

CHILDREN'S TOOLKIT

#AnimalWelfare



WORLD
ANIMAL
DAY

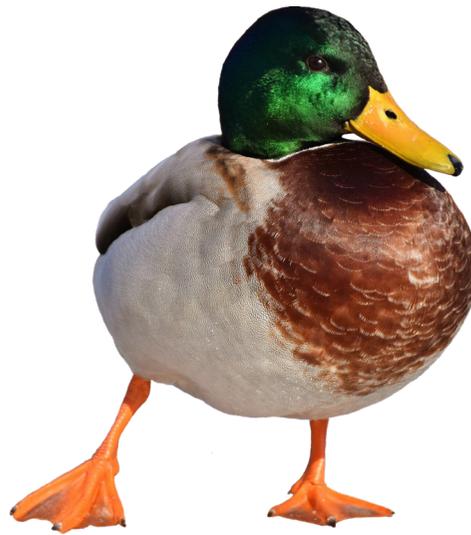
OCTOBER 4

GET CHILDREN
INVOLVED ON
WORLD ANIMAL
DAY - CREATE A
KINDER FUTURE!

worldanimalday.org.uk

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#GetInvolved



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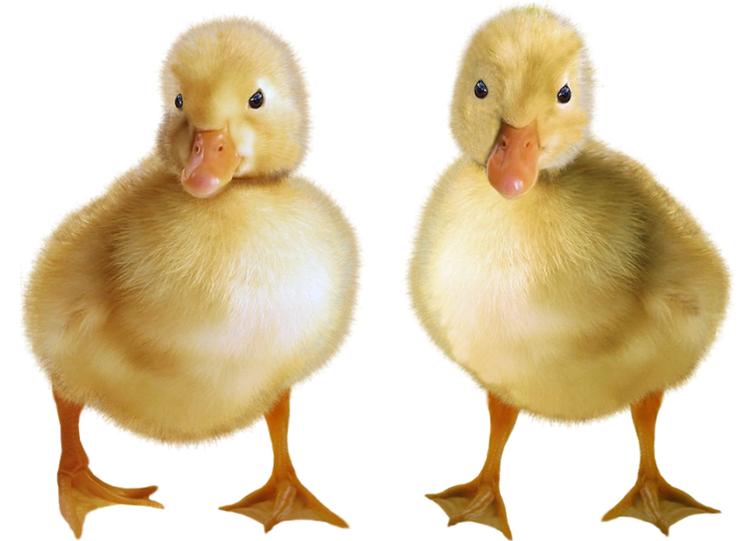
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ABOUT WORLD ANIMAL DAY

#TakeAction

World Animal Day recognises our unique relationship with animals and acknowledges the ways in which they enrich our lives.

It's also an opportunity to raise awareness of animal welfare issues and speak up for defenceless animals, who have no voice of their own.



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A brief history of World Animal Day



WORLD ANIMAL DAY

OCTOBER 4

The idea of World Animal Day was originated by Heinrich Zimmermann, a writer and publisher who was born in Warsaw, Poland but moved to Berlin, Germany.

He organised the first World Animal Day celebration on 24 March 1925 in Berlin, when 5,000 people attended!

In 1929, it was moved to October 4, the feast day of Francis of Assisi (the patron saint of ecology, including animals).

Every year, Zimmerman worked tirelessly on the promotion of World Animal Day. Finally, in May 1931, at a congress of the world's animal protection organisations in Florence, Italy, his proposal to make World Animal Day on October 4 universal was unanimously accepted.

Today, World Animal Day is celebrated in many ways around the globe with a wide variety of [events](#).

It is now coordinated by [Naturewatch Foundation](#), a UK-based animal welfare charity.

Who can take part in World Animal Day?

#Learning

World Animal Day is for everyone, with no regard to nationality, religion, faith or political ideology.

You, and the children in your class or group, have the power to give hope to animals in the future.

Everyone can get involved and make a difference for animals...

- Baby and toddler groups
- Childminders
- Nurseries and pre-schools
- Schools and related clubs
- Children's activity programmes
- And anyone else who works with young people!
- Brownies, cubs, guides and scouts
- Nature-based clubs
- Public libraries
- Youth clubs

If your curriculum doesn't allow for additions to the current schedule, you can still take part in World Animal Day:

- Animal-themed activities could take place during out-of-hours sessions, such as breakfast clubs, after-school clubs or family events.
- Many schools and youth groups organise community events throughout the year. With a little planning, one or two stalls could be dedicated to animal welfare. You could even involve the children's families!

WORLD ANIMAL DAY IS A FANTASTIC OPPORTUNITY TO INTRODUCE CHILDREN TO ANIMAL WELFARE OR DEVELOP THEIR EXISTING KNOWLEDGE!



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ADD AN EVENT TO THE WEBSITE

#Events

Why add your event to the website?

- Using the World Animal Day branding and logo (alongside other relevant logos) effectively ties all events, together. It shows the world that we're united for animals.
- We'll share your event on our social media channels, bringing additional online attention to your activity.
- You'll inspire others to add events too, either this World Animal Day or next October 4!

This year's theme

What's this year's World Animal Day theme? You'll find it on our [home page](#) in the 'What's happening around the world?' section.

Win a logo pin!

Enter our annual competition to suggest the **next** World Animal Day theme!



We'll share details of the contest on our social media channels and in our occasional email updates ([sign up here](#)).

Did you know?

World Animal Day has **over 90 Ambassadors in over 70 countries** – they're all dedicated to making the world a better place for animals.

Show your support for their work by following them on social media.

You'll find more details on our [Ambassador](#) pages.



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How to add your event

You will need the following information to add your event:

- Event Name
- Event Description
- Start Date
- Start time / end time
- Country
- Contact Name
- Contact Number
- Email
- Venue
- Organiser

There will also be an option to include one of our curated images and your social media accounts.

Submit an event

YOUR ACTIVITY DOESN'T HAVE TO BE ON OCTOBER 4 – CHOOSE ANY DAY AROUND THAT DATE THAT WORKS FOR YOU.



Free flag and bandana

We'll offer a **free 5'x3'** World Animal Day logo flag and a dog bandana to everyone who adds their first [event](#) to the website around October 4!

Use your flag and colourful bandana to help promote your activity.

(Make sure you add your event early, so we can get them to you in time!)



Edgar's Mission, Australia



Hope Rescue, Wales



WHY DO ANIMALS NEED YOUR HELP?

#SpeakUpForAnimals

Wherever you live in the world, animals of all species are at risk of neglect, cruelty and exploitation.

From dogs used indiscriminately for breeding, to donkeys burdened with massive loads, and marine animals tangled in discarded plastic, the issues are immeasurable.

Animals can't speak up for themselves. But you, and the children you work with, can.

Will YOU be their voice?

World Animal Day is your chance to join welfare advocates worldwide and stand up for animals. It's also a chance to encourage kindness and empathy in young people of all ages.

It's the **only** day of the year that is dedicated to **all** animals and their well-being. Of course, we believe that **every** day should be World Animal Day, but drawing worldwide attention to welfare issues on October 4 is a huge step in the right direction.

WHICH ANIMALS WILL YOU AND YOUR CHILDREN SPEAK UP FOR ON OCTOBER 4?

Companion animals



Marine animals



Animals used in experiments

Wild animals



Farmed and working animals



Animals used in tourism and entertainment



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GET AN IDEA

#EventIdeas

As childcare professionals, you will already know lots of creative and engaging activities! But, just in case you might need a little inspiration, we've included some suggestions in this toolkit.

Many of the ideas are relatively easy and quick to organise. However, for those who want to be more adventurous, there are also some activities that require a little more time and effort.

With a group of energetic, animal-loving young helpers on board, anything is possible!

Let's keep animals out of the classroom

For all age groups, you can decide not to take part in 'egg hatching programmes' or similar breeding activities in your school.

In the UK, the RSPCA [strongly discourages the keeping of animals in schools](#) and believes that young people can learn about animals without keeping pets in a potentially noisy and scary environment. World Animal Day HQ supports this belief.

Using toys and props as substitutes for live animals will also minimise the risk of triggering allergies in susceptible children.

Keep your event animal-free

Please do not use real animals as part of your event, unless the activity directly improves their welfare, e.g. exercise, adoption, spaying/neutering, vaccinating etc.

Browse events

(The following age groups are only a guide. Activities could be adapted to suit other ages.)

Classroom activities: nursery/pre-school age children

When you're planning your activity, try to include different types of animals. Introduce children to creatures such as snakes, lizards etc. – try not to encourage fear or dislike of certain animals.

- If the children's cots/cribs have mobiles above them, change the existing toys to small stuffed animals.
- For the older children in your group, play animal bingo with very simple picture cards.
- Have the children help you put water out for wild animals, especially if you live in a hot climate. Doing this at school will, hopefully, encourage the children to ask their parents to do the same at home.
- Collect plastic marine animals and create a suitable environment for them in a paddling pool or large tub of water. Include beaches, islands, plants and anything else the animals might need.
- If you have a sandpit, use animal cookie cutters to make imprint shapes in the sandpit, talking about each animal at the same time.
- When you see birds, or other wildlife, through your windows, allow the children to watch them for a while and discuss what they're doing. Older children would enjoy using binoculars for a closer look.
- Set up an animal hospital using boxes or toy shelves as sick bays and soft toys as the patients. Ask the children what else the animals might need – water, blankets etc. A scale could be used to weigh the patients. Also give them bandages or ripped up sheets to use and plastic bottles of water as medicine. You might already have toys such as stethoscopes or syringes.
- Show younger children how to be very careful with soft animal toys, stroking them gently etc. You could get each of them to bring in a stuffed animal toy from home.



'The Five Freedoms'

The 'Five Freedoms' highlight how anyone who is responsible for animals should meet their physical and mental welfare needs.

These standards are globally recognised and could form part of a simple introduction to animal welfare for young people.

- 1. Freedom from hunger or thirst** by ready access to fresh water and a diet to maintain full health and vigour.
- 2. Freedom from discomfort** by providing an appropriate environment including shelter and a comfortable resting area.
- 3. Freedom from pain, injury or disease** by prevention or rapid diagnosis and treatment.
- 4. Freedom to express (most) normal behaviour** by providing sufficient space, proper facilities and company of the animal's own kind.
- 5. Freedom from fear and distress** by ensuring conditions and treatment which avoid mental suffering.

Print out an A4 'Five Freedoms' for your group. You'll find it on our [resources](#) page.



Classroom activities: 4-7-year-olds

Perhaps World Animal Day could be a theme week, culminating in a larger event? Celebrating on October 4 is an ideal way to mark the end of a project on animals, whether it involves pets, farm animals or wild animals.

- Introduce basic concepts of animal welfare by inviting the children to talk about their own pets' individual needs. You could print out our A4 poster and briefly cover the 'Five Freedoms' (see page 8).
- Cut out pictures of animals. Explain to children that different animals live in different types of habitats:
 - Live in trees (arboreal)
 - Live on land (terrestrial)
 - Live in water (aquatic)

Ask the children to draw each of the three environments, and then sort the animals into the correct habitat. Alternatively, do this as a group activity, where pictures of the three habitats are already on the wall and children take it in turns to stick the animals onto the relevant picture. When they're more familiar with it, you could also do this as an 'odd one out' activity – place various animals in the habitats, then ask children to choose the ones that don't belong, e.g. a fish doesn't belong in a tree.

- Set up a bird table and put out a variety of foods, recording which ones are the most popular (Science; Maths). A suitable selection of foods could be half a coconut, some specially made bird cake, cereal, bird seed mix and fruit. This could be done as a simple tally chart or as a pictogram. Don't forget to keep feeding the birds and putting out water over the following months. For hygiene reasons, put the table in an area where children can see it, but can't touch it. An adult should be responsible for cleaning the table and its dishes/feeders.

- Devise a presentation about animals around the world for assembly. Include mime, dance, music, poetry and stories (Geography; Science; PE; Music; English). Children to make imprint shapes in the sandpit, talking about each animal at the same time.
- Ask the children to make either farm animals or zoo animals out of salt dough, then ask them to make an appropriate environment for them, e.g. a field with a shelter for horses or a large enclosure with trees and climbing equipment for monkeys (Art; D&T; Science). No tiny cages, please! Encourage the children to empathise and to think carefully about the animals' needs. Finish off the display with a caption, such as 'Welcome to Salt Dough Safari Park'.
- Print out animal tracks – you can find them online. Make a trail of them in the room and ask children to match them to a picture of the correct animal. Talk about how some animals use camouflage. Discuss how this can be by patterns on the animals' coats (e.g. tigers, zebras) or by their colour (e.g. grasshoppers, polar bear) (Science; English). Make an animal camouflage display in collage or mosaic (Art).
- Play a 'match the baby' game. Make cards of adult animals and cards of baby animals. Ask the children to match the baby to the parent. Try to use animals that look different when grown, e.g. a tadpole and a frog, and different types of chicks and birds. If you have the same number of cards and children, they could each have a card and move around the room until they find their match.
- Play a game of animal charades. Show one child an animal without the others seeing (it could either be in a pillowcase or hidden behind a screen). Ask them to act as the animal (without speaking) until the other children guess what it is.

Classroom activities: 8-11-year-olds

These are just a few ideas for World Animal Day to get you started, together with a few curriculum areas that you could cover. For teachers of older students, multiple subject areas are given for each idea, but it should be possible to gear the activity to whatever is your curriculum specialism.

- Expand on the 'Five Freedoms' activity in the section for 4-7-year-olds (see page 8). Ask your class to write about how they apply to any animals they might live with at home, then discuss farm animals and zoo animals. (English; Science; PSHE/Citizenship)
- Ask your class to nominate a favourite animal charity or a local sanctuary and organise a fundraising concert for it (Music; English; PE). Involve the children as much as possible in the logistics of seating, ticket prices, refreshments, etc. (Maths; Science)
- Research endangered species and animals that have become extinct. To what extent is humankind responsible? (English; Science; Geography; History)
- Make a display of 'Animals around the World', including a large world map with the children's own pictures and written work linked to the animals' country of origin. (Geography; Science; Art; English; ICT)
- Research the story of St Francis. What have been the lasting effects of his life and teachings? (RE; History)
- Listen to pieces of music that are intended to represent animals – e.g. Saint-Saëns' 'Carnival of the Animals', Prokofiev's 'Peter and the Wolf' or Rimski-Korsakov's 'Flight of the Bumble Bee'. What aspects of the animals have the composers tried to capture – their movements? Their sounds? Listen to some recordings of real animal noises such as whale song or bird song. Encourage children to make up their own pieces of music or poems to represent animals. (Music; English)
- Ask the children to research the national animals of various countries – these might include the New Zealand kiwi, the Russian bear, the American bald eagle, the South African springbok or the bull in Spain. Why do they think these animals were used? How are those animals treated in that country? (English; Geography; History)
- Contact an animal shelter regarding their long-stay residents that have been overlooked. Ask children to draw or paint the animal to add to the animal's online profile for the shelter to share on social media. This would help promote the animals and possibly help find them homes due to the increased attention.

Donation box



Collect loose change from parents in the week leading up to World Animal Day.

Ask children to make a sign letting donors know which charity will benefit from the donations. They could also decorate a donation box for anonymous contributions.

Continue to collect on October 4, then put up a sign letting everyone know how much was raised.

Look at various organisation's online 'wish lists' – you could aim to buy one or two particular items and have your items sent to them directly.

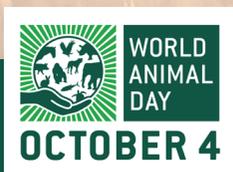
WHY NOT INVITE SOMEONE FROM YOUR LOCAL ANIMAL SHELTER TO VISIT YOUR GROUP AND TALK ABOUT THEIR WORK?

Classroom activities: 12-18-year-olds

Your students might spend a lot of their time online and on social media. It's an ideal opportunity for them to use this interest to instigate change and improve the lives of animals around the world.

Young people in this age group might enjoy research and making their own decisions regarding their activities for World Animal Day. Skills gained from helping to organise an event could be useful for college and university applications in the future.

- Ask students to investigate how the 'Five Freedoms' can be achieved for domestic animals, farm animals and zoo animals. They might like to make comparisons with the rights of human animals. (English; Science; PSHE/Citizenship)
- Choose a controversial subject area (the use of animals in laboratory experiments, the role of zoos, the handling of the bird flu crisis, vegetarianism, etc.) and hold a class debate, with students putting forward both sides of the argument before voting. (English; Science; PSHE/Citizenship; RE) Or you could ask students to produce an in-depth report on one of the above subjects, based on research through a range of media. (English; Science; PSHE/Citizenship; RE; ICT)
- Research the damaging effect that introducing species from other countries can have on the environment. Examples could include the mongoose that was introduced in Hawaii in the nineteenth century to control the rat population, or the rabbit that was introduced into Great Britain in Mediaeval times and more recently into Australia and New Zealand. (English; History; Science)
- Ask students to conduct research into an endangered species and present their findings. What economic, social or historical factors led to the animal being endangered? (Science; ICT; Geography; History; English; RE)
- Look at the different ways in which animals have featured in literature throughout history. You could consider, for example, how Chaucer mocks the aristocracy of his time through the words of Chauncleer the rooster and Pertelote the hen in his 'Nun's Priest's Tale' in the Canterbury Tales, or the effect that Anna Sewell's novel Black Beauty had upon Victorian animal welfare. (English; History)
- Ask groups of four to six students to devise an animal-themed board game. This could be as simple as a basic 'snakes and ladders' type, or a knowledge-based 'Trivial Pursuit' type, or something more complicated like 'Monopoly'. They will need to produce a visually exciting board, tokens or counters, a way of scoring, an appealing name for the game, etc. At the end of the session, ask the groups to swap their games with other groups to 'test drive' them and give feedback. As an alternative, students with IT skills could devise a computer game! (Art; D&T; Maths; Science, ICT)
- Organise a debate around a cultural practice that compromises animal welfare (e.g. American rodeo, Spanish bullfighting or Chinese bear farming). Which do students feel is more important – the animals' wellbeing or the preservation of culture? (Geography; English; PSHE/Citizenship)
- Plan a fundraising event for an animal charity or shelter (e.g. concert, sponsored walk in animal fancy dress, etc.), but let the students do the research, costing and planning themselves. (Maths; Science; D&T; Art; plus, virtually any other subject area)



Outside of the classroom, there are plenty of other ways to get your group involved in World Animal Day.

Other activities: 4-7-year-olds

- Organise a 'Pets' Party', where children bring a favourite soft toy animal along and make or draw a bowl of food for it. Make sure the 'food' is appropriate for the guests. Get the children to think carefully about their guests' seating arrangements – would it be fair to seat a cat next to a mouse, for example, or a tiger next to a rabbit? How might they entertain their guests?
- Invite parents and friends to an Animal Extravaganza, with children performing favourite animal poems, dances to animal-themed music, etc.
- Create fantasy pets out of modelling dough or other craft materials. Allow the children to be as fanciful as they wish, for example, an animal with ears like a rabbit, a face like a fish and the body of a horse. Get them to think of a name for their animal. What would it eat? Where would it live? How would they care for it?

Other activities: 8-11-year-olds

- Organise a trip to a local animal shelter, sanctuary, etc. For the animals' wellbeing, many shelters won't allow visitors to see or meet its residents, but children can still learn about their work. Liaise with the venue's education officer well in advance – some centres run their own education programmes. Follow up the visit with thank-you letters from the children, including the children's own pictures and photographs.
- Provide a range of art and modelling media, then give the children the title 'World Animal Day' as a theme and let them get to work! For October 4 itself, perhaps try to organise exhibition space at a local shopping centre, library, leisure centre, etc.
- Organise an 'Animal General Knowledge' quiz, with a prize for the winner. As an alternative, invite children to prepare a specialist subject in advance, then have an 'Animal Mastermind' quiz.
- Have a session of animal-related games. For example, label each child's back with an animal name, then challenge them to work out what kind of animal they are by asking the others yes/no questions. (Do I eat grass? Can I fly? Do I have four legs? etc.)

Go global



Look into forming a link with a school in another country to exchange ideas, photographs, etc., connected with animals.

Children might be particularly interested if the wildlife in that country differs from their own. (MFL; ICT)



Other activities: 12-18-year-olds

- Research an animal-related issue, such as an endangered species, plastic waste or other issue. Make posters, write letters and get campaigning!
- Organise a fundraising event for a local animal shelter or favourite animal charity. Examples could be a sponsored dog walk, an animal fancy dress fun run or an animal-themed concert. An alternative, invite children to prepare a specialist subject in advance, then have an 'Animal Mastermind' quiz.
- Arrange for a ranger or other member of staff at a wildlife park to demonstrate basic animal tracking skills, looking at footprints, droppings, nibbled bark, etc.
- Invite a visiting speaker, such as a police dog handler or an animal welfare inspector, to talk about their work.
- Organise a session of silly animal-related games. For example, you could play 'Just a Minute' on an animal-related theme, whereby individuals have to speak on a given subject for 60 seconds without hesitation, repetition or deviation. Choose slightly bizarre topics, such as 'Why I like wombats' or 'How dogs view the world'.

Join the club

If the students are motivated regarding animal issues, encourage them to set up an animal welfare club at school.

The Humane Society of the United States gives useful advice in their ['Mission: Humane Action Guide'](#).

BE INSPIRED BY PREVIOUS EVENTS!

#BeInspired

Ghana



The Emperor Academy regularly takes part in World Animal Day.

They march through the streets of Atta Mensah, carrying placards asking their community to be compassionate to animals.

Serbia



For the whole month of October 2020, the students of elementary school, Knez Sima Marković learned about the good treatment of animals, including pets, stray animals and the wildlife of Serbia.

Turkey



Selin, a pre-school teacher in Istanbul, organised lots of fun activities for her young class.

They designed their own posters, animal masks and puppets, then sang songs.

USA



One More Generation is a non-profit founded by two teenage siblings.

In 2015, they asked students in Atlanta, Georgia, to write their own pledges to show they care about animals.

Australia



Camberwell Little Learners is an early childhood centre in Victoria.

In 2022, teachers set up lesson plans for students in all age groups and taught children how to spread kindness.

Bulgaria



In 2021, at a school in Razlog, an educational presentation was given on endangered species and how students could help to save both them and their habitats.

Bosnia & Herzegovina



The 9th grade students of Public Elementary School "25. novembar", in Velika Kladuša, decorated the school with educational images and messages about animals and the environment.

Younger children were taught about the cruelty of circuses locally, and worldwide.

Pakistan



The Beaconhouse School System Civil Lines Campus in Faisalabad held a morning assembly.

Student speakers shared stories of endangered animals and what can be done to help save them.

UK



At St Bernadette's School, events included 'Wear it Wild' for Foundation Stage and WWF's 'Walrus from Space' for Year 6.

Students learnt about animal welfare and the environment.

Sri Lanka



In 2016, a series of events were attended by 400 children where they were taught about the importance of treating animals with compassion and kindness.

They listened to informative talks by wildlife experts, watched an educational puppet show and attended an art workshop.

TEAMING UP WITH ANIMAL WELFARE ORGANISATIONS IS A FANTASTIC WAY FOR CHILDREN TO LEARN MORE ABOUT ANIMAL WELFARE!

Cameroon

In 2018, children were enthusiastic to learn from International Organisation for Animal Protection volunteers about how to care for and interact safely with dogs.

Nepal

In 2019, the Himalayan Animal Rescue Trust held an inter-school art competition between 14 schools in Pokhara, followed by an exhibition of their work.

Children were asked to think about animals and our responsibility towards them.

Nigeria

In 2020, The Humane Global Network organised an educational event at a comprehensive college in Lagos.

Featuring art activities, talks and documentaries, the students were encouraged to show empathy and kindness to animals.

Liberia

The Liberia Animal Welfare and Conservation Society visited 46 schools in their region.

Each school organised a programme that included community awareness, a parade and educational activities.

Ukraine

Natalie, our Ukrainian Ambassador, taught school children about the needs of animals, dogs' body language and the basics of how to behave around dogs.

South Africa

At their project, Lionsrock Big Cat Sanctuary, Four Paws South Africa teamed up with Humane Society International Africa to provide an educational experience for 20 children and their teachers.

Their exciting day included breakfast, craft projects, visiting the centre's big cat residents, and taking the #LionLongevityOath!

Hong Kong

In 2018, the Society for the Prevention of Cruelty to Animals organised a pet-themed parent-and-child workshop to draw attention to abandoned animals.

India

Voiceless India created three competitions for World Animal Day – two art contests, and one writing contest.

Students and schools from all over India sent in their beautiful artworks and well-written short stories, with a 'Spectacular World of Wildlife' theme.

GETTING ORGANISED

#AnimalsNeedYou

For teachers, youth workers and others who work with children, World Animal Day often features activities, rather than events, especially for a school.

Whatever you decide to do, please add your activity or event to the website. We love to see how children around the world mark October 4!

Planning an event

We've included some tips below for anyone who decides to organise a larger event. If you are a teacher or youth work professional, much of the following will be obvious, but there might still be suggestions that you will find useful.

- **Approval:** Remember to always check with any managers before organising an event.
- **Informing parents:** Parents may be keen to get involved in the event, so let them know your plans as early as possible. You may also need their written consent for some activities.
- **The venue:** Will it be suitable for your event? Are there sufficient power points, toilets, kitchen, seating, etc.? What about parking facilities? Is there access for people using wheelchairs? If it is an outdoor venue, do you have contingency plans for poor weather? Will the owners allow you sufficient time for setting up and clearing away?
- **The costs:** What initial outlay will you have? Can you be sure that you will cover your costs? Will there be an entrance fee? If so, will this cover refreshments? Are there any hidden extras?
- **Insurance and health and safety:** Check that your event is fully insured, and that all health and safety requirements are met (your local council or school authority should be able to advise you on this). Make sure that you will have a qualified first-aider present and that all fire exits are clearly marked.

WHETHER YOU ORGANISE AN 'ACTIVITY' OR AN 'EVENT', PLEASE SUBMIT IT TO THE WEBSITE TO INSPIRE OTHERS!

Submit an event

- **Food safety:** Do you have any children with allergies? You might need to consider regulations regarding food preparation, storage, serving and labelling.
- **Staffing:** Make sure you have plenty of adult help for your activity or trip. Invite parents to help!
- **The risks:** Complete a risk assessment for your activity and resolve any potential issues.

(Continued on the next page...)

- **Licensing:** Will you need entertainment licensing, including for public film screenings and music?
- **Transport:** Book any required transport well in advance and ring a day or two beforehand to make sure that everything is all right.
- **Guest speakers:** If you wish someone from an animal charity, or similar, to talk to the children about their work, brief them well in advance about the age and expectations of your group. Make sure you have any necessary AV equipment and have refreshments available.
- **Fundraising etiquette:** If you're organising some kind of fundraising event, some charities might prefer that you contact them in advance before fundraising on their behalf.
- **Event clashes:** Check if any other events are being held on the same day in your area. If an activity clashes, choose a different day so that you don't lose your potential audience.
- **Booking:** If you are celebrating World Animal Day with a visit to a wildlife sanctuary, or similar, book your group in well in advance. Most of these venues have an education officer who would be delighted to put together a special programme if given enough warning.
- **Cleaning up:** Any events, small or large, usually require a cleaning team for litter picking and waste disposal. Public toilets might also
- **Counting down:** Keep an eye on the 'countdown clock' on the World Animal Day [home page](#) to check how much time you have left to get organised!

In your area



This list is not exhaustive – legislation and guidance will vary by country.

Check online to find current advice on organising an event in your area.

Get some help!



Don't try to do too much! Make sure you have support from colleagues and parents, both in the planning stages and at the event itself.

Involve the children in this as much as possible.

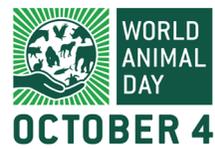


PROMOTING YOUR EVENT

#BeTheirVoice

The biggest issue with any public event is not having enough attendees. Don't let your hard work be in vain – it's essential to 'sell' your event to as many people as possible. And don't leave it too late, or they might have made other plans for the same day!

- Recruit children to design their own promotional materials, using the World Animal Day logo, which you may download from the [resources](#) page on the website.
- Ask the children to take copies of posters home with them. They can ask their parents and relatives to display the signs at work.
- Advertise your event regularly, then increase its promotion during the week leading up to the activity.
- [Submit your activity](#) to our [events](#) page. You'll find details of how to add an event on page 5 of this toolkit.
- If you're holding a public event, write an engaging press release. Send it to local newspapers, radio stations, clubs, relevant groups, and anyone else you can think of who will be able to help you promote your event. You can find an overview of World Animal Day on the [about us](#) page.
- Invite a 'personality' to open your event. You don't have to recruit a big movie legend – maybe the mayor or a local sports star. This would provide the media with a good photo opportunity.
- Contact the editor of community newsletters and ask them to include information about your event.
- Do you have local community notice boards in your area? Ask if you can share your event on them.
- Display flyers at veterinary clinics, pet shops, dog training clubs, kennels and catteries, rescue centres, vegan/vegetarian cafés and restaurants etc. Also ask local shops to display your signs.
- Create an event on your social media pages. If you have a budget, try boosting the post.
- If you are raising awareness or funds for an animal welfare organisation, ask them to share your event on their own social media channels and in other areas.
- Ask other related groups to advertise your event on their social media channels.



We can help!

Don't forget to use the World Animal Day logo at every opportunity. It's available in [various languages](#).

After your event is on the website, we'll share it on our channels! Don't forget to use the #WorldAnimalDay hashtag and tag us in your posts:

 **Facebook**
[@WorldAnimalDayInternational](#)

 **X (previously Twitter)**
[@worldanimalday](#)

 **Instagram**
[@worldanimalday](#)

 **LinkedIn**
[@world-animal-day](#)

Social media resources

If you would like to help raise awareness of World Animal Day on October 4 and throughout the year, you'll find plenty of useful resources in our Social Media Toolkit.

Download it from our [resources](#) page. Remember to tag us in your posts!

RESOURCES

#WeCareAboutAnimals

We've put together some simple [resources](#) to use with your group on World Animal Day.

I care about animals!



We care about animals!



A4 'I/We care about animals' signs for selfies and social media photos (*English only)

THE 'FIVE FREEDOMS' of #AnimalWelfare

The 'Five Freedoms' apply to anyone who is responsible for looking after animals.

They should ensure that the animals are taken care of properly. That includes:

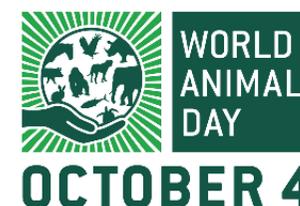
- 1 Freedom from hunger or thirst
- 2 Freedom from discomfort
- 3 Freedom from pain, injury or disease
- 4 Freedom to express (most) normal behaviour
- 5 Freedom from fear and distress



worldanimalday.org.uk

A4 'Five Freedoms' poster

Happy #WorldAnimalDay!



A4 'Happy #WorldAnimalDay' sign for selfies and social media photos (*English only)

Don't forget – the World Animal Day logo is available to download in various languages, ranging from Arabic to Mandarin to Swahili!

Logo in various languages

*These signs are only available in English but feel free to make your own using our logo translations!



#WellDone

After your activity, give the children a certificate for being such a caring class!

Choose from a plain text design or one of these beautiful animals:



● Cat



● Dog



● Goat



● Parakeet



● Dove



● Snake



● Tiger



● Plain text

[Browse our resources](#)



AFTER WORLD ANIMAL DAY

#YouDidIt

We can't wait to see what you and your group come up with for World Animal Day!

After your event has taken place:

- Post some great photos of your event on your own social media channels and tag World Animal Day HQ so that we can share your update. Our social media details are on page 19.
- If you were fundraising for an animal welfare organisation, work out your profits and give them to the recipient charity as soon as possible after the event. You could ask the local press to cover this with a photograph of you handing over the cheque. (Don't forget to tell them that your event was for World Animal Day.) Make sure your attendees know how much money you raised too!
- Give yourself an honest assessment of your event and ask the children for their input. Write a short report reflecting on both the good and not so good, noting any changes to make for the next time.
- Send a letter of thanks to the venue, speakers, special supporters, sponsors, VIP visitors and individuals or companies that donated services or equipment etc. Make sure they know how valuable their support has been.
- Don't forget to give yourself and the children a pat on the back –you did it! You got involved for animals: you got involved on World Animal Day.
- Finally... start making plans for next year!

Questions?

If you have any queries about World Animal Day, please get in touch:

info@worldanimalday.org.uk

Join our mailing list for occasional news from World Animal Day HQ:

Sign up for updates



MAKE EVERY DAY WORLD ANIMAL DAY!

#MakeADifference

World Animal Day draws global attention to animal welfare issues on October 4, which is fantastic. However, from small to large, animals need support year-round.

After October 4, sit down with your group and ask them for simple ideas on how they can continue to help animals throughout the year.

Perhaps they could:

- Step over snails and small creatures on the pavement.
- Not chase birds when they land on the ground.
- Ask for permission before approaching a dog.
- Carry out regular litter picks to protect wild animals, with adult supervision.
- Put water out for birds and wildlife on warm days.
- Build a bug hotel. There are lots of great ideas online!
- Join a local youth wildlife group.
- Donate unwanted toys and clothes to an animal charity's shop.
- Not ask to visit tourist attractions that feature captive animals.
- Let an adult know if they see an animal whose living conditions don't seem to comply with the 'Five Freedoms' (see page 8).

Children are the future for animals! Together, we will make animal welfare the priority it deserves to be.

World Animal Day HQ

"KIDS DESERVE THE RIGHT TO THINK THAT THEY CAN CHANGE THE WORLD."

- Lois Lowry



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