The Theory and Practice of Institutional and Policy Advocacy for Equine Welfare

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5th Africa Animal Welfare Conference
Animals can’t change their welfare, but people can.
Our work builds on this in three ways:

- **Community Engagement**
  - Working with communities to enhance their skills and support to unlock their compassion for animals.

- **Animal Health**
  - Working with local health service providers and farriers to strengthen their skills so owners can get their animals the help they need when they need it.

- **Advocacy**
  - Working with governments at all levels and international bodies such as the UN to create an enabling environment and prevent abuse for practical and long-lasting change.
Advocacy is something we recognize when we see it.

There is no agreement on which activities constitute advocacy, but it has defining characteristics.
At the end of this presentation, participants will be able to:

1. Appreciate the vulnerabilities of working equids including the threat posed by donkey skin trade

2. Appreciate why legislative and institutional advocacy are critical in addressing donkey welfare and threat of skin trade

3. Appreciate how good academic theories informs programming for effective advocacy
Most animal welfare problems are directly due to:

- **Owner behaviour**: knowledge, attitudes, beliefs, personality, lack of commitment, culture and traditions, ignorance, lack of skills

- **Poverty**, lack of resources affects the owner’s ability to provide for their welfare and freedoms

- **Institutional** factors such as inadequacies in policies implementation and enforcement, low support from institutional systems and structures
Exposure and Vulnerabilities of Working – equids (examples)

Killing for their skins (DHT)

Some Priority Welfare Issues
Advocacy or Not?

• If the OBJECTIVE is to change government or institutional policy / legislation / strategy / budget / practice for long-term animal welfare improvement,

• The activity WILL be classed as advocacy at The Brooke
DHT – What is the issue

- Between 2016 and 2019, an upsurge in loss/theft of donkeys in Kenya, especially in the counties that host donkey abattoirs and those that were listed to have high donkey populations in the 2009 Census.
- Donkey population declined by 789,339 animals between 2016 and 2019 (the same period the slaughter houses were operating).
- Mass slaughter of donkeys is a growing problem believed to be driven by burgeoning demand for skins in China for the production of ejiao, a traditional Chinese medicine – is it sustainable?
- There is no functional production/breeding program in place and that donkeys have not traditionally been kept as a production animal for meat or skins.
- The slaughter houses have demonstrated inability to comply with government directives or self-regulating sustainability best practices given reports of indiscriminate slaughter resulting to killing of pregnant and young donkeys.
- No code of conduct for merchants that dictates a system for traceability, handling of stolen stock and cross border donkeys that have a serious disease transmission potential.
Brooke firmly believes that the sustainable solution to tackling the effects and impacts of commercialized donkey slaughter for the skin trade is to ban it nationally, regionally and eventually globally.
What changes are needed to Safeguard donkeys for socio-economic and resilience support?

1. End theft and cross-border smuggling of donkeys
2. Remove donkeys from a list of declared animals for slaughter
3. Ban commercial slaughter of donkeys for meat, skin and or any other purposes.
4. Invoke the precautionary principle for the preservation of donkey species for the sake of posterity.
What do advocates do?

• Advocates want to see results of their advocacy efforts for example undertake activities that,
  • Increase awareness and visibility of the issue
  • Promote collaborate with others with similar policy beliefs or new actors
  • Nature and increase political and public will
  • Build relationship with key decision makers and/or influential
  • Generate credible evidence (research and anecdotes)
  • Mobilize action from the affected persons
  • Prosecute the issue through formal avenues including litigation
• Theories of policy processes allows advocates to predict what will happen if they do certain things/activities.
As advocates of policy and practice;

If you are trying to influence a policy decision of a business, government or other body, then there are five questions to answer:

a) Where is the decision made?
b) Who makes the decision?
c) How is the decision made?
d) When will/could the decision be made?
e) What influences the decision?

If you are trying to influence the practice of an institution, the questions to ask are:

a) Who is responsible for that practice?
b) Why does this practice take place? What factors influence that practice?
c) What are the incentives and barriers to adopting the change that you are promoting?
## Some common theories that helps advocates predict what will happen if they do some things

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<tr>
<th>Theory</th>
<th>Description</th>
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<td>A theory of change</td>
<td>Presents a tool that helps describe the need you are trying to address the changes you want to make and the activities to take to rearise the change.</td>
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<td>The classic normative theory</td>
<td>It assumes that individuals are rational and will always make informed decisions and that their decisions can be informed and influenced by either research findings or rhetoric's and anecdotes that convey relevant information that helps decision makers understand better the context.</td>
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<td>Resource mobilization theory</td>
<td>It demonstrates that people with shared goals can combine and share resources with others to gain a competitive advantage. For advocates, this is critical in mobilizing support from like minds into coalitions.</td>
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<td>Power Elite theory</td>
<td>It demonstrates that power is concentrated in a relatively small group of people inside and outside of government institutions that dominate the policy process. For advocates this is critical as it helps one determine who makes the decision.</td>
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<td>Institutionalism theory</td>
<td>It's the view that power to change policy is wielded directly by those formal players who are required to participate in the policy process: legislatures, executives, courts, and even government agencies.</td>
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<td>Policy Windows theory</td>
<td>According to this theory, policy windows can be predicted (e.g., elections, budget etc.) and unpredictable (e.g., a dramatic event or crisis, such as a plane crash or hurricane).</td>
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Donkey population

2022* .......................... 2.1 Mn
2021* ..........................
2020* ..........................
2019* ..........................
2018* ..........................
2017 ...........................
2016 ........................ 1.96Mn

Kenya's donkey population growth rate per annum is estimated to be 1.04%.

Donkeys slaughtered

2022* .......................... 174k
2021* ..........................
2020* ..........................
2019* ..........................
2018* ..........................
2017 ........................ 20k
2016 ........................ 0

Over 300,000 donkeys have been slaughtered in the last 3 years.

Donkeys reported stolen

2016 ........................ 476
2017 ........................ 2641
2018 ........................ 1061

Donkey owners net up to Sh11,390 per month from transportation services.

Donkey theft cases (2018)

25% of 301,977 (75,494) donkeys slaughtered assumed to be working donkeys would generate Sh11,390 each per month. Sh28.3 billion.

8.1% of the donkey population in the country last year were slaughtered.

Kenya is home to close to 2 million donkeys; 50% are in the rift valley.

Donkey population

Rift valley

988,647

North eastern

382,345

Eastern

304,249

Other

290,000

Kenya and Kajiado reported the highest donkey theft cases.

Export of donkey products last year are estimated to be worth Sh1.82bn.
Providing technical support for petition, letters of action, to government
Catalyzing lobbying and government governments
Media messaging and engagements with line institutions and policy actors

Regional conference co-hosted with the IGAD/ICPALD on donkey skin trade
Take home message

• There is serious sense in stepping back and analyze the commercial slaughter of donkeys for the traditional Chinese medicine – is it sustainable?
• Globally, donkey population has declined for example in Kenya by 789,339 animals between 2016 and 2019 (the same period the slaughter houses were operating).
• There is no functional production/ breeding program in place and that donkeys have not traditionally been kept as a production animal for meat or skins.
• The slaughter houses across many countries have demonstrated inability to comply with government directives or self-regulating sustainability best practices given reports of indiscriminate slaughter resulting to killing of pregnant and young donkeys.
• Advocacy is a critical recipe to promote and influence change leading to regulation and ban of commercialized slaughter of donkeys
• Exposure to academic theories that contribute to tactics for effective advocacy may sharpen our thinking as they help to predict what will happen if you do something
Thank you

Mtunze Punda Daima