

FOR SALE

ADORABLE

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 phase of its 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 running 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
- Sharing social media content on your own channels/providing us with some for ours
- 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 27% of Scots bought from an approved breeder, whilst 45% used an online advert or website to find their puppy, where a large majority of illegally bred puppies are sold. ¹
- 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 5 get sick or die in the first year.
- The Scottish Government's Buy a Puppy Safely campaign is urging all potential puppy buyers to #LookBeyondCute and spot the signs of an illegally bred puppy by making 3 key 'Pup Checks':
 1. **Look for the Mum.** Meeting the puppy's mother is the most important step in buying a puppy. The mum should be present, healthy and interacting with her puppy if you go to visit and when you go to collect. If the seller tells you that the puppy's mother is unavailable this is a huge warning sign! Some sellers may try and fool you with an unrelated mum but she wouldn't interact with the pup.
 2. **Look for Paperwork.** You should always receive the puppy's paperwork for vaccinations, microchipping and anti-worming medication. Illegal breeders won't produce paperwork or certificates. Some dealers may produce fake paperwork so beware if it doesn't look right or doesn't have the name, number and address of a real veterinary practice.

Look Beyond Cute. Even if you are overcome by strong emotion to rescue the pup, if something doesn't feel right, walk away and report your concerns to the Scottish SPCA on 03000 999 999.
- Learn more about the warning signs of an illegally bred puppy at buyapuppysafely.org and remember – if there is no mum and/or no paperwork then you need to #LookBeyondCute and 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.

¹ Kennel Club Puppy Awareness Week 2019 Survey

- 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 five 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

If you do search online, here are some signs to look out for:

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 may be dealing in puppy farmed dogs on a large scale. Verified sellers will mostly only trade in one breed of dog.

PLEASE NOTE

The best advice is **NOT** to source your puppy through online advertising web sites.

- ✓ **Seek recommendations from your local vet**
- ✓ **Approach local dog clubs**
- ✓ **Look for established breeders with a proven history and good reputation**
- ✓ **Consider getting your puppy or dog from a rehoming centre**

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, any other unusual place or have the puppy delivered directly to your door. 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 fake 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. Healthy, happy and socialised puppies are naturally curious and will want to interact with you and their surroundings. 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 Assured Breeder Scheme membership. Be aware that some puppy dealers will give you fake paperwork, so if it doesn't look 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. Treat any dealer that can offer you a puppy within a few days with caution. Established, reputable dealers often have waiting lists and for good reason.

CAMPAIGN LAUNCH

The campaign will launch on Wednesday 13 November 2019. Minister for Rural Affairs and the Natural Environment will be joined by Mike Flynn MBE, Chief Superintendent at the Scottish SPCA, a selection of dogs and their owners for a launch photocall. The launch image will drive two of the campaign's key messages #LOOKBEYONDCUTE and Buy a Puppy Safely.

MARKETING ACTIVITY

Promotional marketing activity will run from 13 November until 24 December 2019 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, Twitter, YouTube, Spotify and DAX
- Pay Per Click Advertising
- Bauer Radio Life Matters platform (w/c 2 December 2019 only)
- Ongoing PR and partnership activity

Field marketing activity will take the form of a ‘Pup Up Shop’.

It will grab people’s attention by presenting a cute, pop-up pet stall, however once inside, field staff will provide education on the signs and consequences of buying an illegally bred puppy, using props, an educational quiz and an informational z-card which will be distributed as a take-home support product. If you would like a point-of-sale box and z-cards for your organisation please contact animalwelfare@stripecommunications.com

Visual of outer stand:



Locations:

Date	Location
16th & 17th Nov	Buchanan Galleries (Glasgow)
23rd & 24th Nov	Thistle (Stirling)
30th Nov & 1st Dec	Girls Day Out, (SEC Glasgow)
7th & 8th Dec	Kingsgate (Dunfermline)
14th & 15th Dec	Gyle (Edinburgh)
21st & 22nd Dec	Braehead (Glasgow)

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.

[CLICK HERE to download assets from our DROPBOX folder.](#)

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

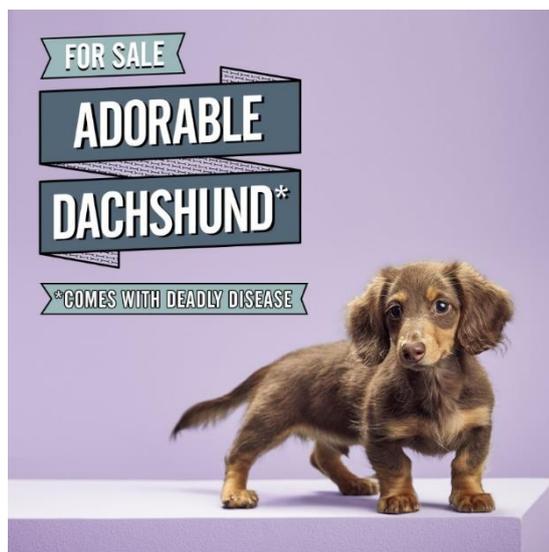
Longer clips revealing the 'added extras' of an illegally bred puppy.



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/lKANQx7TX2Q>
- 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 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. Buy a puppy safely by making 3 Pup Checks – Look for the Mum, Look for the Paperwork and #LookBeyondCute</p> <p><i>[space]</i></p> <p>For more info. on spotting the signs go to buyapuppysafely.org</p>	<p>There are signs to spot that a puppy has been illegally bred.</p> <p><i>[space]</i></p> <p>If you're buying a puppy, #LookBeyondCute and do your homework. Head to buyapuppysafely.org for more info.</p>

INSTAGRAM	<p>Did you know you're more likely to buy an illegally bred puppy than you think?</p> <p>#buyapuppysafely #LookBeyondCute #designerdogs #designerpuppy #pedigreedog</p>	<p>There are signs to spot a puppy has been illegally bred. If you're buying a puppy make 3 Pup Checks – Look for the Mum, Look for the Paperwork and #LookBeyondCute.</p> <p>#buyapuppysafely #LookBeyondCute #designerdogs #designerpuppy #pedigreedog</p>
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TWITTER

Did you know you're more likely to buy an illegally bred puppy than you think?

[space]

@scotgov launches latest Buy a Puppy Safely campaign urging Scots to #LookBeyondCute by learning to spot the signs. #buyapuppysafely

Illegally bred puppies sold online breed misery. 1 in 4 of those pups will die before their fifth birthday #LookBeyondCute by learning to spot the signs at buyapuppysafely.org

BUY A PUPPY SAFELY GENERATED SOCIAL MEDIA CONTENT

From Wednesday 13 November 2019 the Scottish Government will promote key messages and content for the Buy A Puppy Safely campaign 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 and campaign hashtags in your posts:

Facebook: www.facebook.com/saferscot

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

Website: www.buyapuppysafely.org

Campaign Hashtags: [#LookBeyondCute](https://twitter.com/hashtag/LookBeyondCute) [#BuyAPuppySafely](https://twitter.com/hashtag/BuyAPuppySafely)

CONTENT FOR YOUR ORGANISATION'S DIGITAL CHANNELS

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

New drive to curb online puppy sales

Buyers urged to boycott illegal trade.

People in Scotland are increasingly buying puppies online despite the risk of purchasing from illegal breeders, according to new research.

Almost half (45%) of people who bought a puppy in 2019 did so online, up from a quarter (25%) the previous year. One in five puppies bought through online advertising websites, where most illegal dealers operate, get sick or die within the first year, and one in four die before their fifth birthday.

The campaign is asking people to #LookBeyondCute and make three 'Pup Checks'. They are :

- look for the puppy's mother
- look for paperwork such as vaccination and microchipping certificates
- walk away if something doesn't seem right

Launching the latest phase of the Scottish Government's Buy a Puppy Safely campaign in Edinburgh, Minister for Rural Affairs and Natural Environment Mairi Gougeon said:

"Puppy farms breed misery, and that misery is being fuelled by the huge demand for puppies and facilitated through online adverts and sellers.

"Last year's campaign contributed to a 37% increase in the number of advice calls about suspected puppy farms to the Scottish SPCA's animal helpline. As people increasingly look online to buy a puppy, it is more important than ever that they know how to spot the signs of illegal dealers.

"There are key checks that can help ensure you are buying safely. These include meeting the puppy's mother with her litter and ensuring all the correct paperwork is in place. If something doesn't feel right, walk away and report your concerns to the Scottish SPCA."

Paulina Majerowska, a 25-year-old student from Clackmannanshire who bought a puppy online, said:

"I spotted an online advert for a Chihuahua and phoned the seller who said he could drop the puppy off within the hour as he was already in the area.

"When he arrived it felt very rushed. He told us the dog had been vaccinated but he'd forgotten the documentation.

“I spent £350 and was told the puppy was 10 weeks old, but she looked quite unwell. We named her Daisy but soon realised things weren’t right. She died just five days later.

“The emotional turmoil we have been through as a family has been awful. My advice would be do your research properly and don’t rush into buying a puppy. More importantly, walk away if something doesn’t feel right.”

Background:

The Buy a Puppy Safely campaign will run from Wednesday 13 November across cinema, video on demand, radio and online.

The first phase of the campaign launched last year contributed to a 37% increase in the number of advice calls about suspected puppy farms to the Scottish SPCA’s animal helpline.

Research on online puppy sales was undertaken by the Kennel Club.

Notes to editors

Scottish SPCA chief superintendent Mike Flynn said:

‘The puppy trade in Scotland is a multi-million pound industry and many of these dogs are bred on large scale puppy farms with little to no regard for their welfare.

‘Many have serious health issues because of how they are bred and the conditions they are kept in. The worst cases can result in immediate, or prolonged, death.

‘The messaging is simple, if you don’t see mum or any paperwork then you need to walk away as these are signs that a puppy has come from an illegal puppy farm.’

QUESTIONS AND ANSWERS ON THE CAMPAIGN

What is illegal breeding?

Illegal breeding is high-volume breeding 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 an Animal Welfare campaign to raise awareness of the devastating consequences of illegal breeding, 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 running 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 illegal breeding?

Illegally bred puppies are born and brought up in stressful and unhygienic conditions, with no traceable family history. They 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?

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 3 Pup Checks potential buyers can make when buying a puppy

1. **Look for the Mum.** Meeting the puppy's mother is the most important step in buying a puppy. The mum should be present, healthy and interacting with her puppy if you go to visit and when you go to collect. If the seller tells you that the puppy's mother is unavailable this is a huge warning sign! Some sellers may try and fool you with an unrelated mum but she wouldn't interact with the pup.
2. **Look for Paperwork.** You should always receive the puppy's paperwork for vaccinations, microchipping and anti-worming medication. Illegal breeders won't produce paperwork or certificates. Some dealers may produce fake paperwork so beware if it doesn't look right or doesn't have the name, number and address of a real veterinary practice.
3. **Look Beyond Cute.** Even if you are overcome by strong emotion to rescue the pup, if something doesn't feel right, walk away and report your concerns to the Scottish SPCA on 03000 999 999.

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 5 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 #LookBeyondCute and do your homework – you can find out the signs of an illegally bred puppy at buyapuppysafely.org

What can people do if they have any concerns about illegal breeding?

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 #LookBeyondCute by walking away and reporting your concerns to the Scottish SPCA animal helpline on 03000 999 999.

Why is the government having this campaign instead of just banning illegal breeding/third party sales/ puppy imports/ stopping smuggling? Banning puppy farms wouldn't work. Puppy farms are for the most part operated by unlicensed criminal elements that already disregard existing laws around animal welfare and licensing. These individuals would simply ignore any ban introduced.

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. We have to recognise that while people are willing to pay large amounts for particular breeds or cross-breeds and with there being 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.

The Scottish Government will be bringing forward a ban on the third party sale of young cats and dogs as part of new licensing legislation covering breeders and sellers. This will require prospective buyers to deal directly with the breeder of the pups and not a third party.



PR CONTACT DETAILS

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

STRIPE COMMUNICATIONS

Email: animalwelfare@stripecommunications.com

Tel: +44 (0) 131 561 8628

SCOTTISH GOVERNMENT

Angela Bathgate, Senior Marketing Manager

Email: Angela.Bathgate@gov.scot

Tel: +44 (0) 131 244 5058

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)