

**Hwa Chong Institution (High School Section)**

# **Project Collar**

**Project Work Written Report  
(Multi-year)**

Group 7-26

Members:

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## Section 1: Project Overview

### 1. Area of Concern (AOC)

We found an increasing trend for pet abuse and pet abandonment in Singapore recently. From 2016 to 2018, the number of dog intakes by SPCA and SOSD rose by 106 while the number of sheltered cats rose by 3.7% from 2017 to 2019. One reason for the increase in sheltered pets is an increase in the number of pet abandonments/abuses, resulting in pets becoming stray animals waiting to be rescued by these organisations.

#### Dead cat found at Yishun void deck, abuse suspected



News report, Straits Times

#### AVA looking into video of children allegedly abusing cat in Hougang



In the video, the three children appear to chase after the cat and throw an object at it. PHOTO: SCREENGAB FROM FACEBOOK / ROADS.SG

News report, Straits Times

## First-time dog owner fined S\$10,000 for abusing pet after neighbour films incident



News report, CNA

## Some dogs given up as part of 'spring cleaning'



In the previous Year of the Dog, some pet stores reported a rise in sales, although this year The Straits Times found no evidence of this occurring. PHOTO: ST FILE



### ST VIDEOS ▾

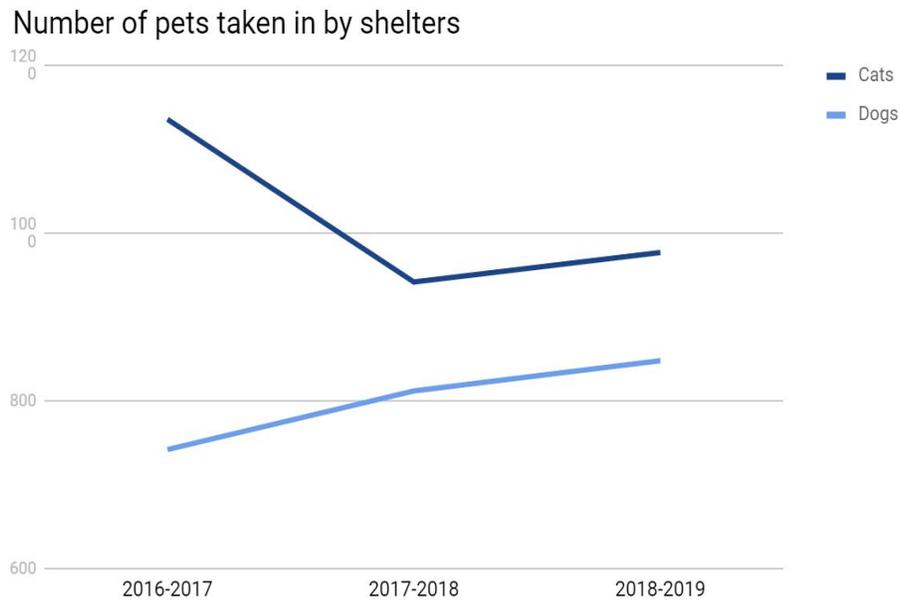


Emergency workers race to cut water levels at damaged British dam



Flights cancelled, train services disrupted as Hong Kong protesters look to shut down city with...

News report, Straits Times



Number of pets taken in by SOSD and SPCA from 2016 to 2019

## 2. Challenges Identified

Pet abuse and abandonment is prevalent in Singapore as shown in news and research. This could be due to a lack of consideration before buying pets, a lack of knowledge on taking care of them in terms of planning and training. An interview we did with pet owners reflected these problems as well.

## 3. Underlying Problem (UP)

Given that mistreatment of animals is still prevalent in our society and new or aspiring pet owners might not be fully educated on their roles and responsibilities, how might we educate and provide accurate information, as well as encourage healthy and responsible ownership of pets, namely cats and dogs, among Singaporeans starting from early April so that we can reduce the number of abused and abandoned pets in Singapore?

#### **4. Plan of Action**

We planned to focus on actual interaction with pets and a campaign to promote responsible pet ownership. However, due to COVID-19 restrictions and age requirements of pet shelters, we were unable to do so. Hence, we shifted our approach online to provide pet care resources and create a community passionate about the issue. By educating others, we hope they will take good care of pets thereby reducing abandonment and abuse cases.

## Section 2: Implementation of Action Plan

### 1. Actions and Outcomes to Date

Month	Action	Objectives
January- February	<ul style="list-style-type: none"><li>- Research</li><li>- Beneficiary-searching</li><li>- Formulated new plans</li></ul>	<ul style="list-style-type: none"><li>- Understand cause of problem</li><li>- Interact with beneficiaries</li><li>- Modify plans to have greater community impact</li></ul>
March	<ul style="list-style-type: none"><li>- Online interviews</li><li>- Logo-designing</li></ul>	<ul style="list-style-type: none"><li>- Learn more about difficulties in pet ownership</li><li>- Branding</li></ul>
April(CB)	<ul style="list-style-type: none"><li>- Research on pet care</li><li>- Website creation</li></ul>	<ul style="list-style-type: none"><li>- Compile responsible pet-care information on website</li><li>- Easier access of information for current/aspiring owners. Increase influence and outreach online.</li></ul>
May(CB)	<ul style="list-style-type: none"><li>- Brochure design</li></ul>	<ul style="list-style-type: none"><li>- Compact online guide for easy consumption</li></ul>
June	<ul style="list-style-type: none"><li>- Creating Youtube channel and videos</li><li>- Creating Discord channel (refer to picture below for more info)</li></ul>	<ul style="list-style-type: none"><li>- Videos about essential items for pets and considerations before owning a pet</li><li>- Reach out to peers to create a community</li></ul>

July	<ul style="list-style-type: none"><li>- Collaboration with Xavian and Pack (animal activist)</li></ul>	<ul style="list-style-type: none"><li>- Interact with pets and use experiences for resources and sharing</li><li>- Access less popular shelters that need support</li></ul>



## What makes Discord different?

### A Place to Call Home

Discord gives you the power to create your own place to belong. Your Discord server is your home, shared with only the special people you invite.

### Organized Conversation

Topic-based text channels give you an organized way to talk about all the things you love. Share your latest cooking mishaps while coordinating next week's game night.

### Pop in to Talk

Ready to hang out? Grab a seat in a voice channel. They're your server's lounge areas, designed so you can pop in and out of voice and video conversations throughout the day.



xavian\_and\_pack

Message



32 posts 154 followers 121 following

Xavian and Pack

Helping dogs by means of understanding of dogs' psychology than by means of fear.



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xavianandpack@gmail.com

xavianandpack.com

POSTS

IGTV

TAGGED



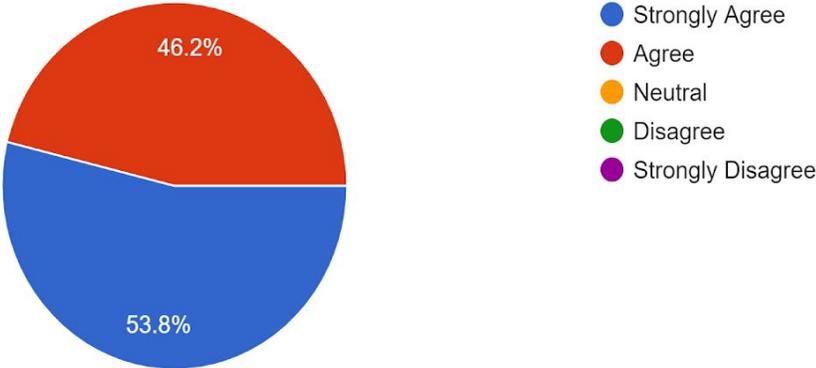
### Section 3: Project Outcomes

#### 1. Accomplishments

##### 1.1 Survey

We sent out a survey with links to our resource packages and a pledge at the end to evaluate our resources' effectiveness and gain feedback. These are the results:

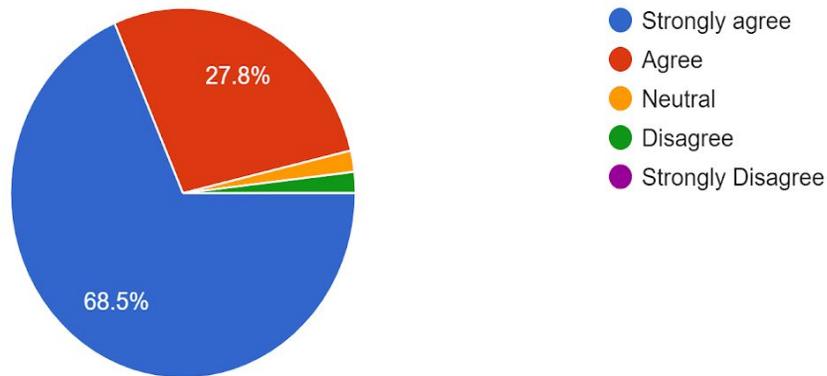
I know more about what to consider before buying a pet. (for future pet owners)  
52 responses



Question 1 of survey

I learned more about the responsibilities of a pet owner after looking through our resources.

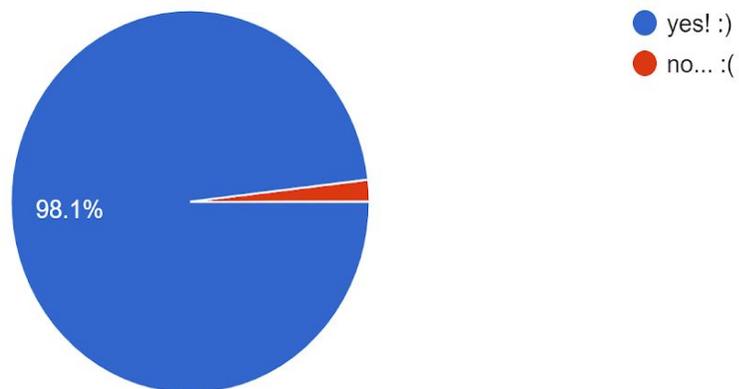
54 responses



Question 2 of survey

I pledge to be a responsible pet owner or future pet owner

54 responses



Pledge

Most respondents were able to show that they learnt more about the responsibilities of a pet owner and 53 out of 54 respondents pledged to be responsible pet owners or future pet owners.

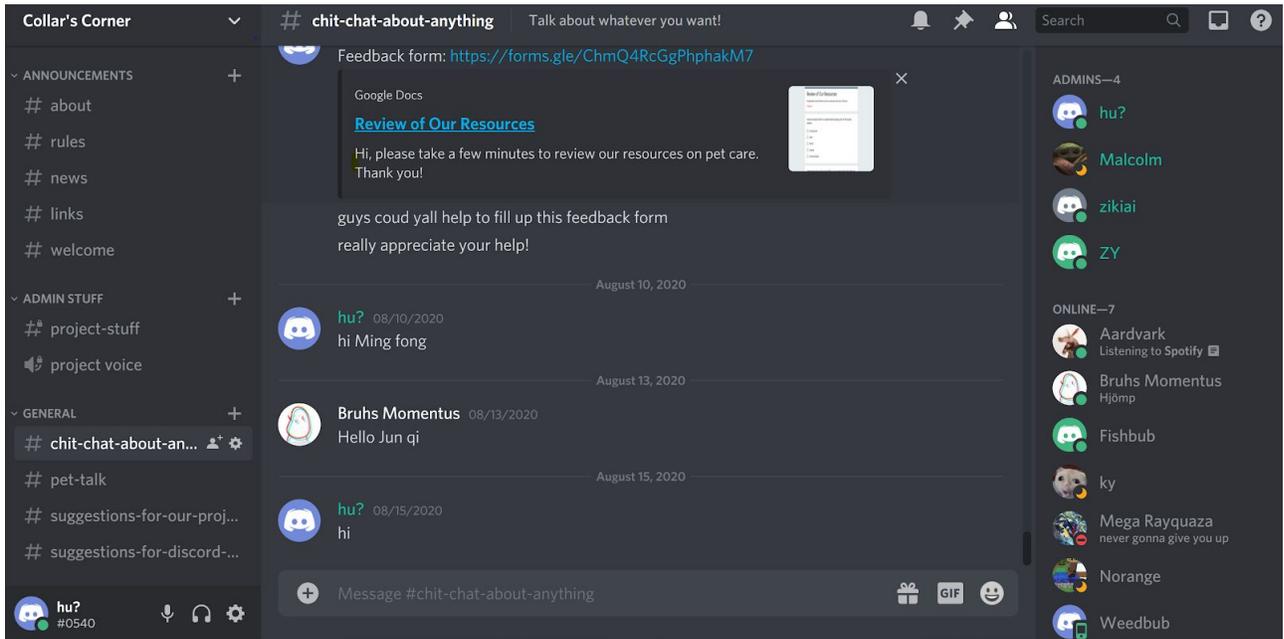
When asked about what they learnt from our resources, respondents were able to show that they had more knowledge on how to maintain healthy pet ownership too and would consider more before buying a pet.

## **1.2 Social Media Platforms**

Through Discord and Instagram, we built a passionate community of pet owners and aspiring pet owners. On our Instagram page, we posted mythbusters about owning pets and announcements of the progress of our project. We had 111 followers on our Instagram page and 31 members on our Discord channel.

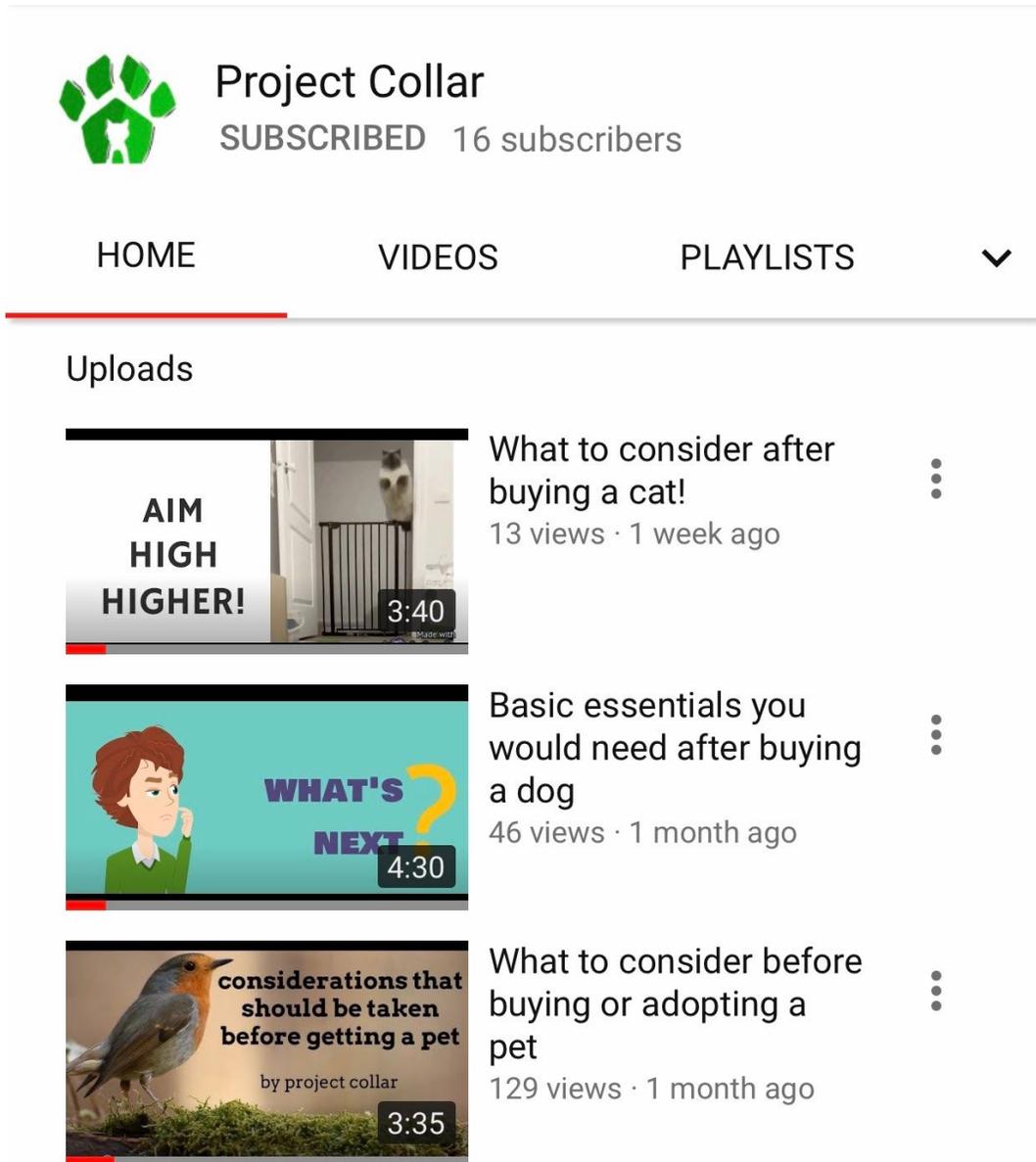


# Instagram



# Discord

On our YouTube channel, we had 16 subscribers and our most-viewed video has 129 views. We received many positive comments expressing how insightful our videos are.



 **Project Collar**  
SUBSCRIBED 16 subscribers

HOME      VIDEOS      PLAYLISTS      ▾

Uploads

-  **What to consider after buying a cat!**  
13 views · 1 week ago
-  **Basic essentials you would need after buying a dog**  
46 views · 1 month ago
-  **What to consider before buying or adopting a pet**  
129 views · 1 month ago

YouTube Channel



## Youtube comments

### 2. Reflections

We have learnt much more about the severity of the pet abuse/abandonment situation in Singapore. All of us also better understood the strength of human-pet relationships and the level of commitment required for taking care of pets, which was far greater than anticipated. Furthermore, we gained insight into the problems that abused pets faced and a lot of the factors that caused it. Beyond that, the value of teamwork, planning and execution skills were things we picked up on. Despite COVID-19 and age requirements, we adapted to the situation in ways we did not expect and pushed out new initiatives involving digital platforms together with collaborations. We hope future members bring the project to greater heights and interact more with pets themselves.

### **3. Scope of Impact**

#### Community Impact:

Through our videos and website, our project was successful in educating people about the responsibilities of being a pet owner and educating new pet owners on how to care for a pet properly. The Instagram posts corrected people's misconceptions about owning pets so that they would know how to care for pets responsibly. We hope these helped to reduce impulsive pet buying and pet abuse.

#### Community Involvement:

Through our social media platforms, our community of current and aspiring pet owners could discuss problems that they faced as pet owners and give tips to other pet owners on how to better care for their pets. 53 pledged to be responsible pet owners. We sought to involve these current/aspiring pet owners in adopting responsible pet ownership. Collaboration with Xavian and Pack gave us hands-on learning about pet ownership for sharing and opportunities to interact with the pet owner community.

#### Resolution of AOC/UP:

Overall, our project was successful in raising awareness in pet owners and aspiring pet owners about responsible pet ownership. We believe that through our project more people would think twice before buying a pet and not buy them impulsively. Hence, we conclude that our project was able to reduce pet abandonment and pet abuse with the necessary awareness and information on responsible pet ownership as well as proper pet care. However, we felt that we could have done more in encouraging proper pet adoption by holding adoption fairs if not for the COVID-19 pandemic.

**Section 4: References (Not to be counted in word count as they are not part of our written report since we cited them in case there is any ambiguity and doubts in our research)**

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