



**SCOTTISH SPCA**

**ANIMAL AMBASSADORS**

03000 999 999

[scottishspca.org/education-resources](https://scottishspca.org/education-resources)

Scottish Society for the Prevention of Cruelty to Animals | Scottish Charity No. SC 006467



**ANIMAL WISE**<sup>®</sup>  
SCOTTISH SPCA



## Contents

Welcome to the Scottish SPCA's Animal Ambassadors pack	03
Starting a topic	04
Finishing a topic	04
Project planning	05
Topic 1 – Scottish wildlife	06
Topic 2 – Puppy trafficking	08
Topic 3 – Impact of fireworks on animal welfare	10
Topic 4 – Taking care of Scotland's animals	12
Topic 5 – Animal Welfare law in Scotland	14
Project planning pages	16

# WELCOME TO THE SCOTTISH SPCA'S ANIMAL AMBASSADORS PACK

**Are you in secondary school, college or university? Are you creative? Do you like sharing your opinion? Do you like to learn new things? If yes, this is for you!**

Since we formed 180 years ago, we've been there to champion animal welfare, to protect them from harm and to highlight how a 'pawsitive' relationship between humans and animals benefits everyone. We were set-up on the back of one woman's conviction that animals deserved better. This lady, Martha Gibson, sadly passed away just a few years later in 1844 but her vision has endured to this day.







The Scottish SPCA needs to raise public awareness of animal welfare issues to help us protect animals living in Scotland today. We know that thousands of puppies are born into the puppy trade every year. Many are kept in horrendous conditions, are often removed from their mothers too early causing distress, harm and health problems. And all in the name of making a quick profit. The only way this can stop is if the public know how to buy puppies responsibly. We also know there's a lack of understanding of how we can all protect our amazing wildlife. Sadly, not everyone knows what the law requires us all to do to look after and protect animals. Fireworks is another big issue. Not many people know how to protect animals from the use of fireworks. The laws are due to change very soon and the public need to be ready for this. How can we get the right messages out? We need your help!

## OUR CHALLENGE FOR YOU

**Imagine you are our newest recruit in the Scottish SPCA's communications team.** We need you to decide how you would educate the public about impact of key issues such as the puppy trade and fireworks on animal welfare in Scotland today. We have five topics in this booklet and we would like you to complete **at least three of them** and share your creations with us. For each topic you will need to do some project planning, conduct some research and create different texts and infographics to convey key messages. Be as creative as you like! we've given you some key information to get you started - good luck!

## CURRICULUM LINKS

From investigating topics, discussing them with peers and family, creating text in different forms and perhaps using different computer programmes to create these materials, you will find that you are using many skills that form part of the Curriculum for Excellence.

- |   |   |  |
|---|---|--|
|  Health and wellbeing     |  Literacy and languages        |  Social studies |
|  Numeracy and mathematics |  Religious and moral education |  Technology     |
|  Expressive arts          |  Science                       |  |

## STARTING A TOPIC

Before starting any project, it's important to establish a project plan. This will help you to clarify the process and activities that you'll need to carry out in order to deliver your outcome. You'll find some helpful tips and examples of project plans on page 5 and there is space for you to write your plan on pages 16-21.

## FINISHING A TOPIC

We would love to see what you have created so please share this with us by emailing [education@scottishspca.org](mailto:education@scottishspca.org) along with details of your first name, surname initial, class, school/college/university and local authority (e.g. Zed F, S3, Otter H.S. Edinburgh). If you are under 16 please ensure you cc in your parent/carers email address in. If you are happy for us to post some of your materials as examples on our social media channels and website then please make sure you state '**please share my creations**' in the subject line.

On completion of **at least three** topics you will be awarded a certificate and crowned as one of the **Scottish SPCA's Animal Champions**. If at least 50% of students from the same the same secondary school, college or university take part, we will award the School/College/University with the title of **Scottish SPCA Schools Animal Champions 2020**.

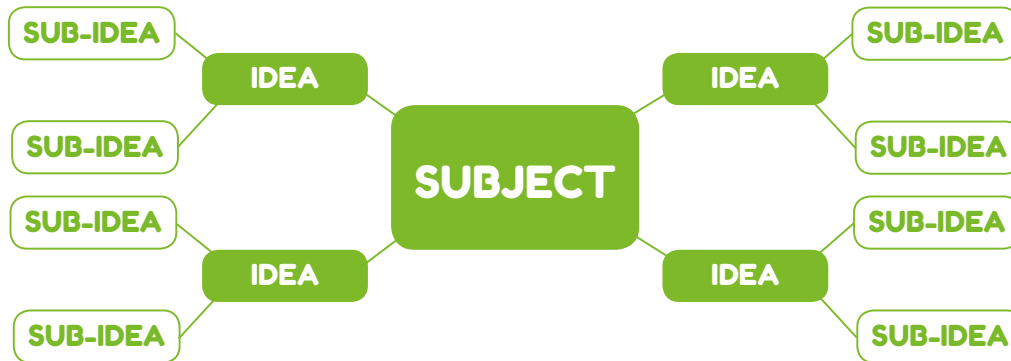


# PROJECT PLANNING

Here are just a few methods you could use to plan each project...

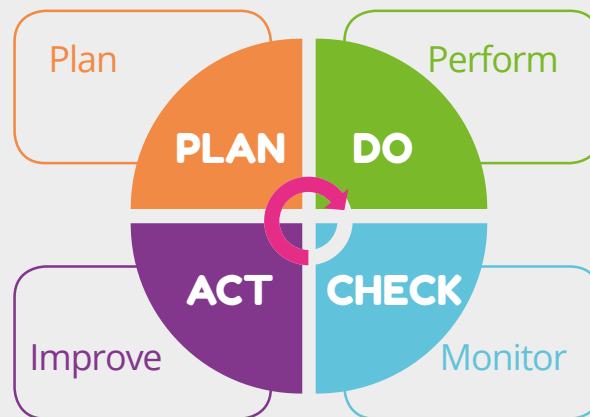
## MIND MAPS

Mindmapping increases your creativity and productivity. It's an excellent tool to let you generate more ideas and identify relationships between the different data and information you have sourced. Find out more about mind maps here: [mindmapping.com](http://mindmapping.com)



## PLAN - DO - CHECK - ACT

<https://asq.org/quality-resources/project-management>



## TASC WHEEL

TASC stands for 'Thinking Actively in a Social Context'. Find out more here: [blogs.glowscotland.org.uk/glowblogs/uodeportfoliomackie/2017/10/04/using-the-tasc-wheel-in-planning/](https://blogs.glowscotland.org.uk/glowblogs/uodeportfoliomackie/2017/10/04/using-the-tasc-wheel-in-planning/)



## TOPIC 1

# SCOTTISH WILDLIFE

**Scotland is a beautiful country with an abundance of wildlife. From otters to owls, swans to seals and badgers to beavers, we have such a rich and diverse range of wild animals.**

The Scottish SPCA opened its National Wildlife Rescue Centre in April 2012 following a 75% increase in the number of wild animals requiring care. The centre was intended to support 5,000 sick, injured and orphaned wild animals each year. Since it opened, we've cared for almost 45,000 wildlife casualties – considerably more than expected. In 2019 we had 11,051 animals arrive into our centre, the majority of which were birds.

Wildlife is in need of rescue for a number of reasons. They can be injured accidentally or deliberately or become orphaned at a very young and dependent age. Often the public may not know the best way to help these animals.

Education and increasing knowledge can help to reduce unintentional cruelty and intentional cruelty. Did you know there is a link between animal cruelty and violence towards others? Education can help break that link.

## KEY ISSUES

- 🐾 Public disturbing birds' nests
- 🐾 Public mistaking a fledgling for an injured bird
- 🐾 Impact of pollution – litter, oil spillages, landfill sites and fossil fuel burning
- 🐾 Public finding baby animals and picking them up
- 🐾 Loss of habitat
- 🐾 Wildlife crime such as use of illegal snares
- 🐾 Disease affecting specific populations
- 🐾 Impact of invasive non-native species
- 🐾 Removal of wildlife from natural habitats
- 🐾 Persecution

## WHERE TO FIND INFORMATION

- 🐾 [www.scottishspca.org/advice/wildlife](http://www.scottishspca.org/advice/wildlife)
- 🐾 [www.scottishwildlifetrust.org.uk/scotlands-wildlife/key-threats-to-wildlife/](http://www.scottishwildlifetrust.org.uk/scotlands-wildlife/key-threats-to-wildlife/)
- 🐾 [www2.gov.scot/Topics/Environment/Wildlife-Habitats/paw-scotland](http://www2.gov.scot/Topics/Environment/Wildlife-Habitats/paw-scotland)
- 🐾 [www.rzss.org.uk/media-centre/article/15103/hybridisation-threat-to-scottish-wildcats/](http://www.rzss.org.uk/media-centre/article/15103/hybridisation-threat-to-scottish-wildcats/)
- 🐾 [www.gov.scot/policies/wildlife-management](http://www.gov.scot/policies/wildlife-management)
- 🐾 [www.nature.scot/](http://www.nature.scot/)



# TASKS



1. Write a newspaper article.
2. Write an online blog.
3. Write an article for BBC Wildlife Magazine to raise awareness.
4. Create an infographic to be shared on social media and as a poster.
5. Make a video /animation to share this story. Outline plans for a website to host all of this material.
6. Measuring impact - create a method/ template for predicting and tracking impact (i.e. number of social media followers when launched as a campaign, number of downloads of video, number of retweets).

## WHAT TO DO FIRST

Create a project plan. We have left space for you to do this on pages 16-21 and have also included an example of how project plans can be done on page 5.

## WHAT TO DO ONCE YOU HAVE FINISHED

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## TOPIC 2

# PUPPY TRAFFICKING

Thousands of puppies are trafficked through the puppy trade each year in the UK. Many are kept in horrendous conditions and are often removed from their mothers too early causing distress, harm and health problems, all in the name of making a quick profit.

Puppy farming is big business across the UK and is estimated to be worth £13m in Scotland alone. Puppies are treated like a commodity, bred in huge numbers with no regard for their welfare. The conditions they are born in lead to serious medical and behavioural issues and, in many instances, death at just a few weeks old.

Sadly, the main driver behind the demand for puppies is the general public. The Scottish SPCA does what it can such as raising public awareness of these issues through its **#SayNoToPuppyDealers** campaign, but our only chance of stopping the supply is for demand to dry up. Our special investigations unit (SIU) investigated hundreds of reports of puppy farms last year. They have successfully raided and prosecuted puppy farms and individuals involved in the greed driven trade.

SIU spearheads Operation Delphin, a UK-wide, multi-agency taskforce with the goal of bringing heartless traders to justice.

Members of the group include the Scottish SPCA, the RSPCA who are separate from the Scottish SPCA and who help animals in England and Wales and three other SPCAs (the Dublin SPCA, Irish SPCA and Ulster SPCA) who help animals over the Irish sea. It also includes Dumfries & Galloway Council, HMRC, Stenaline and Police Scotland. The group has had success in identifying puppy farms and catching dealers moving pups around – but we need your support.

## KEY ISSUES

- 🐾 EU Pets Travel Scheme being taken advantage of
- 🐾 Puppies being purchased over the internet
- 🐾 Border checks not in place
- 🐾 Lack of public awareness and impulse purchases
- 🐾 Public demand for puppies
- 🐾 Welfare of breeding dogs and pups
- 🐾 Risks to animal welfare and human health

## WHERE TO FIND INFORMATION

- 🐾 [www.saynotopuppydealers.co.uk](http://www.saynotopuppydealers.co.uk)
- 🐾 [www.buyapuppysafely.org/](http://www.buyapuppysafely.org/)
- 🐾 [www.spice-spotlight.scot/2019/04/15/not-just-for-christmas-puppy-sales-and-responsible-breeding/](http://www.spice-spotlight.scot/2019/04/15/not-just-for-christmas-puppy-sales-and-responsible-breeding/)
- 🐾 [www.dogstrust.org.uk/puppy-smuggling/111018\\_puppy%20smuggling%202018\\_final.pdf](http://www.dogstrust.org.uk/puppy-smuggling/111018_puppy%20smuggling%202018_final.pdf)





# TASKS



1. Write a newspaper article.
2. Write an online blog.
3. Write an article for Dogs Today magazine to raise awareness about the illegal puppy trade.
4. Create an infographic to be shared on social media and as a poster.
5. Make a video /animation to share this story. Outline plans for a website to host all of this material.
6. Measuring impact - create a method/ template for predicting and tracking impact (i.e. number of social media followers when launched as a campaign, number of downloads of video, number of retweets).

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## TOPIC 3

# IMPACT OF FIREWORKS ON ANIMAL WELFARE

Fireworks are often associated with celebration and events that bring communities, friends and families together. These events can be formally organised by the local authority, a local community council or organised community group but they can also be set off in private spaces such as in people's back gardens.

While they can bring much enjoyment, they can also cause significant injury, problems and fear for some people and animals due to their sudden, loud noises and through deliberate misuse.

Every year, thousands of animals suffer stress and anxiety caused by the use of fireworks. The Scottish SPCA has been aware of incidents over the years of animals coming to harm, or even death, as a result of fireworks.

The Society has supported tighter restrictions on the public use of fireworks for years. In 2019 the Scottish Government held a public consultation on the views and use of fireworks.

Animals have heightened senses and their hearing is much stronger than ours. The current legal noise limit for a firework is 120 decibels. To put this into perspective, a pneumatic drill measures around 100 decibels and people are advised to wear ear protectors when exposed to anything above 80 decibels. A dog's hearing is twice as sensitive as a human's and a cat's three times.

## KEY ISSUES

- 🐾 Maintain enjoyment for the public
- 🐾 Fireworks produce loud and high intensity noise which is unpredictable
- 🐾 Psychological distress to animals
- 🐾 Injuries caused to animals attempting to flee
- 🐾 Debris produced by fireworks
- 🐾 Fireworks being misused resulting in injury to both humans and animals
- 🐾 Unpredictability of when fireworks are used

## WHERE TO FIND INFORMATION

- 🐾 [www.gov.scot/publications/consultation-fireworks-scotland-experiences-ideas-views-analysis-responses-public-consultation-exercise/pages/6/](http://www.gov.scot/publications/consultation-fireworks-scotland-experiences-ideas-views-analysis-responses-public-consultation-exercise/pages/6/)
- 🐾 [www.gov.scot/groups/firework-review-group/](http://www.gov.scot/groups/firework-review-group/)
- 🐾 [www.bva.co.uk/take-action/our-policies/fireworks-and-animal-welfare/](http://www.bva.co.uk/take-action/our-policies/fireworks-and-animal-welfare/)



# TASKS



1. Write a newspaper article.
2. Write an online blog.
3. Write an article for the Scots Magazine to raise awareness.
4. Create an infographic to be shared on social media and as a poster.
5. Make a video /animation to share this story. Outline plans for a website to host all of this material.
6. Measuring impact - create a method/ template for predicting and tracking impact (i.e. number of social media followers when launched as a campaign, number of downloads of video, number of retweets).

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## TOPIC 4

# TAKING CARE OF SCOTLAND'S ANIMALS

We all have a duty of care towards any animal that we look after or interact with. Many people refer to the Five Freedoms when talking about the care of animals that are under human control.

The Five Freedoms were originally recommended by the Farm Animal Welfare Council, but are now generally accepted to cover any animal for which a person is responsible.

Under the Five Freedoms it states that an animal must have...

1. Freedom from hunger or thirst by ready access to fresh water and a diet to maintain full health and vigour
2. Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area.
3. Freedom from pain, injury or disease by prevention or rapid diagnosis and treatment.
4. Freedom to express (most) normal behaviour by providing sufficient space, proper facilities and company of the animal's own kind.
5. Freedom from fear and distress by ensuring conditions and treatment which avoid mental suffering.

The Animal Health and Welfare (Scotland) Act 2006 places a duty of care on people to ensure they take reasonable steps in all circumstances to meet the welfare needs of their animals to the extent required by good practice.

Education can support increased knowledge on what animals need and reduce unintentional cruelty. Intentional cruelty can also be prevented through increasing knowledge and tackling the link between animal cruelty and violence towards others.

## KEY ISSUES

- 🐾 Lack of awareness amongst pet owners of their responsibilities for the welfare of their animals
- 🐾 Lack of understanding that animals are sentient beings
- 🐾 Financial difficulties for owners
- 🐾 Conflict on what constitutes as a welfare need
- 🐾 Religious or moral beliefs
- 🐾 Powers of prosecution
- 🐾 Intentional and unintentional harm

## WHERE TO FIND INFORMATION

- 🐾 [www.gov.scot/policies/animal-health-welfare/animal-welfare/](http://www.gov.scot/policies/animal-health-welfare/animal-welfare/)
- 🐾 [www.spice-spotlight.scot/tag/animal-welfare/](http://www.spice-spotlight.scot/tag/animal-welfare/)
- 🐾 [www.scottishspca.org/our-work/our-teams/our-education-team](http://www.scottishspca.org/our-work/our-teams/our-education-team)
- 🐾 [www.gov.scot/publications/code-practice-welfare-dogs/pages/3/](http://www.gov.scot/publications/code-practice-welfare-dogs/pages/3/)
- 🐾 [www.scottishspca.org/advice/domestic](http://www.scottishspca.org/advice/domestic)



# TASKS



1. Write a newspaper article.
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3. Write an article for National Geographic to raise awareness.
4. Create an infographic to be shared on social media and as a poster.
5. Make a video /animation to share this story. Outline plans for a website to host all of this material.
6. Measuring impact - create a method/ template for predicting and tracking impact (i.e. number of social media followers when launched as a campaign, number of downloads of video, number of retweets).

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## TOPIC 5

# ANIMAL WELFARE LAW IN SCOTLAND

**The Scottish SPCA has a rich history of campaigning for improvements to animal welfare legislation since we were founded way back in 1839. Why? Because we feel we can always do more for animals.**

The Scottish SPCA is unique among animal charities. We are the only one who is a reporting agency to the Crown Office and Procurator Fiscal. Under the Animal Health and Welfare (Scotland) Act 2006, our inspectors have powers to enter and search properties under warrant, seize animals, issue animal welfare notices with guidance on what to do to improve and, in some cases, report people for prosecution.

Whilst we have powers to remove animals from their owners, we only exercise that as a last resort.

Only a tiny fraction of the cases our inspectors take on are reported for prosecution, and it is far more common for them to come across 'unintentional cruelty', where people just may not know how to take care of their pet properly. Our inspectors work with pet owners to show them what steps they can take to build this bond with their own animals. From people living with small domestic animals in cities and towns, to farmers with dozens of livestock in rural areas, our inspectors are an adaptable bunch who can help out any person and animal in need.

In some sad instances, people are simply no longer able to cope with looking after a pet. This may be down to ill health or a change in circumstances. When this happens, our inspectors may collect an animal to take in to our care.

In the 2019/20 Programme for Government, the Scottish Government committed to reform the law and introduce changes the Scottish SPCA has long advocated. It could be truly transformational for animal welfare in Scotland and the Society if it happens.

## KEY ISSUES

- 🐾 The current sentencing does not act as a deterrent
- 🐾 The public need to understand what these new laws would mean to them
- 🐾 The punishment does not always fit the crime
- 🐾 Public unaware of how rampant wildlife crime is
- 🐾 Current penalties for animal cruelty offences are less than that for fly-tipping
- 🐾 Animals that have been seized as part of a criminal investigation cannot be rehomed until that case has been concluded meaning some stay in rescue centres for months, if not years
- 🐾 Scottish SPCA do not have the full legislative powers to investigate and report wildlife crime effectively

## WHERE TO FIND INFORMATION

- 🐾 [www.scottishspca.org/our-work/campaigns/championing-animal-welfare-law](http://www.scottishspca.org/our-work/campaigns/championing-animal-welfare-law)
- 🐾 [www.citizensadvice.org.uk/scotland/law-and-courts/how-to-report-animal-cruelty](http://www.citizensadvice.org.uk/scotland/law-and-courts/how-to-report-animal-cruelty)
- 🐾 [www.scottishspca.org/our-work/our-teams/special-investigations-unit](http://www.scottishspca.org/our-work/our-teams/special-investigations-unit)
- 🐾 [www.parliament.scot/parliamentarybusiness/Bills/112958.aspx](http://www.parliament.scot/parliamentarybusiness/Bills/112958.aspx)
- 🐾 [www.raptorpersecutionscotland.files.wordpress.com/2017/04/sspca-briefing-on-increased-investigatory-powers.pdf](http://www.raptorpersecutionscotland.files.wordpress.com/2017/04/sspca-briefing-on-increased-investigatory-powers.pdf)



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# PROJECT PLANNING – TASK 1



# PROJECT PLANNING – TASK 2

# PROJECT PLANNING – TASK 3

# PROJECT PLANNING – TASK 4

# PROJECT PLANNING – TASK 5

# PROJECT PLANNING – EXTRA

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