

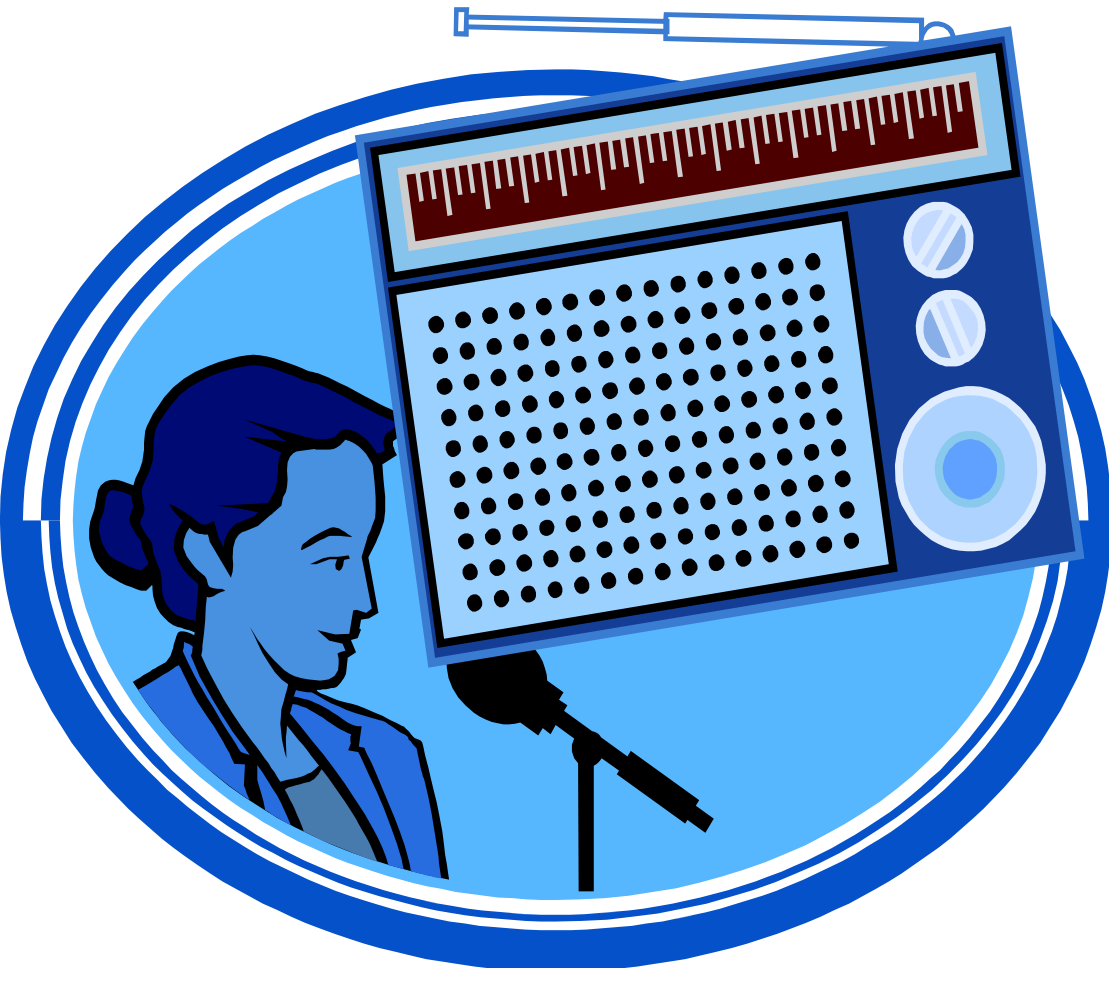
Does a holistic approach to improving equine welfare produce better outcomes?

Increasing mass awareness of equine welfare through Free Medium Radio in Jacobabad, Pakistan



The Brooke Pakistan

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Introduction

- Brooke Pakistan gives importance to community awareness on equine welfare issues alongside direct veterinary service provision
- This includes generating wider mass awareness in districts with tangible working equine populations, for example in Jacobabad (Figure 1)
- The aim of this study was to identify the best mass media channels for increasing awareness amongst equid owners and the general public



Figure 1: Working equids in Jacobabad

Methods

- Baseline and follow up surveys were conducted with randomly-selected members of equid-owning communities
- Data were collected through face-to-face questionnaires, investigating which media and transmission times were preferred by owners alongside their awareness on equine welfare issues
- Welfare awareness messages were developed in local language and broadcasted through FM radio for a month after baseline survey
- Following broadcast of the welfare messages, equid owners were resurveyed

Summary

- This study is one of the first in Pakistan to evaluate using radio to educate owners on equine welfare
- These encouraging results show that welfare messages can be communicated through radio to equid owners

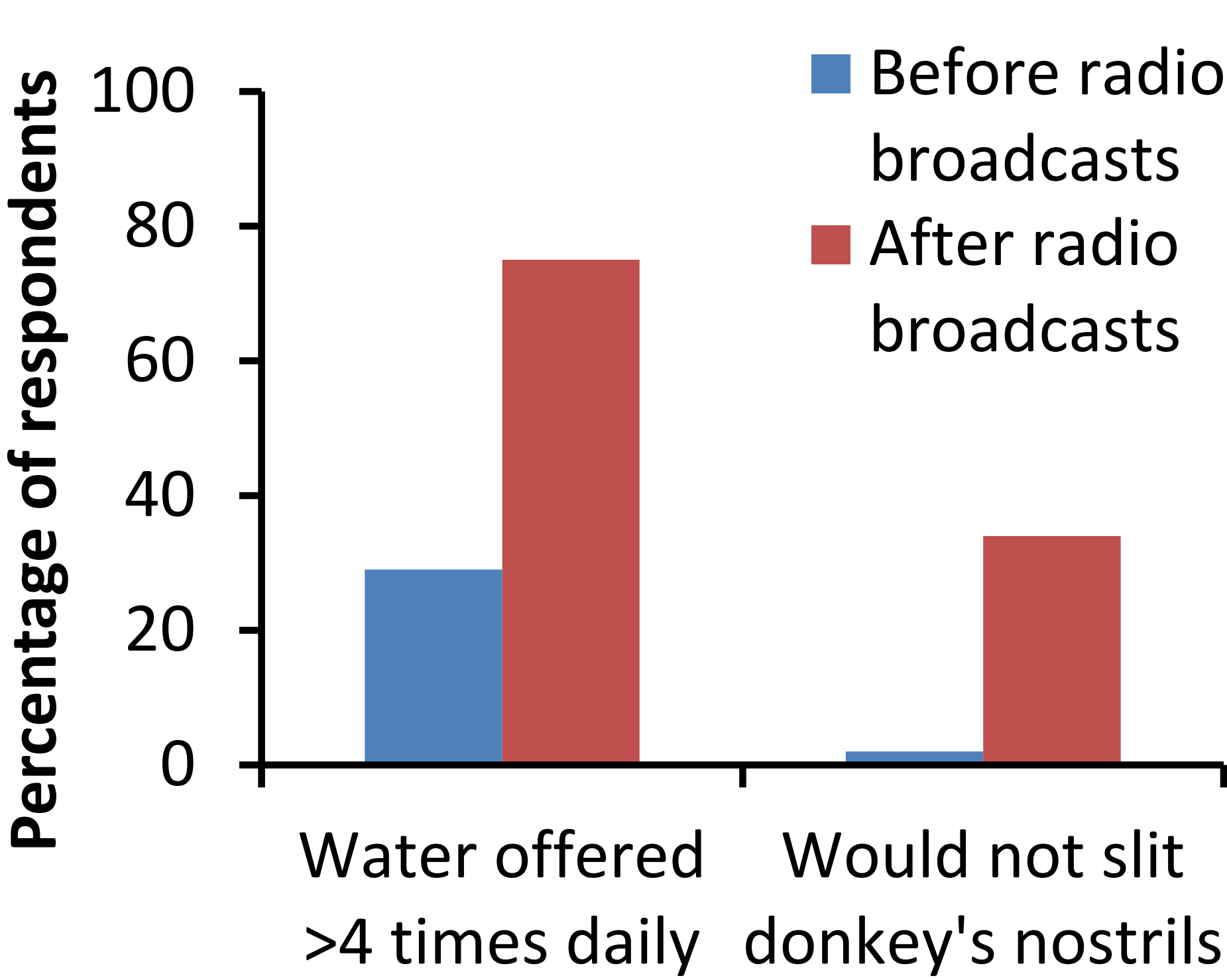


Figure 2: Comparison of survey responses before and after radio broadcasts; (A) owners offer water to their animals in Jacobabad (B) a donkey following nostril slitting

Results

- 193 owners were included in the initial survey, and 211 owners were included in the follow-up survey
- In the baseline survey the majority (53%) of respondents had access to and listened to FM Radio (Table 1)
- The majority (70%) of equid owners stated that they listened to the radio most frequently in the evening (5pm to 8pm)
- Following the radio broadcasts equid owners reported positive changes in their husbandry practices (Figure 2)
- Whereas prior to the broadcasts 83% of owners treated wounds using harmful traditional practices, following the broadcasts 9% treated wounds using saline and antiseptic

| Table 1: Percentage of respondents using different media channels | |
|---|-----------------------|
| Media channels | Number of respondents |
| FM radio | 102 (53%) |
| Local private cable | 46 (24%) |
| Government television | 45 (23%) |

Conclusions

- FM radio programmes, especially if aired for an extended period, may be an effective medium to provide education to owners and users on equine welfare issues
- Based on these positive data, the programme can be replicated in other districts and areas of need, focusing on the general public as well as equid owner and users



Presented by
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