

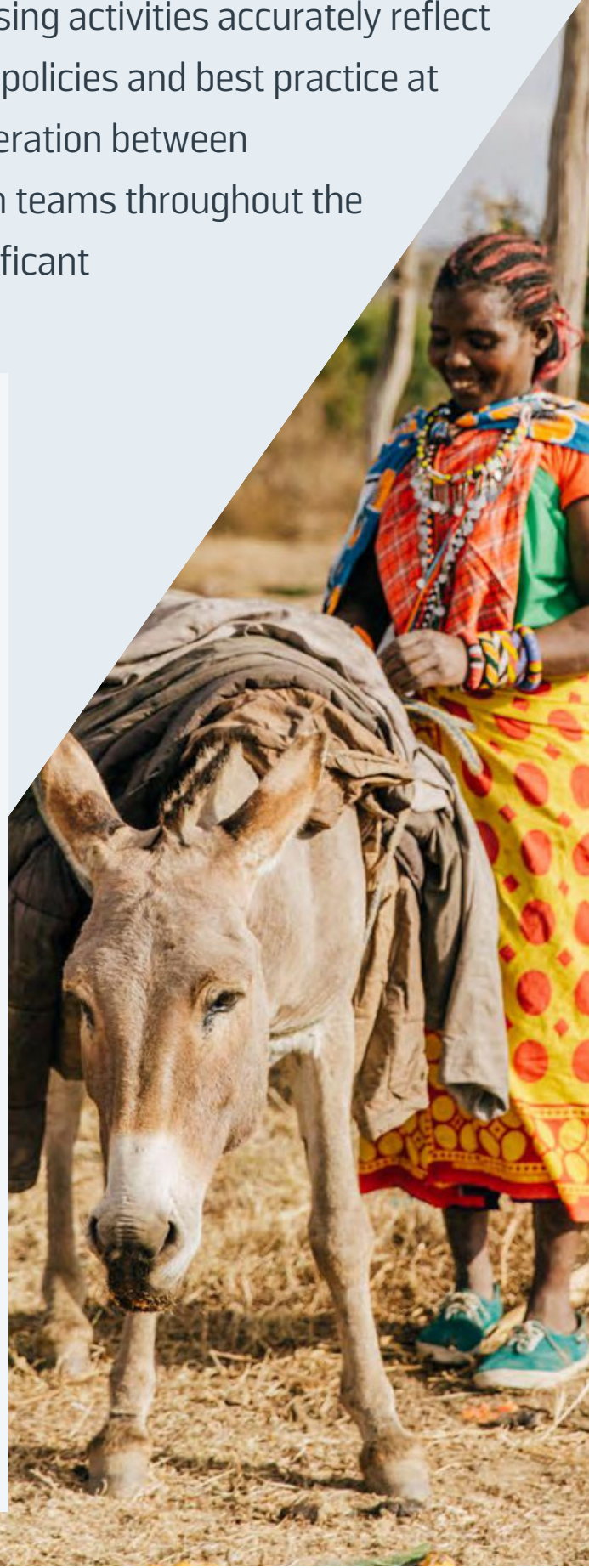


Capturing Good
Practice
Animal Welfare
Guidelines for External
Communications

Background

All staff are accountable for ensuring that reports, campaigns, newsletters, our website, Facebook page, ad hoc information for community groups and all other externally-facing material and fundraising activities accurately reflect programmatic and animal welfare priorities, policies and best practice at Brooke. This requires coordination and cooperation between programme, animal welfare and FundComm teams throughout the process; failure to achieve it presents a significant organisational risk.

- The best time to start ensuring material will be suitable is when planning and selecting ideas.
- Animal welfare technical checking or support can be obtained via the Global Service Desk, a member of the Global Animal Welfare Team or in-country counterparts.
- Fundraising activities involving animals must receive approval from the Global Animal Welfare Team.
- Technical checking requests should allow a response time of at least one week whenever possible.
- All new members of FundComm should have an animal welfare induction as soon as possible after joining.



Animal Welfare (AW) Support Offered to FundComm

Animal welfare inductions, enquiries and support via Global Service Desk, and additional topics can be requested. Resources such as the Welfare Interpretation Manual, Working Equid Veterinary Manual, SEBWAT Guidance Notes, Handling Guidelines for Welfare Assessors, which provide further technical information on welfare issues and good practice.

The following support can be arranged on request:

- Tailored inductions for new staff, and refreshers for individuals or teams as needed.
- Technical checking of copy, image approval (i.e. photos and videos) and early topic idea generation/approval for marketing appeals, fundraising events, press, donor reports, supporter queries, social media, etc.
- Welfare assessment database with evidence on prevalence and severity of issues in different locations and work types, which provides information on prevalence and severity of welfare issues, changes to welfare status or the impact of a programme intervention on animal welfare.



Competencies Expected from FundComm Staff

On-going animal welfare learning opportunities and resources are available to ensure that all staff can achieve these basic competencies. The main role of the Global Animal Welfare Team is supporting country programmes in managing welfare risk and ensuring maximum benefit for animals impacted by our work. Time spent supporting FundComm to manage organisational risk is time away from supporting country programs, therefore we aim to minimise the support required from our team unless it relates to novel issues/questions, precise or technical pieces of work. Individuals within FundComm are responsible for ensuring their knowledge relating to animal welfare is up to date and sufficient (as is relevant for their role). Basic competencies expected include having ability to:

- Identify whether an animal is being humanely handled.
- Determine whether an animal is a horse, donkey or mule and seek clarification if uncertain.
- Using basic equine behaviour knowledge to identify whether an animal is having a positive or negative experience and use/caption images accordingly (e.g. equids with ears flattened back should not be captioned as 'happy' or 'relaxed'.)
- Understand and identify common welfare problems and typical causal factors.
- Explain on a basic level the way the Brooke does, and does not, work and why.
- Identify and utilise only facts which can be supported with evidence from a reliable source.



Competencies Expected from FundComm Staff

Just because an image was used previously in any communications, media, or is held in Brooke's image repository does not mean it depicts best practice or is suitable for all purposes. FundComm staff must use their competency in animal welfare to make an appropriate decision every time an image is used, and seek clarification if uncertain.

Animal welfare advisors can provide guidance on what an animal is experiencing in images, the message being conveyed, and make recommendations about use of the image, but ultimately it is the responsibility of FundComm staff to ensure an image is appropriate for the intended purpose and Brooke's values, and to be accountable for any repercussions from its external use.



Capturing Good Practice Guidelines

Brooke must always consider how a supporter, beneficiary in-country, other organisation or member of the public might interpret images and messages featured in external communications. The following guidelines highlight what should appear in an image (photo or video) and should be read in conjunction with Brooke's Brand Guidelines. These should accompany all briefs that FundComm sends to ICOs, country programme staff, external agencies and our own staff to help judge image selection.

If poor practice or animal welfare risk in Brooke activities is discovered when capturing or reviewing images, this should be flagged with the Global Animal Welfare Team to follow up accordingly to prevent recurrence in future.

Text describing Brooke's work should be in line with the values and objectives outlined in our International Strategy, which all staff are expected to be familiar with and able to reference.



Capturing Good Practice Guidelines

With all images it is important to consider the messaging that accompanies them and how this represents Brooke. The crucial determining factor of whether or not to use an image should be the experience the animal appears to be having and how well that represents the message intended to be sent. Veterinary treatment can be uncomfortable but it should always appear that the animal is being made to feel as comfortable as possible during an interaction with Brooke staff and that they are calm, confident and in control of the situation.

It is important to gain consent from an owner or individual for any picture/case study used in Brooke communications. General rules of thumb are that in images featuring Brooke staff or being staged by Brooke staff.

Animals featured with Brooke staff must:

- Be handled in a calm, gentle and controlled manner i.e. not moving away/trying to escape, appearing overly fearful or prevented from normal breathing by a hand covering the nostrils.
- Wear an appropriately sized halter/head-collar (not loose or in the animal's eyes). Ideally, handlers should hold the lead rope and not grip the halter or part of the animal's body.



Capturing Good Practice Guidelines

- Other equine animals should be kept at a safe distance if unrestrained or nearby if equally well restrained (i.e. halter); foals are the exception and may accompany their mother without restraint.

Staff should be featured:

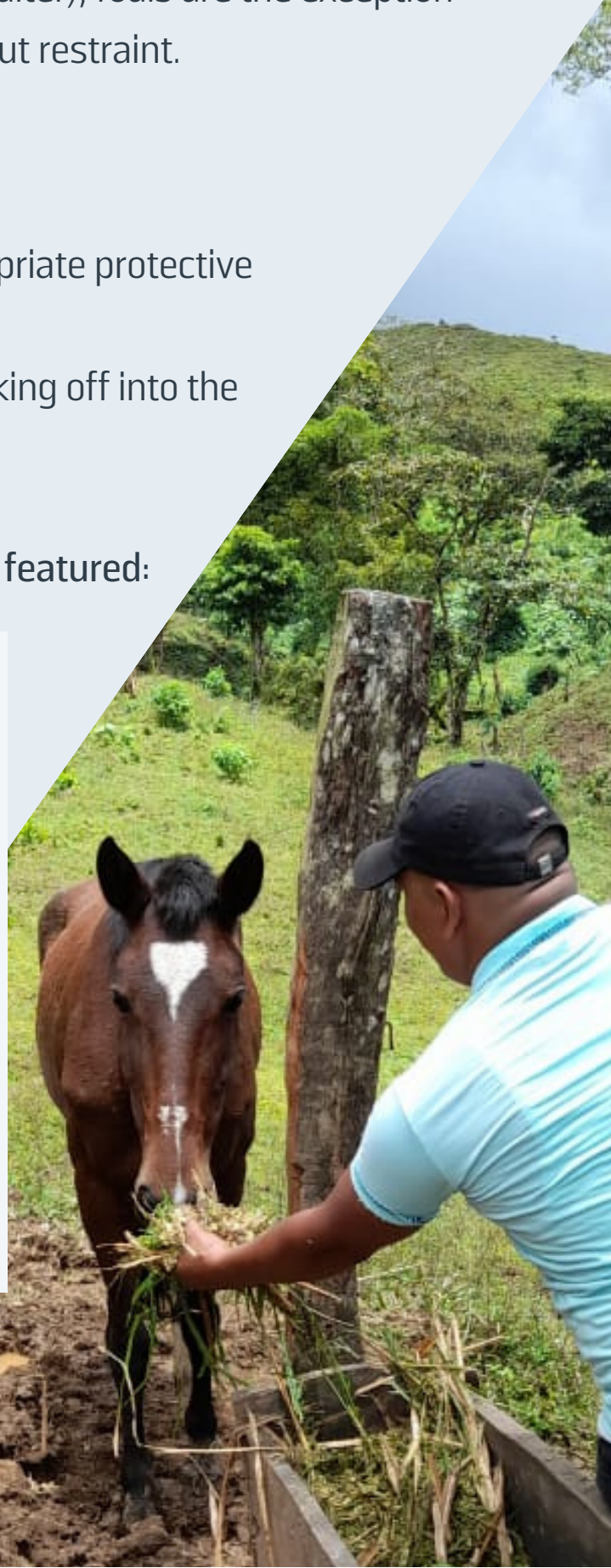
- Wearing closed-toe footwear and appropriate protective clothing for the procedure.
- Paying attention to the animal – not looking off into the distance.

Community members/onlookers should be featured:

- Observing animals from a safe distance – twice the length of the animal.
- Observing from the side of the animal rather than from behind the hind-limbs.

Environment should be featured with:

- The ground free from tangled ropes, equipment or other hazards.



Capturing Good Practice Guidelines

Animals should never be purposely loaded, stopped while loaded, or asked to carry a load longer or farther for the purposes of capturing a photo or video. Staff should never be examining or treating an animal whilst loaded. It is not Brooke's aim to ever increase an animal's burden! Images depicting any of these scenarios should not be used.

Images aiming to capture 'real life' scenarios without Brooke staff may include situations and human behaviours which are bad for the animal's welfare and may not meet the standards listed above. It is possible to utilise these types of images but an accompanying explanation should always be given about what Brooke is doing/has done to help the animal so the impression is not given that we stand by capturing images while animals suffer.



Capturing Good Practice Guidelines

Brooke staff worldwide must be role models and champions for the humane treatment of all animals, and FundComm staff play a crucial role in promoting this both internally and externally. Ensuring external facing communication materials and fundraising activities accurately reflect Brooke's concern for animal welfare helps solidify our role as a leader in the field of working equine welfare. By working with the programmatic and technical teams to champion best practice and raise concerns about visuals and information coming from the field it opens the door for country programmes to receive the support needed to guarantee animals impacted by our work have the best experience possible. The following image and text examples demonstrate this guidance in practice; however please feel free to contact the Global Animal Welfare Team with any questions about this document or further guidance on any of the topics within.



Caption examples: what message are we sending?

❌ Unacceptable caption: 'happy' animal



✅ Acceptable: animal & human comfortable



❌ Unacceptable caption: 'happy' animal



✅ Acceptable: animal & human comfortable



❌ Unacceptable caption: enjoying a roll (donkey has colic)



✅ Acceptable: this donkey is enjoying a roll in the sand



Caption examples: what message are we sending?

❌ Unacceptable caption: resting (donkey has colic)



✅ Acceptable: resting donkey



❌ Unacceptable caption: resting comfortably, human-animal bond (donkey appears completely exhausted and/or in pain)



✅ Acceptable: this animal is comfortable & the boy is showing concern for it



❌ Unacceptable caption: happy children with happy donkeys (chaotic scene & neither donkeys or children appear particularly 'happy')



✅ Acceptable: clearly a staged shot, but animals & children appear content (note: child safety risk in this photo)



✘ **Undesirable text: solution does not match welfare issues described:**

"Dehydrated and distressed, she collapsed as soon as she entered the clinic. And no wonder – three of her legs were sprained, her knees were swollen, and the tendons inflamed...

...Our vets nursed Jani back to health. We treated her wounds. We got her strength back up. Cleaned her up. And we told Mohammed how to look after her when they got back home: practical advice on things like stabling, bedding, and why it's so important to take regular breaks."

Explanation: Treatment described does not match key welfare issues the animal is described as having. Suggestion would be to include more information on how the issue of sprained legs, swollen knees and inflamed tendons was addressed.

✘ **Undesirable text: prioritising human benefit over animal welfare (Brooke's mission):**

E.g. text raising up our work as a way for owners to make more money and/or be lifted out of poverty.

Explanation: Brooke recognises the vital role working equids play in the livelihoods of the families and communities they support. It is our hope that healthy, happy working animals will contribute to the households of these families and communities depending on them by strengthening local systems and empowering stakeholders to provide quality care to these animals and reduce income lost due to poor health;

however it is not our mission to increase the amount of money owners make from their working equids or raise them up out of poverty, especially not by increasing the animals' work time or loads. Furthermore, we do not yet have evidence of whether or how much the work we do translates into improved livelihoods.

✘ **Undesirable text: focusing on work Brooke does not actually undertake:**

We're determined to help as many working donkeys, mules and horses as we can. But we realise that older donkeys deserve special attention. That's why we're committed to our Five Freedoms for older working donkeys.

Explanation: While this type of work certainly has value, it is not currently a focus of Brooke's work. Our teams on the ground are working very hard to address a wide range of welfare issues and evidence of the prevalence and severity of issues can be obtained from the Global Animal Welfare Team if there is a specific question to be answered for a population of animals. Our evidence-based approach is something that supporters can be very proud of, as it is a way of assuring them that their money is being well spent, therefore we should not shy away from being transparent about the true problems working equids face and what Brooke is doing to tackle them. Furthermore, it is important to note that the Five Freedoms were not developed by Brooke, but originally developed from a UK Government report on livestock husbandry in 1965.

✘ Undesirable text: overly emotive text

"I see that it always comes for animals in the same way. First, they become rigid and stiff as it attacks their nerves.

Their muscles contract over and over again, then it makes their jaws lock and their faces spasm. It must be torture. After that, it gets worse – and worse once more – rendering them immobile and petrified until, for most animals, the excruciating end."

Explanation: Describing what animals are experiencing in an honest and realistic way will make it more likely that external audiences remain trusting of our messages and peers and institutional partners continue regarding us as experts in the field of working equine welfare.

Alternative: It always comes for animals in the same way. First, they become rigid and stiff as it attacks their nerves. Their muscles painfully contract, then it makes their jaws lock and their faces spasm. This must be both painful and frightening for the animal.

✘ Undesirable text: distorted evidence

"We work in eleven countries across Africa, Asia and the Middle East, where there are some 100 million working horses, donkey and mules."

Explanation: This comes from an FAO statistic from 2002 that states there are around 100 million working equids in the developing world, which does not only apply to the countries and regions Brooke works in. Ensuring facts stated is accurate will make it more likely that external audiences remain trusting of our messages and peers and institutional partners continue regarding us as experts in the field of working equine welfare.

Handling Photo Examples

❌ Not acceptable: inappropriate restraint



✅ Acceptable: appropriate restraint



❌ Not acceptable: inappropriate restraint



✅ Acceptable: appropriate restraint



❌ Not acceptable: posing with loaded animal



✅ Acceptable: out of loaded animal's path



Handling Photo Examples

❌ Not acceptable: examining loaded animal



✅ Acceptable: examining unloaded animal



❌ Not acceptable: inappropriate restraint for task



✅ Acceptable: appropriate restraint for task



❌ Not acceptable: animal & humans frightened



✅ Acceptable: animals & humans at ease



Handling Photo Examples

❌ Not acceptable: animal appears uncomfortable



✅ Acceptable: animal appears comfortable



❌ Not acceptable: fearful animal & stressed handler



✅ Acceptable: calm animal & handler



❌ Not acceptable: poor handling & fearful animal



✅ Acceptable: good handling & calm animal



Handling Photo Examples

❌ Not acceptable: inappropriate restraint



✅ Acceptable: appropriate restraint



❌ Not acceptable: animal & handlers stressed



✅ Acceptable: calm animal & handler



❌ Not acceptable: animal uncomfortable (note ears, facial expression, load during treatment and tongue)



✅ Acceptable: animal & humans comfortable

