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DACHSHUND*

***COMES WITH DEADLY DISEASE**



**BUY A PUPPY
SAFELY CAMPAIGN
STAKEHOLDER TOOLKIT**

**NO MUM. NO PAPERWORK. WALK AWAY.
LEARN THE SIGNS OF AN ILLEGALLY BRED PUPPY.
VISIT BUYAPUPPYSAFELY.ORG**



**Safer
Scotland**
Scottish
Government

ANIMAL WELFARE: BUY A PUPPY SAFELY CAMPAIGN

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INTRODUCTION: WHAT IS THE ANIMAL WELFARE: BUY A PUPPY SAFELY CAMPAIGN?

The Scottish Government, in consultation with a variety of animal welfare charities including the Scottish SPCA, is launching a new Animal Welfare campaign to raise awareness of the devastating consequences of illegal puppy farming.

The Scottish Government Buy a Puppy Safely campaign focuses on:

- Educating the target audience on the consequences of buying an illegally bred puppy
- Teaching them how to spot the signs of an illegally bred puppy
- Prompting them to do their research and visit buyapuppysafely.org

The campaign is being launched now to raise awareness ahead of the large spike in online advertising of puppies in the run up to Christmas. Many people begin their search for a new puppy online, and we want to raise awareness that buyers are more likely to buy an illegally bred puppy than they think, but there are signs that they can look out for to avoid this.

The campaign is targeted at people across Scotland aged 18 – 34, who are potentially most at risk of falling prey to illegal puppy trading.

WHAT IS THIS TOOLKIT FOR?

This campaign is the result of several years' work with animal welfare groups on how to reduce the numbers of puppies being bred and imported illegally.

The Scottish Government recognise that while people are willing to pay large amounts for particular breeds or cross-breeds, there will always be a very strong incentive for criminals to breed illegally or import illegally bred animals from other countries. Border checks and increased enforcement are important but can only do so much – increasing awareness and changing the behaviour of the public who unknowingly fuel the illegal trade is also vital and that is what this campaign is aiming to achieve.

This toolkit has been designed to ensure key stakeholders can support the campaign and to maximise the communication of campaign messages directly to the target audience. This document also ensures stakeholders and the Scottish Government are aligned and working holistically on increasing awareness and changing public behaviour.

HOW CAN YOUR ORGANISATION HELP?

To bolster the campaign and ensure media has a wide range of assets and available case studies, we would love any support from your organisation. This includes letting us know if you have any of the following:

- Dog owners who have experienced one of the key consequences of puppy farming outlined in our messaging
- Vets who can offer more insight into the real-life consequences of puppy farming
- Notable case studies that have led to criminal convictions as result of puppy farming
- Social media content we can share on our channels
- Key media activity including any advertising and PR taking place in November and December
- Images or video content related to the above if possible

Please contact animalwelfare@stripecommunications.com if your organisation is able to provide any of the above.

KEY CAMPAIGN MESSAGING

PRIMARY MESSAGING

- You're more likely to buy an illegally bred puppy than you think. Research shows that only 24% of Scots buy from an approved breeder and 1 in 4 (25%) consider using an online advert or website to buy a puppy, where a large majority of illegally bred puppies are sold.
- Puppy farms breed misery. Most illegally bred puppies are sold online through social media or small ad sites, and 1 in 4 of those pups bought online die before their fifth birthday and 1 in 3 get sick or die in the first year.
- There are signs to spot that a puppy may have come from a puppy farm. If you're buying a puppy, it's essential that you do your homework.
- Learn the warning signs of an illegally bred puppy at buyapuppysafely.org No mum. No paperwork. Walk away.

SECONDARY MESSAGING

- Dogs are the most popular pets in the UK and it's estimated that the trade of puppies in Scotland is worth £13m per year, but a large proportion of these are believed to be illegally bred puppies from puppy farms.
- Illegally bred puppies often have health conditions, behaviour problems and infectious diseases. This can result in huge vet bills, a short and miserable life for the puppy, along with heartache for you and your family.
- If you think you've come into contact with an illegal puppy dealer, you can contact the Scottish SPCA animal helpline on 03000 999 999 and they will help you.

THE RISKS OF BUYING AN ILLEGALLY BRED PUPPY

1. **Early Death** – Most illegally bred puppies are advertised online, with one in three puppies bought from online adverts experiencing illness or death in their first year.
2. **Disease** - Puppy farmed pups are more likely to have genetic disorders and deadly infectious diseases such as parvovirus, which causes vomiting and diarrhea amongst other symptoms, and can cost up to £4,000 to treat.

3. **Behavioural issues** - A recent Scottish SPCA and University of Edinburgh study has shown that dogs from puppy farms are more likely to display behaviours related to fear, anxiety, and aggression.
4. **Increased vet bills** - On average, owners who bought from an Assured Breeder spent nearly 20% less in vet bills throughout the lifetime of a dog, compared to those who didn't (statistics provided by Agria Pet Insurance insurance).
5. **Fuelling the trade** - Although it is a natural instinct to want to rescue a puppy from a dubious situation, buying from an illegal dealer only helps fuel a lucrative criminal industry that breeds dogs for profit, with no care for the welfare of the mum or puppy. This leads to further suffering in the long run. The best thing to do if something doesn't seem right is walk away and report your concerns to the Scottish SPCA animal helpline on 03000 999 999.

THE TOP 5 SIGNS TO SPOT ONLINE

1. **Phone numbers** - Many illegally farmed puppies are sold online and dealers may create many adverts providing the same mobile number and descriptions of puppies. Try googling the number and descriptions to see if they've been used on lots of other adverts.
2. **Stolen descriptions** - Illegal dealers often copy and paste advert descriptions, and re-use them for selling multiple litters. To find out if the description of the puppy you're thinking of buying is real or not, copy and paste it into your search engine. Again, if various adverts come up, your advert hasn't been written by a verified seller.
3. **Passports** - If your puppy is advertised as having its own passport, this could be a sign that the puppy has been farmed overseas and brought to the UK to be sold.
4. **Vaccinations** - Puppies can't be vaccinated until they are over 4 weeks old. If the advert claims the puppies have been vaccinated already and they are said to be younger than 4 weeks old, this claim is untrue.
5. **Multiple litters** - If your seller is advertising multiple litters from different breeds of dog, this is a giveaway that they are dealing in puppy farmed dogs on a large scale. Verified sellers will mostly only trade in one breed of dog.

WHEN YOU GO TO MEET THE PUPPY

1. **Meeting Places** - Always visit the puppy in the place where they've been bred and reared - don't agree to meet in a car park, lay-by or any other unusual place. Dealers will often rent houses to sell puppies from, so it's important to look out for all the warning signs.
2. **Meet the mum** - Make sure you see the puppy's mum. If you're given an excuse, such as the mum is out for a walk, it's likely the pup wasn't bred there and is from a puppy farm. Some dealers will also use an unrelated mum, but if she isn't showing the puppies any attention, she isn't their mum.
3. **Check the age and health of the puppy** - Puppies being sold before they are at least 8 weeks old is an immediate red flag. Puppies should be with their mother for long enough so that they can socialise and learn from their mum. Make sure you see the mum is interacting with the puppy and check that the puppy looks healthy with bright eyes and shiny fur. Any concerns you raise about the puppy's health should not be swept aside and classed as 'normal for the breed'.
4. **Check you get the right paperwork** – this includes vaccination and worming records, microchipping certificates, and results of any health tests. Ideally you will get a puppy contract. Verified and safe commercial breeders will have a local authority licence, and / or evidence of Kennel Club Assured Breeder scheme membership. Be aware that some puppy dealers will give you fake paperwork, so if it doesn't feel right, walk away and report your concerns.
5. **Take your time** - If you feel like you're being rushed to part with cash, pressured into buying a puppy or aren't asked about your home situation it may be an illegal breeder. Legitimate sellers won't ever rush you and won't mind you visiting the puppy more than once.

CAMPAIGN LAUNCH

The campaign will launch on Wednesday 7 November 2018. Minister for Rural Affairs and the Natural Environment will be joined by Mike Flynn MBE, Chief Superintendent at the Scottish SPCA, four puppies and their owners / breeders for a launch photocall. The launch image will drive one of the core consequences outlined by Kennel Club: *1 in 4 pups bought online die before their fifth birthday and 1 in 3 either get sick or die in the first year.*

MARKETING ACTIVITY

Promotional marketing activity will run from 7 November until 16 December and will be multi touchpoint and Scotland-wide, targeting 18-34-year olds with the following outlets:

- Cinema advertising
- Video on demand - STV Player, All4, Sky On Demand
- 30-second radio advert
- Digital display across a wide variety of websites including Gumtree
- Paid social media advertising - Facebook, Instagram, Snapchat, YouTube, Spotify and Dax

MEDIA	Detail	Duration	Nov				Dec			
			5	12	19	26	3	10	17	24
VIDEO										
AV	40 sec Cinema (477,450 Youth Admissions) & 40" VOD (453,800 impressions)	5 weeks	7th Nov - 16th Dec							
RADIO	30 secs	5 weeks	7th Nov - 9th Dec							
DIGITAL										
DISPLAY DIGITAL		5 weeks	7th Nov - 9th Dec							
PAID SOCIAL	Facebook / Instagram / Snapchat	5 weeks	7th Nov - 9th Dec							
PPC	Paid Search	5 weeks	7th Nov - 9th Dec							

CAMPAIGN ASSETS

We have various assets for this campaign including a 40-second advert, advertising-style shots of puppy posters and PR launch content available to view and download from our [Dropbox folder](#) (weblink).

Full 40-second advert

The devastating journey of Otto the miniature Dachshund and his family.

Please use the 1:1 version (the square version) Facebook, Twitter and Instagram as it is optimised for these platforms.



Please use the 16:9 version for YouTube and presentations to display on TVs and computer screens as it is optimised accordingly.

6-second poster-style video

Short clips revealing the 'added extras' of an illegally bred puppy.



15-second poster-style video

Longer clips revealing the 'added extras' of an illegally bred puppy.



Static poster-style images

Advertising poster-style images revealing the 'added extras' of an illegally bred puppy.

These assets can also be downloaded and printed to display at various sites managed by your organisation.



Various static images

Images of puppy breeds in various sizes format.



YOUTUBE

Please feel free to embed our campaign videos on your website, blog and intranet. Links to all videos can be found below:

- 40-second campaign advert - <https://youtu.be/ISCPHBD9upo>
- 15-second YouTube pre-roll – French Bulldog - <https://youtu.be/1luN6hsherk>
- 15-second YouTube pre-roll – Dachshund - <https://youtu.be/mreQzcvVgJE>
- 15-second YouTube pre-roll – Cockapoo - <https://youtu.be/3oQw4rO5PHE>
- 6-second YouTube pre-roll – French Bulldog - <https://youtu.be/zo9UhJKToo>
- 6-second YouTube pre-roll – Dachshund - <https://youtu.be/IKANQx7TX2Q>
- 6-second YouTube pre-roll – Cockapoo - https://youtu.be/Ur3ALu8_aOE

SOCIAL MEDIA CONTENT FOR YOUR CHANNELS

Below is suggested copy to share across your own social media channels which includes the campaign hashtag, key messaging and links to the new website - www.buyapuppysafely.org. Please feel free to amend to suit your audience.

CHANNEL	POST 1	POST 2
FACEBOOK	<p>Illegally bred puppies sold online breed misery. Did you know 1 in 4 of those pups bought will die before their fifth birthday?</p> <p><i>[space]</i></p> <p>Learn how to spot the signs at buyapuppysafely.org</p>	<p>There are signs to spot a puppy has come from a puppy farm.</p> <p><i>[space]</i></p> <p>If you're buying a puppy, do your homework. Head to buyapuppysafely.org</p>
INSTAGRAM	<p>Did you know you're more likely to buy an illegally bred puppy than you think?</p> <p>#buyapuppysafely #puppyfarming #designerdogs #designerpuppy #pedigreedog</p>	<p>There are signs to spot a puppy has come from a puppy farm. If you're buying a puppy, do your homework. #buyapuppysafely #puppyfarming #designerdogs #designerpuppy #pedigreedog</p>
TWITTER	<p>Did you know you're more likely to buy an illegally bred puppy than you think?</p> <p><i>[space]</i></p> <p>@scotgov reveals the new animal welfare campaign on puppy farming and its devastating effects. #buyapuppysafely</p>	<p>Illegally bred puppies sold online breed misery. Did you know 1 in 4 of those pups will before their fifth birthday?</p> <p><i>[space]</i></p> <p>Learn how to spot the signs at buyapuppysafely.org</p>

BUY A PUPPY SAFELY GENERATED SOCIAL MEDIA CONTENT

Below is an overview of content the Scottish Government will promote across its social media channels. You are encouraged to either share these posts once live on your own channels or create your own content with messaging tailored for your audience. Please follow our social media accounts to share content and link to our website in your posts:

Facebook: www.facebook.com/saferscot

Instagram: [@buyapuppysafely](https://www.instagram.com/buyapuppysafely)

Website: www.buyapuppysafely.org

DATE	TOPIC	CONTENT
Wednesday 7 November	Campaign launch	Campaign launch with the new 40-second advert followed by images captured from the PR launch.
w/c 12 November	Key messaging	Content based on the warning signs and medical consequences of an illegally bred puppy.
w/c 19 November	Third party content	Amplify key stakeholder content including the Scottish SPCA's helpline. Showcase our first case study sourced from a stakeholder.
w/c 26 November	Key messaging	Content based on the medical consequences and behavioural issues of an illegally bred puppy.
w/c 3 December	Key messaging	Content based on the medical consequences and behavioural issues of an illegally bred puppy.

CONTENT FOR YOUR ORGANISATION'S DIGITAL CHANNELS

This copy includes information on the campaign, feel free to use this copy (or relevant sections of it) on your intranet or blog platforms.

SCOTTISH GOVERNMENT LAUNCHES NEW CAMPAIGN TO HELP PUT AN END TO PUPPY FARMING AND THE MISERY IT CAUSES

**New campaign will focus on raising awareness of the tactics used by illegal breeders to deceive
buyers both on and offline**

7 November 2018: The Scottish Government has launched a campaign highlighting the pitfalls of buying illegally-bred puppies and the warnings signs to look out for.

Research shows that Scots are more likely to buy an illegally-bred puppy than they might think, with only 24% of Scots buying from an approved breeder and 1 in 4 (25%) considering using an online advert or website to buy a puppy.

Most illegally bred puppies are sold online through social media or small ad sites, and distressingly 1 in 4 of pups bought online die before their fifth birthday and 1 in 3 get sick or die in the first year.

The Buy a Puppy Safely campaign was launched by the Minister for Rural Affairs and Natural Environment, Mairi Gougeon in Edinburgh, as the Scottish Government calls on the public to learn about the warning signs of an illegally-bred puppy.

Minister for Rural Affairs and Natural Environment, Mairi Gougeon said: "Illegal puppy farming only leads to misery - many suffer from congenital health problems or behavioural problems, causing distress to owners and leading to expensive vet bills that can cost thousands of pounds.

"So, we're working with animal welfare charities to raise awareness of the real consequences of buying illegally and highlighting how to spot the warning signs of an illegal dealer.

“I know that a lot of people will be considering buying a puppy at this time of year, so my message to them is to do your homework first. The most important thing is to see the puppy with its mother, and to get the correct paperwork. If there’s no mum and no paperwork, then walk away and report your concerns to the Scottish SPCA helpline.”

Mike Flynn, Scottish SPCA Chief Superintendent said, “The launch of the Buy a Puppy Safely campaign is a welcome step forward in the fight against puppy farming, which is having a devastating effect on animal welfare in Scotland.

“As part of our frontline fight against those involved in this criminal activity, we are spearheading Operation Delphin, a partnership with a number of organisations, set up to end this cruel trade. Over the past year we have also been raising public awareness of the barbaric puppy trade in Scotland through our collaborative #SayNoToPuppyDealers campaign, and we are proud to support the Scottish Government on the launch of Buy a Puppy Safely.

“It is our hope that this will make it easier for members of the public looking to buy a puppy to avoid falling victim of this cruel trade.”

The trade of puppies in Scotland online is estimated to be worth £13 million per year but shockingly a large proportion of these are believed to be illegally bred puppies including popular breeds such as Pugs, French Bulldogs, Cockapoos and Miniature Dachshunds.

Illegal puppy dealers go to great lengths to deceive buyers from renting fake houses to sell the puppies from, to producing counterfeit paperwork and pretending the puppies’ mother is at the vet or out for a walk. One of the first avenues used by illegal puppy farmers to trick buyers is through online advertising as it’s the most common place for prospective buyers to begin their search.

To help Scots avoid the heartache, misery and financial responsibilities that come with illegal puppy farming, the Scottish Government has launched a new website www.buyapuppysafely.org where buyers can find out how to spot an illegally bred puppy, both online and in person when meeting the puppy.

QUESTIONS AND ANSWERS ON THE CAMPAIGN

What is an illegal puppy farm?

Illegal puppy farmers are high-volume breeders focused on profit, with no care or respect for the welfare of the puppy or its mum. The bitches are bred too often, many are unhealthy and live in unbearably poor conditions. Puppies are often removed from their mothers too early and are then transported in unsuitable conditions.

Illegally bred puppies often have health conditions, behaviour problems and infectious diseases. This can result in huge vet bills, a short and miserable life for the puppy, along with heartache for you and your family.

What is the Animal Welfare marketing campaign and who is it aimed at?

The Scottish Government, in consultation with animal welfare charities has launched a new Animal Welfare campaign to raise awareness of the devastating consequences of illegal puppy farming, prompting people to question their knowledge of the signs that a puppy has been illegally bred, and driving them to the campaign website, buyapuppysafely.org to find out more.

The campaign is targeted at people across Scotland aged 18 – 34, who are potentially most at risk of falling prey to illegal puppy trading.

Why is the campaign running at this time of year?

The campaign is being launched now to raise awareness ahead of the large spike in online advertising of puppies in the run up to Christmas. Many people begin their search for a new puppy online, and we want to raise awareness that they're more likely to buy an illegally bred puppy than they might think, but there are signs that they can look out for to avoid this.

How much is the market for illegally bred puppies in Scotland worth?

Although we are unable to say exactly what proportion of sales are illegal, the evidence from enforcement agencies and recorded imports, as well as the gap between numbers likely to be

supplied by known UK registered breeders and numbers of dogs kept overall, clearly demonstrates that there is a very significant illegal market in Scotland.

What are the risks associated with puppy farms?

Puppies from puppy farms are born and brought up in stressful and unhygienic conditions, with no traceable family history. Puppies originating from illegal puppy farms are more likely to have health problems, diseases and behavioural issues. These might not be obvious straight away but could develop after buyers bring the puppy home. That's why it's important to be aware of the warning signs of an illegally bred puppy.

What are the signs that a puppy could be illegally bred and from a puppy farm?

Criminal puppy dealers go to great lengths to sell puppies – they've been known to rent properties which can look like a family home, but in reality, act as storefronts for the illegal puppy trade. But there are things potential buyers can do to make sure the puppy they're getting is from a happy and healthy home.

- You should always visit the puppy in the house where they have been born and reared. Never meet at a random location like a car park or street.
- The most important thing is to see the puppy with its mother and that they are interacting. If the mum doesn't interact with the puppies, or which doesn't watch you playing with the puppies, it's not their mother.
- Another important sign is to make sure you get the right paperwork. Illegal breeders won't be able to produce certificates to prove the puppy has had their vaccinations, microchipping (which is a legal requirement), anti-worming medication and check-ups. Some dealers may fake paperwork so beware of documentation which doesn't look right and doesn't have the name, number and address of a real veterinary practice. You can always call the veterinary practice number to check they have treated the puppy.
- Remember, no mum. No paperwork. Walk away.

What can happen if you unknowingly buy an illegally bred puppy?

Unfortunately, you're more likely to buy an illegally bred puppy than you think, and the consequences can be devastating. Most illegally bred puppies are sold online through social media or small ad sites, and 1 in 4 of those pups bought online die before their fifth birthday and 1 in 3 get sick or die in the first year.

As well as potential disease and early death, the cost of buying a dog from a puppy farm can rack up over its lifetime through increased veterinary bills. Puppies from puppy farms are also more likely to exhibit aggression, anxiety or symptoms of trauma and unfortunately these issues may never go away – it's not something that can be changed through training or a loving and caring home environment. That's why it's important to do your homework – you find out the signs of an illegally bred puppy at buyapuppysafely.org

What can people do if they have any concerns about puppy farming?

Although it's natural instinct to want to rescue a puppy from a dubious situation, saving a puppy by buying from someone you suspect may be an illegal dealer only helps fuel a lucrative criminal industry that breeds dogs for profit, with no care for the welfare of the mum or puppy. This leads to further suffering in the long run.

The best thing to do if something doesn't seem right is walk away and report your concerns to the Scottish SPCA animal helpline on 03000 999 999.

Why is the government having this campaign instead of just banning puppy farms/third party sales/puppy imports/ stopping smuggling?

The Scottish Government recognises that while people are willing to pay large amounts for particular breeds or cross-breeds and there are a limited number of responsible breeders in the UK, there will always be a very strong incentive for criminals to breed illegally or import illegally bred animals from other countries.

Border checks and increased enforcement are important but can only do so much – increasing awareness and changing the behaviour of the public who unknowingly fuel the illegal trade is also vital and that is what this campaign is aiming to achieve.

This campaign is the result of work over several years with animal welfare groups on how to reduce the numbers of puppies being bred and imported illegally, including a Scottish Government funded research project on the motivations of buyers.



PR CONTACT DETAILS

For any enquires including media opportunities and for additional information, please contact:

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BUY A PUPPY SAFELY: USEFUL LINKS

Website: www.buyapuppysafely.org

Facebook: www.facebook.com/saferscot

Instagram: www.instagram.com/buyapuppysafely

YouTube: [Scottish Government](https://www.youtube.com/ScottishGovernment)