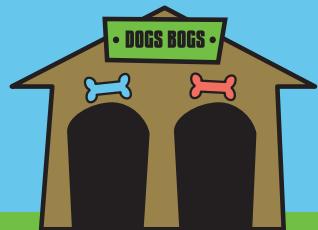




# Your Green Dog Walker® Guide

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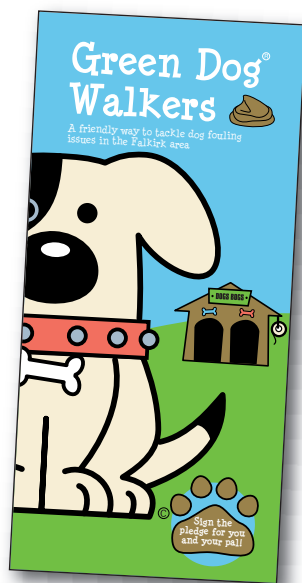
# Introduction

The Green Dog Walkers (GDW) Project has been running in the Falkirk Council area since August 2008. The project was initiated by Community Green Initiative (CGI) of Dunipace, Scotland - in partnership with Falkirk Council Litter Strategy Team. Three years later there are close to 1000 individual Green Dog Walkers pledgers in the Falkirk area.

In 2009 Falkirk Council trademarked and licensed the campaign and it became available in other parts of Scotland and the UK, due to popular demand. To date a total of over 1500 dog owners have taken the pledge across Scotland and the UK. Currently there are eight Green Dog Walkers Projects running in the UK - Moray Council, Perth/Kinross, Fife, Normand Park London, Highlands Council, Angus Council, Durham Council and Swale Borough Council.

The Green Dog Walkers Project has attracted a lot of attention and accolades in its first two years:

- 🦷 We were featured on the BBC Landward show in Winter 2009
- 🦷 GDW had coverage in the BBC news online in 2009
- 🦷 Your Dog magazine ran a feature introducing the project in June 2009
- 🦷 Falkirk Council's Litter Strategy Team won the February 2010 Keep Scotland Beautiful People & Places Award for Support of Communities, for its dog fouling and GDW campaigns
- 🦷 In February 2010, we travelled to London to collect the UK Kennel Club Dog Recognition Award trophy
- 🦷 GDW was featured on Crufts TV at the Crufts Dog Show in Birmingham 2010.



- 🦷 2010 Local Government Communications Rep Silver Award (Falkirk Council Environment Comm)
- 🦷 Joint Winner CIPR Local Public Services Award 2010 (Falkirk Council Environment Comm)
- 🦷 We were interviewed on the BBC London radio "Barking at the Moon" show in Spring 2010
- 🦷 Various dog groups, vets and dog services have added our logo and link to the online pledge form to their websites

The secret to a successful GDW campaign is the volunteer groups and dog owners who are the ones "on the ground" running the pledge stalls and gathering pledgers. It is for those groups that this booklet has been put together. We hope these tips and creative ideas will be of help to you. We always love to hear from you about your own GDW campaigns, so please keep in touch. And remember to LEAVE ONLY PAWPRINTS!

Green Dog Walkers  
Project, Falkirk Council



# How it Works: A Partnership

**T**he more energy one puts into the campaign, the more effective it is – as with all things!

## Local Authority Licence

A Green Dog Walkers Licence allows your local authority to expand and customise the campaign for your area. The licence includes consideration of a fee for the artwork and usage which helps Falkirk Council cover the legal costs of trademarking. The licence package includes a CD with the trademarked artwork and applications, supportive information and very detailed guidelines on how to set up and run the campaign. As new artwork is developed over time, it is also sent to licencees by email attachment. GDW also works with

authorities out with Falkirk Council via the volunteer group in Dunipace, for any questions that may occur once the licence has been issued; full support at every step!

## Partnerships Between Local Authorities & Volunteer Groups

The best scenario is for a community volunteer group to work hand-in-hand with their local authority. The group provides the "on the ground" work to sign up pledgers and the council provides the funding for armbands, pledge brochures and promotions of the project at a level which is usually difficult for a small volunteer group to achieve. It's the community volunteers who do the groundwork of signing on pledgers, running booths at every dog event and fair they can find, engaging children in the project (our best ambassadors!) and doing poo surveys, etc. to see how it's going.





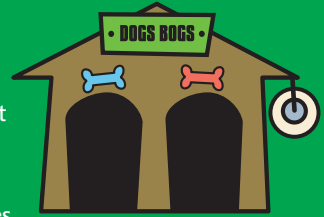
### Active Visibility is the Key

The project works best the more visible and active the armband wearers are, in neighbourhoods where volunteers really get behind it. In Airth Scotland, for example, the community centre and local dog trainer have taken it on and are happy to report something like a 99% decrease in dog fouling. They told us they can now walk around in Airth without having to keep their eyes on the ground!

### Community Outreach – Schools and Families

We have found that working with the primary schools' eco groups is also highly successful – several schools have had dog fouling footpaths near the school and are tackling the problem with us. (Within the first six months of the campaign in Dunipace/Falkirk, we had to order extra child size armbands!) We are also now sponsoring an annual Canine Capers "family & dog fun day" event to further our outreach into communities. We move this event to a different green park each year and involve the various GDW groups as volunteers in dog agility competitions, stalls on health, behaviour, dog trainers, etc.

## A Two Stage Process

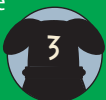


The campaign philosophy is that the first stage is to start shifting public attitudes so that it becomes

socially unacceptable to leave dog fouling about; the second stage will be a hoped for reduction in dog fouling. Thus far stage one is going very well in that the dog walkers who DO clean up are quite willing to take the pledge and wear the armband – or for their dogs to wear the Green Dog Walkers logo collar.

Obviously stage two will take longer and require further evaluation. A preliminary survey on dog fouling in general, conducted by Falkirk Council in 2009, showed that after less than a year, 44.4% of those surveyed had heard of Green Dog Walkers and knew what it stood for. A 2011 survey showed that had increased to 53% having seen the GDW publicity. Our initial survey of pledgers showed that 51% believed that when other dog walkers saw them wearing the armband, they were less likely to leave dog fouling in their presence. Another indication that it is succeeding is that our charge hands say that they see a marked increase in use of the bins by dog owners (they have had to increase their scheduled pick-ups of the bin contents) and we do know that we are having to order 34% more doggie bags (Falkirk Council gives them out free to the public) than in previous years.

The Falkirk Council Litter Strategy ran a survey of the general population in 2010–2011, including dog owners and GDW pledgers to evaluate the project. 88.2% felt the dog bins were being used; 73.3% received their pledge from a community pledge booth as opposed to on line or picking up a form at a one stop shop (showing great community participation); 69% of GDW pledgers spread the word to family and friends; and 89.7% felt that signing the pledge made them more conscientious about cleaning up, they take the pledge seriously.



# So you have a Green Dog Walkers tool kit - now what?

**F**alkirk Council provides a Green Dog Walkers Tool Kit to each Falkirk community organisation which becomes an official GDW group. The tool kit includes a supply of pledge brochures, armbands, dog collars, green doggy bags, posters, stickers and other items.

Your local authority will assumably provide you with a similar kit or supply of pledge forms and armbands/dog collars, or you will seek funding to procure these for your group.

GDW group leaders should keep a backpack or large bag always packed and ready to go, devoted to the small stuff. That, with a portable table and banner is

the easiest way to walk into a park from your car and set up.

If you are having a formal indoor stall, you may want to add a display background board to this, with your publicity materials. You may also want to start a scrapbook of your publicity and photos, to have handy at the stall for folks to browse.

## So Now What?

The key to a successful GDW campaign is active participation. The campaign will not "go live" if you leave the supplies in a closet. You need to take the initiative and just get out there next to a dog walkers path, at a school fair, at any local community event that allows stalls for various causes - and start talking to people. The following pages will give you tips on how to run a campaign and pledge stall.





### It Only Takes Two...

You will want at least a handful of volunteers from your group to take turns running the stalls and demonstrating how to do so to other adults, teens and children in your community who get involved. But you can start with just two! The first GDW group in Dunipace (in Falkirk Scotland) started with two volunteers and quickly grew to 4, then to 10 who now take turns, including teens. By 2010 the Falkirk area grew to over 20 such groups, with handfuls of volunteers in each.

### Role Playing

You can practice role playing with each other (take turns being the volunteer running the stall, the friendly "good" dog owner, the hesitant dog owner, the grumpy dog owner, etc.) But the best way to find out how to do it is - just to do it! After you have run your second pledge stall you will be an old hand at it.



### Set Targets

We have found it helps that Falkirk Council's Litter Strategy Team has set targets for each of the 20+ groups

- to have at least 3 events annually. An event can be a small pledge stall on a Saturday morning, a PowerPoint presentation to a local school, a poster and/or leaflet campaign, a Green Dog Walkers newspaper column, a small local bark in the park event, or helping with a larger good dog ownership event sponsored by your local authority or dog rescue groups, dog shows, etc. The definition of "an event" is endless, it's just a way to keep your group thinking about the campaign and always keeping an eye out for possible venues for a pledge stall or awareness raising opportunity.

See "Tips on How to Run a Green Dog Walkers Campaign" pages 6-7; "Tips on How to Run a Green Dog Walkers Pledge Stall" pages 8-11.

## Basic Tool Kit



A small portable table

1 or 2 chairs or stools

Outdoor banner (don't forget ties!)

Indoor Pop up banner

Pens

Business cards

Dog biscuits

Water bowl and water bottles

Doggie bags

Your mascot dog

Your local authority's publications and pamphlets (on dog fouling laws and enforcement, etc.)

Promotional items, if any

(A gazebo is great if you have one!)



# Tips on how to run a Green Dog Walkers campaign

## 1 The Number One Rule is "Keep It Friendly!"

Remember the pledge, to never be confrontational when wearing the armband. The best way to approach someone is to preface your message with "We are talking to dog owners who are good about picking up after their dogs, so they can help get the message out to those who are not." Assume the person you are talking to is a responsible dog owner and the dialogue will go well. If you approach them in a reprimanding tone, it does no good for the conversation nor the overall message of the project.

## 2 Wish Them a Good Day!

Since GDW began in August 2008, we can count on one hand the number of people who have responded to us with a negative attitude – out of several hundreds we have spoken to at pledge stalls. Most people are curious, interested and eager to sign up. However, if you do find that the person you are talking to or approaching has an attitude, is confrontational, grumpy or begins offering reasons why they won't or can't pick up after their dog, it is best not to engage or let it escalate – they will always have another excuse. Stay friendly, wish them a good day – and move on!

## 3 Your True Ambassadors

Often after we explain what the armbands are for, the person will smile and say "Oh I already do clean up after my dog," and start to leave because they don't think GDW applies to them. It's very important, at this moment, to say, "Yes, that's why we need YOU to wear the armband" or "Yes, it's the GOOD dog owners whom we are asking to sign the pledge, because you can be a good example." Usually they will stop then and sign the pledge. Don't let these good dog walkers get away, these are exactly the people you want to take the pledge. They are your ambassadors, to help change attitudes by the nonverbal sign of the armband. Don't worry about trying to convince dog foulers to come over to your side. They will,

later. First start with the ones willing to wear the armband to help with a bit of peer pressure.

## 4 Distributing Pledge Brochures

Arrange to leave cardboard dispensers of the pledge brochure at public places in your community such as the library, one stop shop, vet surgery, pet store, groomer, kennel, trainer classes, and any business which will agree to keep them on the counter. Don't leave armbands with them – unless the person who runs the store or centre is willing to be responsible for only dispensing them to those who sign a pledge and responsible to get the signed pledges back to you. The best policy is to just leave brochures with them so the public can pick them up and mail them to you, to receive an armband. (Be sure you have provided your address by sticker or rubber stamp on the pledge forms.)

## 5 Vets are Great Resources!

Vets may be happy to include a brochure in any "puppy packs" they give out to clients the first time they bring in a new puppy for its vaccinations. Or they may be willing to mention the project and hand a brochure to all of their clients. We have found vets are very willing to be involved in the project this way. If you have a newsletter in which you will be publishing Green Dog Walker information, you may ask your vet to write an article about the health

hazards of dog fouling in exchange for a small free advert in your paper.

## 6 Network Face to Face

The best way to distribute brochures and circulate armbands is in person, face to face, one on one. This is because it offers a chance to have a dialogue, to find out about trouble spots in your community, where bins are needed, repeat offender information you can pass along to your dog warden or community safety team, and a way to bring in more volunteers to help your group. Network network network!





## 7 Business Cards

Have business cards made up with the Green Dog Walkers logo on it (or just a green pawprint) and your group's contact information. That helps you talk it up everywhere you happen to be and makes it easy for people to contact you for brochures later. They are also very handy to have in your pocket when walking your dog, if someone asks about the armband. Alternatively, make sure you always have a brochure or two in your pocket or handbag.

## 8 Set Up a Green Dog Walkers Booth Whenever and Wherever You Can

Saturday morning next to your most popular dog path or in the park, local fairs, including school fairs (we set up outside the door as they enter the school), are a great way to talk to people who are already relaxed and receptive and often have their dog with them. Think of creative ways your booth might fit into theme fairs. For example, we have combined Green Dog Walkers with anti-litter booths at a "health and mental health" fair, with the idea that litter is depressing and clean-ups are good exercise, including dealing with dog fouling; at a heritage fair under the concept that our green spaces are part of our heritage and we need to take care of them, including cleaning up dog fouling. Other obvious venues for a booth are dog shows, bark in the parks, etc. (See "How to Run a Green Dog Walkers Pledge Stall", Pages 8-11.)

## 9 Media

The Falkirk Herald has run various articles and notices on Green Dog Walkers since it began. You can "launch" your Green Dog Walker project by calling them or any other local paper or newsletters to have a photographer there at your first booth, to announce that your community group has taken on the project. You can include a member of your local authority if you wish and it is good for the "photo opp" to include a couple dogs on leash. However, experience has shown two things to keep in mind: if you bring in dog volunteers, warn their owners that the hoped for photo may or may not end up in the paper. (You have no control over what editorial decisions are made) and don't bring a dog to a photo shoot (or pledge stall) who is

unfriendly to other dogs. A battle of dog wits does not make for a good publicity event!

## 10 Green Dog Walkers Columns

Include a regular Green Dog Walkers column or page in your group's newsletter and/or website, and any newsletter/website that will have you! Remember, keep it friendly and nonconfrontational!

## 11 Involve the Children

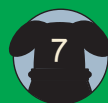
We find that children really get enthusiastic about the Green Dog Walkers project. Keep a toy dog at your pledge stall as a "mascot" to bring their attention (one school's eco group hosted a pledge stall at a school fair; every child brought in a toy dog and put them on display at the booth. It was a great attention grabber!) The children will flock to you and want to name the mascot and end up helping you run the booth. (See "Children, Your Best Allies", Pages 12-13.)

Often children are about to get their first puppy and are easily convinced to "start out right" by signing the pledge in advance. Brownies can earn badges by helping with the project. Talk with your school's eco teacher about more creative ways to involve the children in pledge stalls, poster contests, poo surveys, educating the adults, etc. A school's eco group will often "take it and run with it", leaving you with not much more to do than count pledge forms!

## 12 Keep it Friendly

Make sure that any communication that goes out under the logo is always in the friendly, nonconfrontational manner of the project. For example, it would not be used to post notices that were entirely about enforcement or a reprimand from a neighbourhood group to any individual about their dog fouling habits, etc.

These are just some of the ways we have promoted the project from the start. New ones are always coming up and you will think of your own. We would appreciate it if you would let us know of promotional ideas you use that really work, so we can continue to advise all Green Dog Walker project leaders of creative new ideas. Always feel free to call upon the Falkirk Council Litter Strategy Team's Green Dog Walkers Project for advice or help.



# Tips on how to run a Green Dog Walkers pledge stall

## 1 Permission

For a pathside stall, you may need to find out who owns the property where you wish to have your stall. Grocery store managers, the council, landowners, etc. Once you go through this process the first time, it gets easier.

## 2 Insurance

If you are a constituted group, no doubt you have public liability insurance. It's a good idea when you are mixing dogs, kids and strangers at a stall. If you haven't gotten it yet, look into that. If your group does environmental work, litter picks and by taking on GDW, you may qualify to join BTCV for a modest fee and then qualify for their inexpensive public liability insurance. [www2.btcv.org.uk](http://www2.btcv.org.uk)

## 3 Safety and Fun in Numbers

A GDW stall doesn't really work with just one person running it (we know, we've tried that!). Always travel in twos at least. It's more friendly and people are more likely to come talk to you and sign up if you already seem "active" by talking with your partner or your child or teenager. Maybe one of you has brought your (friendly, socialized) dog or puppy along - these things help keep the atmosphere friendly and upbeat. One person sitting alone is not too inviting - and in case of the rare confrontive customer, it's best to have a backup.

## 4 Set a Good Example

Wear your armband while running the stall.



## 5 Don't Just Sit There!

People may be reluctant at first to come over to your stall – they may think you are selling something or going to reprimand them. Take a brochure, approach them as they come near the area, ask if you can pet their dog, ask the dog's name, chat, be friendly. Be sure to use the magic words, "We are asking responsible dog owners to help us get the irresponsible ones to change their attitude about dog fouling." If you assume you are talking to a responsible owner from the outset, the dialogue will go much better – so that they don't feel they are being singled out or reprimanded. Offer them the brochure to take home and think about and then add that, alternatively, they can sign up right now and get their armband today. No pressure, give options.



## 6 Enticements

For an outdoor stall where people are likely to come by with their dogs, keep a water dish and water bottle on the ground and a basket of dog treats on the table (the scent draws the dogs to your table). Also bring a supply of dog poo bags – people will come to talk to you just to get their free bags and then you can sign them up. Make your table look fun and friendly (see Tool Kit, Item 9, page 10)

## 7 Sharing Information

You will find out important things and you can dispense helpful information at the stall. Telling folks where to get their regular supply of free doggie bags is important, talking about the law is helpful. If they want to discuss a lack of bins in a particular area, take notes so you can talk to your local authority about that later. They can also tell you about other hot spots in town where you may want to have a stall. Take notes!

# Formal Stall



The first kind of stall is more formal, it is something you plan for ahead of time when you are invited to, or asked to be part of, another event like a bark in the park, dog show, community fair, school fair, etc. It can include, along with brochures and armbands, a display board with images from your local authority's GDW campaign and your own collection of photos of your Green Dog Walkers events (always take pictures!). Keep a scrapbook or supply of your publicity and photos and such, so you can always be ready to set up a display. If you need to use some from Falkirk Council's collection to get started, we have an archive, just email a request and we can send the images by email attachment for you to print out.





## 8 Kids

Your best weapon and ally is a kid! Kids love GDW stalls, they will end up helping you talk to people and pet their doggies. Get a toy dog mascot – either a green one (try ebay) or one you can put a green bandana on, or one of the armbands as a collar. Kids gravitate to talk about the mascot, give it a name, adopt it (but not to take it home!). Even adults will stop to joke with you about your mascot. Brownies can earn badges by helping you run the stall. A stall on the badly-fouled path near your primary school may work to engage the pupils also. You might involve them in doing a poo survey the same day you have a stall (*Monitoring/Evaluations*” pages 16–17.)

## 9 Tool Kit

The basics you need for your pathside stall are: *small table, chairs, banner, brochures, armbands, pens, business cards, dog biscuits, water bowl and water bottles, doggie bags, your mascot*

*council cards and brochures about dog fouling laws, etc.* We find that having a backpack devoted to the small stuff and a small portable table is the best way to walk into a park from your car and set up easily. (If you are having a formal indoor stall, you may want to add a display background board to this, with your publicity materials. You may also want to start a scrapbook of your publicity and photos, to have handy at the stall for folks to browse.)

## 10 Publicity

Think of your stall as a multi-purpose event – not only to sign up pledgers but to bring more attention to the campaign and help educate more and more people. Try to get photos of your stall event, get them in the newspaper or newsletters, see if a photographer will attend from the local paper, etc. With publicity like that, next time people see your stall in the park, they will know more about who you are and be more interested to come talk to you. Set up a blog about your campaign, go to dog-related chat areas and message boards if you are a computer person, tell folks all about it!



## 11 Legal Stuff

Property owner permissions, council licenses (we had to get one to put a stall up on the sidewalk near the library in Denny, for example), public liability insurance, disclosures if you have kids working the stall with you, etc. Be aware of these things, tick all those boxes! For your own protection and so that the Green Dog Walkers project as a whole never gets a bad rep!

## 12 Dogs at the Stall

It can help to have a friendly dog or puppy with you at the stall outdoors. But make sure you know the dog you bring along is a good ambassador and be prepared to leash or remove the dog from the scene if any dog confrontations loom. Don't bring a dog that tends to aggression – there's no point in setting up a stall with a guard dog! Be careful if setting up near a dog-walker path, don't block people's passage, set yourself to the side so they can pass. Don't force your presence on them, or your dog's. Just be there if they want to stop by. At all times be friendly, courteous and aware.



## 13 Banners

A Green Dog Walkers banner is a handy thing to have. You can have them made up by companies at ebay for about £35, a six foot banner that will last many seasons in all weather. If you need more information on suppliers, email us at [greendogwalkers@yahoo.co.uk](mailto:greendogwalkers@yahoo.co.uk).

## 14 Be Organised

Figure out a system so that you remember, when you get home, which people got an armband and which ones need one sent. For example, if you run out of armbands at the stall, you can still sign up pledgers and mail them one – so you need to put a note on the pledge form "send armband", to remind yourself.

If you need help, advice or have other great stall ideas to share with us, please contact us!

# Pathside Stall




The second kind is the "pathside" stall, which you can set up informally, instantly, on a whim or by making a quick phone call to the property owner get permission. Or you may set up a schedule to run a pathside stall every Saturday for a month, hitting different parks in your community. For example, in the Falkirk area, we have set these up next to dog walking paths in the park, near activity centres (the best time is Saturday morning for a couple hours), near libraries, entrances to grocery stores (where people often park their dogs), at footpaths where there is a particular problem, etc. We try to set them up in a different place each time, to get new pledgers and new attention to the project.


# Children, Your Best Allies


**E**ngaging the children is an important part of the Green Dog Walkers attitude-shifting campaign for two reasons: (1) they are our future dog owners and will take the GDW message into their adult life, and (2) they will take this issue on with great enthusiasm and creativity.


Since the dog fouling issue has the "ewwww" factor and the Green Dog Walkers has the logo "mascot" doggie, you will find them eager to help.

 Through the school's eco group/teacher, involve them in poster design, poo surveys,

presentations, letters to the editor, etc.

 A GDW campaign can bring attention to specific dog fouling areas near the school grounds (many primary schools have a serious problem on the path next to the school, as parents often walk the child to school with the dog in tow).

 An enthusiastic member of your GDW group can arrange to talk to the school's assembly - perhaps teaming up with a community safety officer or vet to help talk about enforcement, fines, health risks - as an initial way to engage the children.

 Visit the school's parent group and see if they will take part in the campaign,

*Dunipace Brownies Pledge Booth: "Brownies and primary school pupils run pledge booths with great success."*





setting up a pledge stall at a school fair.

- 🦷 Do role playing with a team of children (4 to 6 is good, perhaps from the eco group) on how to run a pledge stall, letting the children take turns pretending to be a good and bad dog owner.
- 🦷 Then let the children run the pledge stall at the school spring and/or Christmas fair. Someone in a dog costume is a good touch – also great to have the children bring in their toy doggies from home to display at the stall wearing armbands and collars.
- 🦷 Involvement in the campaign can also help your school get its Green Flag.



*Kinnaird Primary School created their own mascot, Buster, for the GDW campaign.*



## Fake Poo Recipe



To dramatise the problem, kids love to make fake poo for photographs. There are recipes on the Internet. Here's one basic method we have used:

### Ingredients:

Chocolate spread  
Peanut butter (chunky)  
Dirt with bits of grass/  
leaves mixed in

Mix til the right consistency. (Don't mix too much or the chocolate gets runny.) Put in a freezer bag, cut a one inch hole in a corner and squeeze the fake poo out from there into shapes.

Make sure there is adult supervision and clean the mess away after your photo shoot.

Don't leave it where dogs might eat it – chocolate is toxic to them.

Keep away from small children.

Caution: could stain furniture.



# For Inspiration: A Few Falkirk GDW Campaign Events

**T**eaming Up! The Helix Green Team is a group of pupils from various Falkirk primary schools who are involved in a local greenspace transformation project called Helix. The team put together a GDW power point and presented it to the Scottish Parliament for the Big Fit Walk in June 2010. All Big Fit Walks in Edinburgh and Falkirk included the children wearing their GDW armbands, which brought great media attention to the campaign.

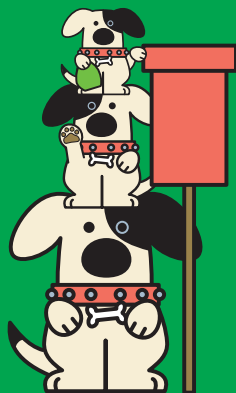


**Canine Capers:** Each year GDW teams up with the Falkirk Council Outdoor Access Team and other services and agencies (such as Forestry Commission Scotland, local vet surgeries, pet stores, Helix, etc.) to host a family dog day event to help promote good dog ownership. Agility demos, contests, stalls for vet surgeries, dog charities, dog toys and more plus lots of GDW promoting! GDW will cohost this event each year in a different park in the Falkirk area, to spread the fun and awareness raising!



**Use Community Feedback!** In Falkirk we have so far run 3 dog fouling surveys since 2009. For the most recent one in 2010-2011, to increase the number of responders, we ran an ad campaign on a local radio station and raffled off free dog supplies at pledge booths for responders. The prizes were products that help us to further promote the concept of responsible dog ownership. We made survey forms available both in print at one stop shops and libraries and on line.

**Christmas Awards Celebration:** Each year our litter team holds a Christmas Awards Celebration event for the litter volunteers in Falkirk. We have set targets for GDW groups, so at this event they receive trophies, pet supply vouchers and GDW promotional products as our way of thanks for their hard work. And it's a great chance to network and share creative ideas!



We try to stay open to ideas as they come, and to follow these simple guidelines:

### **Team Work!**

Teaming up with other services, agencies and groups helps broaden the campaign so you reach more and more people. Think of ways to involve others and be responsive to their invitations!

### **Listen To What The People Want!**

We found over time that some people would prefer a dog collar than an armband so now we make both available.

Dogs owners love their "dog gear" and their dogs can be ambassadors too!

### **Acknowledge Your Volunteers!**

Think of ways to motivate and thank your volunteers for time and energy spent signing up pledges!

*Keep a Sense of Humour in the Campaign!*

*"Properly trained, a man can be dog's best friend."*  
Corey Ford



# Monitoring/Evaluation

**P**art of your responsibility as a group taking on a Green Dog Walker project is to do surveys and evaluations. This is not as onerous as you might think, and if you involve the children, it can be fun as well as educational. Remember, the surveys may seem silly but they are very important!

**First Survey:** Choose an area or group of areas you will monitor over the next year, where you know a lot of dog-walking goes on. Nearby parks, green spaces, streets, etc. As you first launch your Green Dog Walker project - either before or around the same time as you first begin to sign up pledges and give out armbands - do a "poo count" and record the results. Then make up a wee chart to record the number and the date. Involve other volunteers in other neighbourhoods and you can get surveys done of different parts of your town.

**Second Survey:** Six months later, walk along the same area and do another count. Add those numbers and dates to your chart, to compare with how it looked six months ago.

**Final Survey:** Six months later, do it again. Now you have a survey from before your campaign began, during it and at the end of the first-year pilot.

Don't be discouraged if the numbers at first seem to indicate less success than you hoped; on the other hand, if they show an amazing fast "success", don't get too excited! Several factors can be involved, such as weather, are people walking certain areas more or less due to available daylight hours, etc. It really will take at least a year to see how results look "on the ground".


The other part of the survey is the monitoring of dog bin collections. You will want to work with your Local Authority on this part. Try to set up a schedule with them for the council to do surveys on the use of the dog bins in the area where you are running the campaign. Hopefully you will find - as we have in Falkirk Council - that the bins are being used more, which is a good indicator! You can set up to have those surveys done every month or quarterly, whatever you prefer. And keep track of that too.


Whether it is the local authority or another funding source, at the end of your first year you may be called upon to report results of the GDW project. These surveys can be very helpful to you in providing true indications of success.





**Questionnaires:** Another part of survey/analysis is to send out questionnaires to your pledgers. We recommend you do this six months after the project starts and then again at the end of the year. We are happy to provide you with a sample survey questionnaire if you email us at [greendogwalkers@falkirk.gov.uk](mailto:greendogwalkers@falkirk.gov.uk).

**Involving the Children:** A few of ways we made the poo counts fun, while helping document and provide visual materials for our displays at booths, and our scrap book:

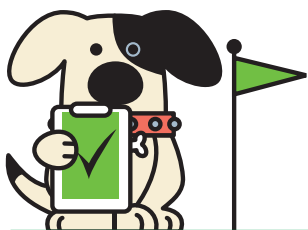
 We find that children like to help with this part of the job. We purchased some golf counters from ebay - very inexpensive - and took some children on a walk along dog paths with us. Keep an eye on their counting, make sure they don't get carried away with enjoying the clicking sound of the counters! Make sure they only click if they really see a dog poo.

 **Wee Flags:** Make up a set of flags (we used laminated pieces of the GDW logo and attached them to long green garden sticks) and find an area with a lot of dog poo on the ground. Have the children stick the flags in the ground next to (not in!) the dog poo. Take a picture to show how dramatically bad it is! At six months, do it again at that spot, to see if there is improvement or to show people it's still bad and they need to shape up!

 **Coloured paint or sand:** Some schools have a bad problem with footpaths near the school. Their eco groups have led projects whereby the children poured coloured sand over the dog poos to help people see how bad it was. We read of another district that has used the same concept, using spray paint (biodegradable).

 **Fake Poo:** Children love making Fake Dog Poo and it can be useful to dramatise the situation without actually working near "the real thing". (See pages 12-13, "Children, Your Best Allies".)

If you think of other fun, creative ways to involve the children in the poo counts, please let us all know!



## Resources:



The following websites have further information on the Green Dog Walkers Campaign and Licensing to Local Authorities, including Pledge Forms which can be downloaded:  
[www.falkirk.gov.uk/greendogwalkers](http://www.falkirk.gov.uk/greendogwalkers)

[www.cgiscotland.org](http://www.cgiscotland.org)  
Green Dog Walkers page (The quarterly publication 'New Leaf News' can also be accessed at the CGI website, which runs regular GDW articles and announcements).

[www.cgiscotland.org/Page/green\\_dog\\_walkers.html](http://www.cgiscotland.org/Page/green_dog_walkers.html)  
(Video Clip from Crufts TV)

Northumberland County Council has the green dog walker license from Falkirk Council.

Animal Welfare Team  
Northumberland Country Council, Stakeford Depot,  
East View, Choppington  
Northumberland NE62 5TR  
[www.northumberland.gov.uk/greendogwalkers](http://www.northumberland.gov.uk/greendogwalkers)  
[greendogwalkers@northumberland.gov.uk](mailto:greendogwalkers@northumberland.gov.uk)  
Telephone 01670 623751



leave only pawprints....<sup>® 2011</sup>