

Advocacy to improve animal welfare

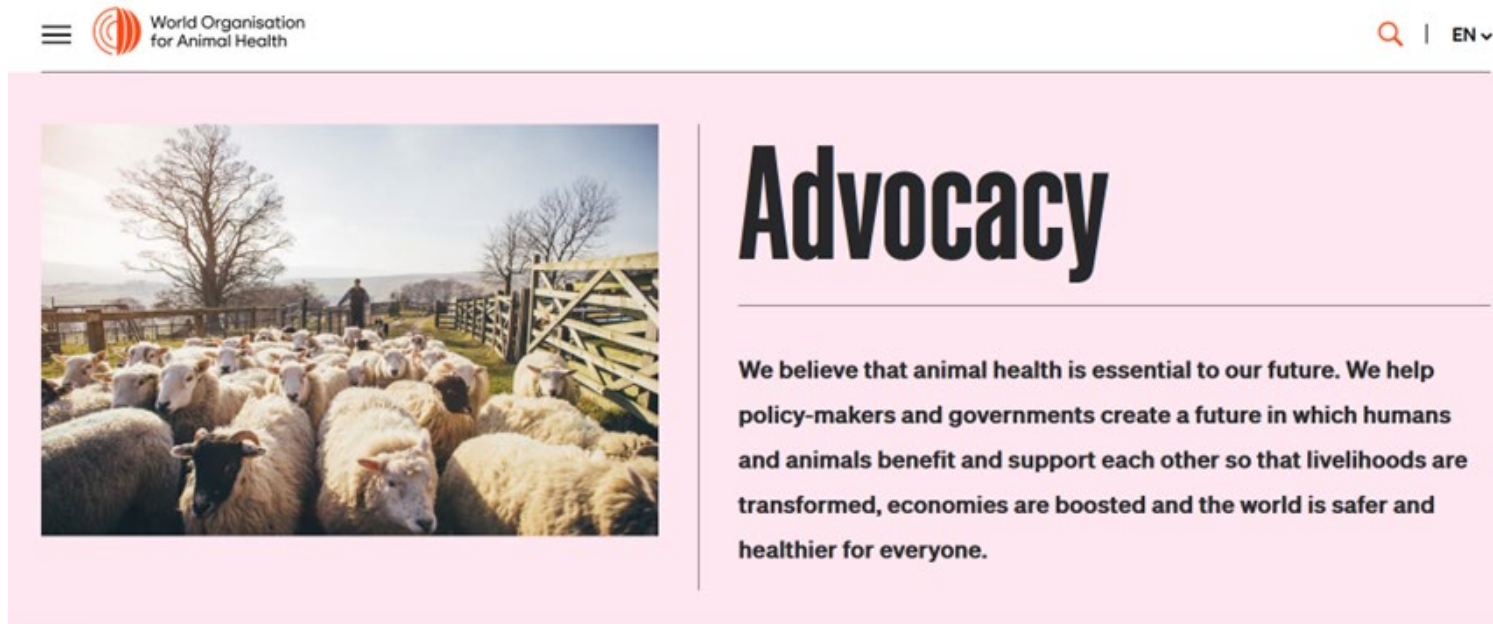
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**Regional Animal Welfare Training Conference
25 - 26 February 2026 Vang Vieng, Lao PDR**



Advocacy



- Advocacy is in the process of influencing people to create change (WHO)
- “Public support for an idea, plan, or way of doing something” (*Oxford Definition*)
- Advocacy is about seeking systems change, it is how civil society can influence the adoption (or strengthening) of policies, programmes, regulations, legislation and even funding allocations [NCD Alliance, Advocacy Institute(2023)]



Why advocacy matters

Advocacy is influencing decision makers to

- **Prioritise animal welfare**
- **Adopt or strengthen policies**
- **Allocate resources**
- **Support implementation**





Whom do we advocate ?

Advocacy targets include:

- Policy-makers and senior officials
- Veterinary Services leadership
- Training institutions
- Private sector and producers
- Development partners





Advocacy tools

Policy and decision- making tools

- **Policy briefs** – Short (2–4 pages) documents outlining the problem, impact, and recommended action
- **High-level meetings & briefings** – Targeted discussions with senior officials
- **Position papers / resolutions** : Agreed messages endorsed by institutions or stakeholders
- **Parliamentary or ministerial dialogues, Formal platforms to raise animal welfare priorities**
- **Inter-ministerial coordination mechanisms** – Taskforces or working groups

Evidence based advocacy tools

- **Data and indicators** (compliance levels, incidents, workforce gaps)
- **Cost–benefit or economic arguments** (productivity, trade, efficiency)
- **Case studies and good practices** from countries or regions
- **Pilot project results demonstrating feasibility**
- **Risk analysis**



Advocacy tools

Capacity building tools

- Training of trainers (ToT) approach
- Training need assessment
- Institutional agreements with training institutions
- Certification and accreditation frameworks
- Integration of animal welfare into curricula
- Integration of animal welfare into existing training programmes

Evidence based advocacy tools

- Gap analysis against Implementation of WOAH standard roadmaps or action plans
- Standard operating procedures (SOPs)
- Compliance checklists and inspection tools
- Multi-stakeholder coordination platforms



Advocacy tools

Investment and resource mobilisation tools

- Investment cases linking animal welfare to national priorities
- Budget advocacy within government planning cycles
- Donor concept notes or project proposals
- Public–private partnership (PPP) models
- Phased investment plans (short, medium, long term)

Communication tools

- Key advocacy messages tailored to specific audiences
- Talking points for leaders
- Infographics and visual summaries
- Success stories and testimonials
- Media engagement (where appropriate)



Group Exercise : Stakeholder engagement, advocacy and communication

SN	Questions	Implementation of Chapter 7.6	Implementation of Chapter 7.13	National/Sub-national animal welfare training Programme
1	What are the 2-3 priority actions you should take ?			
2	Which group of stakeholders you would like to engage to deliver these actions ?			
3	What advocacy objective you wish to achieve ? (<i>for example legislation review, research, investment, stakeholder platform, task force ,Pilot project ,Equipment etc)</i>			
4	How existing or new policies, institutional framework, resources can be leveraged or aligned to support the implementation ?			
5	What advocacy and /or communication resources , materials will be beneficial to sensitize stakeholders, build consensus ?			



Next step

- Share progress /update on your plans including implementation of national trainings
- Sub- regional network of trainers – coordination
- Public –Private Partnership (PPP) Workshop in Q3/Q4 2026
- Feedback on the event- **ONE WORD** - to describe the event



Thank you



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