



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

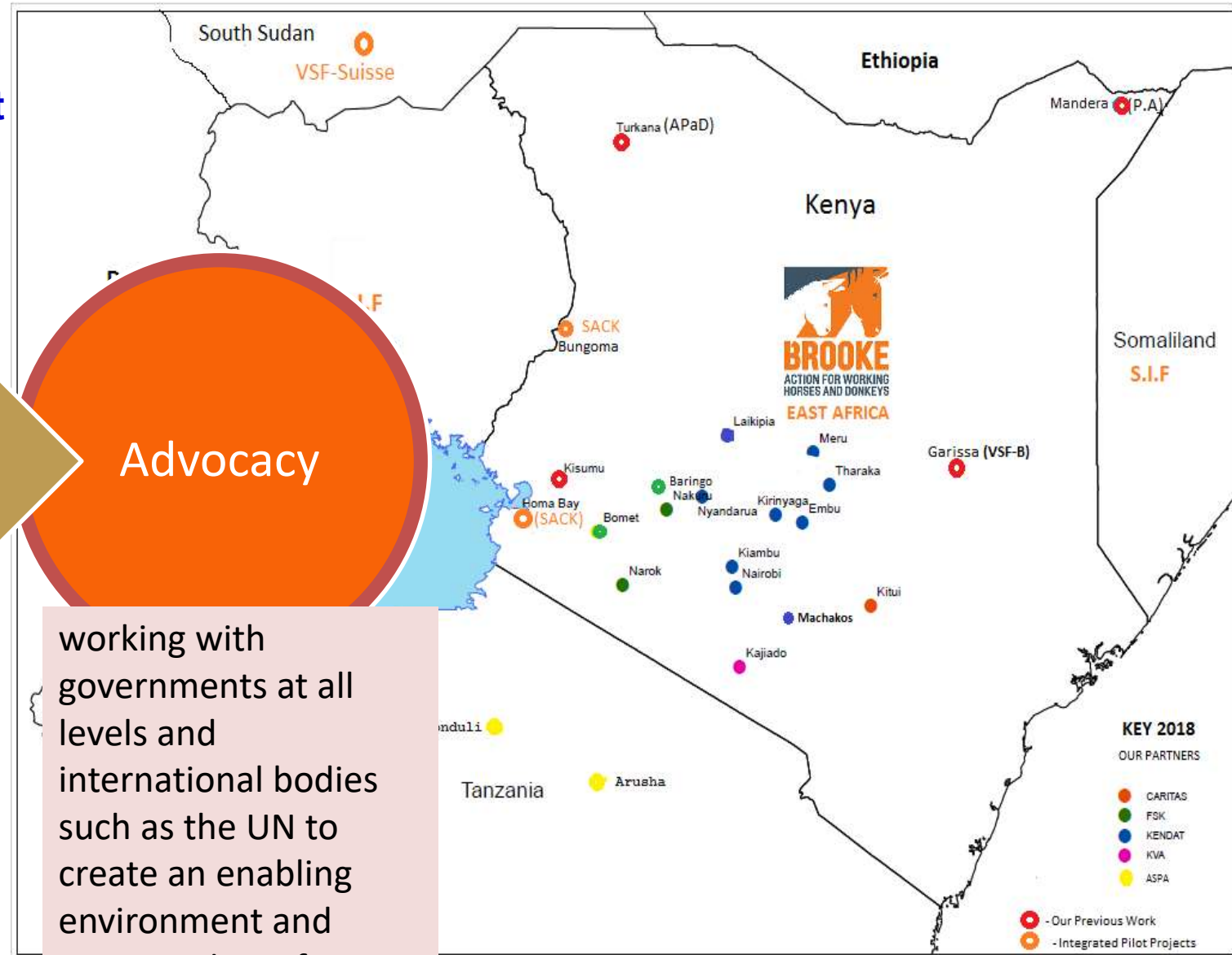
Working with communities to enhance their skills and support to unlock their compassion for animals

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;



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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 programing 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)



Some Priority Welfare Issues

Advocacy or Not?

- If the OBJECTIVE is to change **government or i policy / legislation / strategy / budget / practi term animal welfare improvement,**
 - The activity **WILL** be classed as advocacy at The Brooke



DHT – What is the issue

- Between 2016 and 2019, - upsurge in loss/theft of donkeys in Kenya, especially in the counties that hosts 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

A theory of change	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.
The classic normative theory	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.
Resource mobilization theory	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.
Power Elite theory	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.
Institutionalism theory	Its of 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.
Policy Windows theory	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).

Donkey population

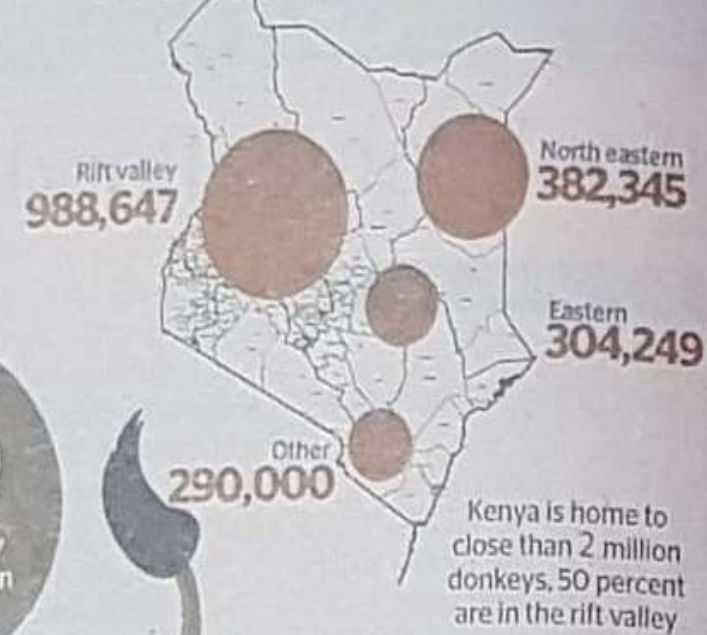


Donkeys slaughtered



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

Donkey population



Evidencing

Donkeys reported stolen



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



Export of donkey products last year are estimated to be worth

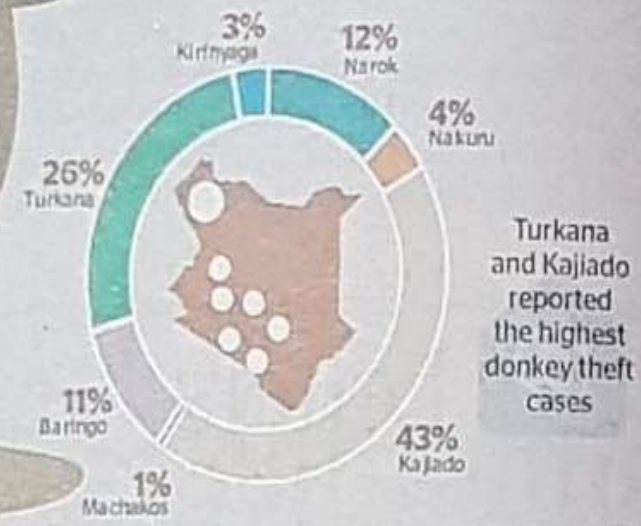
sh1.82bn

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.

2209 tonnes of donkey skin was exported in 2016.

Donkey theft cases (2018)



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

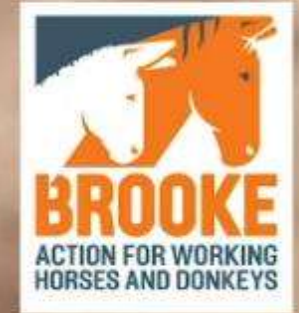


Regional conference co-hosted with the IGAD/ICPALD on donkey skin trade

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



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