22.6%

Legend:
- 10
- 11
- 12
- None of the above
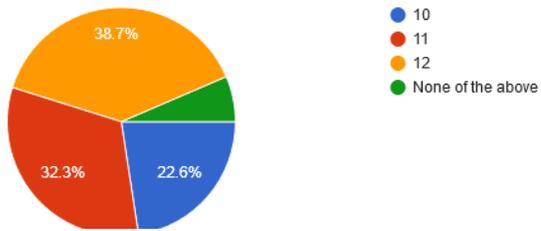
### Did you have fun learning about dog adoption?
62 responses



- 16.1%
- 83.9%

Legend:
- Yes
- No

### On a scale of 1 to 10, how easy to use was the website?
62 responses



| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|
| 1 (1.6%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) | 1 (1.6%) | 4 (6.5%) | 15 (24.2%) | 28 (45.2%) | 13 (21%) |

### On a scale of 1 to 10, how effective was the video in teaching you about adoption?
2 responses



| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|
| 1 (1.6%) | 0 (0%) | 0 (0%) | 0 (0%) | 2 (3.2%) | 2 (3.2%) | 12 (19.4%) | 13 (21%) | 19 (30.6%) | 13 (21%) |
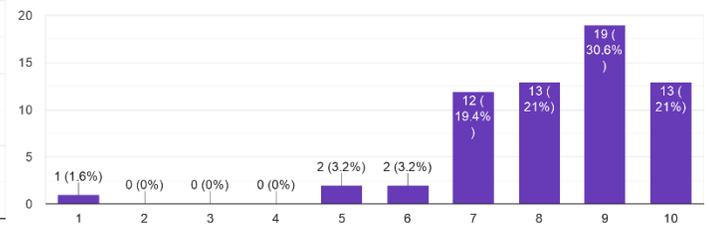
Although the infographics proved to be useful in convincing students to adopt instead of buy, it was limited in its usefulness as there was no additional information on it (information of shelters, etc.). However, it would also be visually unattractive if we were to put in so much information into an infographic.

Therefore, we decided to embed our website into a QR code and place it into the infographic, so that follow-up action could be taken by the students if they were to want to adopt. Our website has various information on the adoption process as well as the animal shelters in Singapore.

## 5        CONCLUSION

We have met many challenges while working on this project. For instance, many animal shelters were not willing to work with us as they were unsure of our determination and sincerity. However, we managed to convince SOSD of our project through our perseverance by personally going down to the shelter multiple times to interact and learn more about the dogs.

We have also learnt on how to sieve out important information. For example, not all information given by the volunteers at SOSD during our interview was useful as it did not have a direct link to our project. We needed to select from the large amounts of information given in the interview and condense it in such a way that it is easy to understand.

We have also gained greater empathy for the shelter dogs as well as all other stray animals.  Through our interaction with the dogs at SOSD, we have learnt that shelter dogs are really no different than retail dogs in the quality of the companionship that they offer. It pains us to see that there is still so much shelter dogs in Singapore, yet so many Singaporeans would still rather buy than adopt.


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