

## **Leave It: Final Evaluation Report**

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# *Leave It*

## Final Evaluation Report



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**Final Evaluation Report**  
10<sup>th</sup> July 2019

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# Background

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In 2017 Social Marketing @ Griffith co-created and built *Leave It* and engaged with Redland City Council dog owners through a promotional program to raise awareness for the *Leave It* program. Within the *Leave It* pilot a variety of professionals who train dogs in Redland City Council undertook professional training which included a component on wildlife aversion training. The promotional program included an event *DogFest* supported by a communication program featuring PR, flyers distributed through various local business and community areas, website, mailing list and social media. The *Leave It* pilot demonstrated that koala aversion could be embedded within dog training programs to help dogs to improve their abilities to avoid koalas.

*Leave It* (Stage 2: Broad Implementation 2018-2019 of the Community Behaviour Change Program – Koalas and Dog Owners), aimed to extend *Leave It* to a city-wide scale to increase related dog abilities, namely koala aversion. Overall, this program of work sought to assist in the reduction of koala injury and mortality from domestic dog attacks.

*Leave It* aimed to continue focus on dogs by:

- 1) Successfully embedding koala/wildlife aversion into dog obedience training delivery within the RCC area
- 2) Successfully embedding appropriate denning practises into dog obedience training delivery within the RCC area (to reduce threats to koalas and wildlife)
- 3) Promoting, encouraging and supporting dog obedience training to ensure that highly trained, obedient dogs are more enriched and less likely to bark, therefore causing less neighbour disputes.

*Leave It* (Stage 2) adopted a 'train the trainers' approach within a 'city wide' roll out working with all identified dog trainers servicing the Redland City Council area. It was anticipated that a voluntary 'train the trainers' approach would engage a greater number of dog owners and dog breeders in a shorter time frame than could be undertaken by employing the initial approach piloted in 2017.

## *Leave It Stage 2*

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Expert trainers, namely Steve Austin and Ryan Tate, were engaged to deliver two koala/wildlife aversion and denning practice focussed training sessions for local dog trainers and dog breeders in Redland City. These sessions were referred to as the *Leave It* - Train the Trainers workshops. Two expert trainers in koala/wildlife aversion and denning practices were engaged to deliver different training options to attract the widest possible cross section of dog breeders and dog trainers. Dog trainers were given the freedom to participate in one or more expert training sessions focussed on koala aversion and denning practices at no cost to them.

The main objective of the *Leave It* - Train the Trainers sessions was:

- Koala/wildlife aversion – Understanding how to desensitise dogs from koalas. Dogs are able to either actively avoid a moving koala toy/taxidermy with koala scent (scat) and the processes to be applied by trainers were taught by expert dog trainers.
- Confining dogs in yards at night (e.g. denning, crating or restraining)
- Keeping dogs on leads while in public reserves.

Dog trainers and dog breeders who participated in the *Leave It* - Train the Trainers sessions were provided with contact details for RCC Wildlife Officers and they were encouraged to invite RCC Wildlife Officers to assist with local dog training sessions involving koala/wildlife aversion and denning practices for members of the public. Additionally, they were encouraged to contact RCC Wildlife Officers to receive delivery of free koala scats for aversion training when needed.

In order to encourage dog trainers to attend the *Leave It* “train the trainer” sessions, various benefits were offered including:

- Six months free dog registration discounts for owners whose dogs successfully completed koala/wildlife aversion and denning practices training by *Leave It* ‘accredited’ trainers (value \$30)
- Being acknowledged as having participated in *Leave It* training on promotional materials (flyers, posters, website, etc) delivered by the *Leave It* online and offline channels and other RCC communication platforms as approved
- Free entry and stall space at Santa Paws in the Park event which was held October 2018.



**Table 1.** *Leave It* program aims

<b>RE-AIM Dimension</b>	<b>Project Aims</b>
<b>Reach</b>	<p>10% increase in unique visits on the <i>Leave It</i> website</p> <p>10% increase in people reached on Facebook</p> <p>10% increase in likes and comments on <i>Leave It</i> Instagram account</p>
<b>Effectiveness</b>	<p>Significantly improve dog abilities through participation in the <i>Leave It</i> program (Sit, stay, heel, aversion/not chase things, come back when called, stay quiet on command, crate use)</p>
<b>Adoption</b>	<p>Achieve 85% uptake for local dog trainers and dog breeders in train the trainer sessions over the 18-month period (minimum of 12 of the 14 dog training companies in RCC undertake <i>Leave It</i> - Train the Trainer sessions)</p> <p>A minimum of 4,500 dog owners participate in individual or group training sessions, talks or workshops that incorporate the <i>Leave It</i> training</p>
<b>Implementation</b>	<p>Satisfaction for <i>Leave It</i> program participants to remain high</p> <p>Stakeholder participation benefits to remain high &gt;6.0 out of 7</p>
<b>Maintenance</b>	<p>85% of participants express their intention to attend <i>Leave It</i> workshops and seminars again</p>

# Evaluation strategy

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A longitudinal study design was undertaken to evaluate the outcome of the city-wide roll out for the *Leave It* program. Combining results from the 2017 *Leave It* pilot data and the baseline data collected in June 2018, the evaluation captured three time points across the period of the entire *Leave It* project to provide a comprehensive overview of progress (or not) across the Redland City Council community.

## Process Evaluation

A process evaluation was undertaken to assess dog owner and trainer exposure and reach, workshop and training delivery and to clarify reasons for use and engagement with the *Leave It* program (Merom, Rissel, Mahmic, & Bauman, 2005). Analyses of all promotional components of *Leave It* was conducted. This included website traffic analysis, reach data for radio and bus shelters advertisements, and public seminar feedback surveys.

## Outcome evaluation

The effectiveness of *Leave It* in delivering koala/wildlife aversion and denning practices for dog owners was assessed using self-report questionnaires. A longitudinal study design was used to assess dog abilities pre and post *Leave It* city wide implementation. A cross section of dog owners residing in the Redland City Council area were asked about their dog abilities (sit, stay, stay quiet on command, come when called, koala aversion and more) and denning practices (where the dog sleeps at night) three times (March 2017, June 2018, and April 2019). Data at baseline was collected using both intercept survey methods and online questionnaires. Dog behaviours were measured by the question "Which of the following [behaviours] can your dog do?" For each one of the seven behaviours, respondents rated their dogs' behaviour using a 5-point Likert-type scale where 1 is "Never" and 5 is "Always" (David et al., 2019).

In the pre survey, a total of 361 dog owners residing in the Redland City Council area had provided their email addresses to the project team indicating their willingness to be recontacted for follow up evaluation purposes. The survey was advertised online to further extend the sample for both outcome and process evaluation purposes to examine *Leave It* program reach and identify additional areas of effect. The Facebook advertisement reached over 9,000 people, with 561 clicks.

A total of 2,013 survey responses were captured over the three time points. Independent samples t-tests were used to compare and contrast pre and post results to evaluate the outcome of the *Leave It* city wide project.

# Process evaluation results

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## Promotion results

To promote *Leave It*, a targeted integrated promotional strategy was implemented to reach dog trainers who service and dog owners who reside in the Redland City Council area. The main promotional methods included: website ([www.leaveit.com.au](http://www.leaveit.com.au)), *Leave It* flyers, email marketing, social media marketing (Facebook and What's on Calendar), radio, newspaper, promotional events and event exhibition (Santa's Paws in the Park).

### **Website**

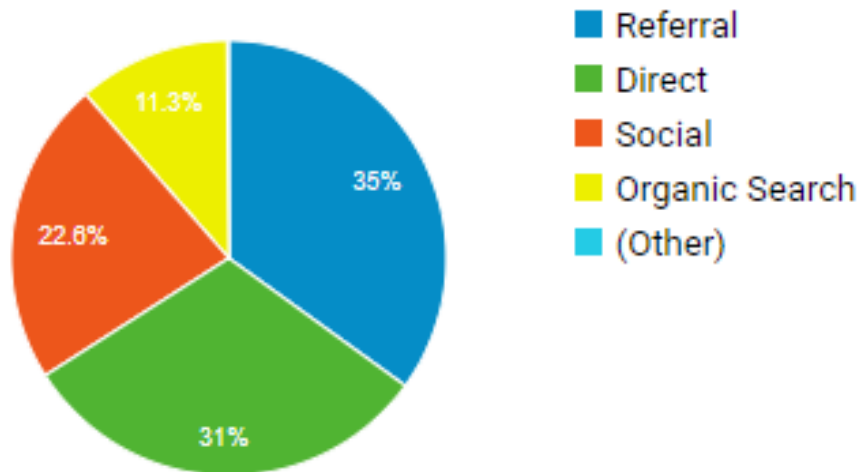
All promotion strategies featured the website link, where detailed *Leave It* program information was available. The website contained information on *Leave It* session types, the *Leave It* trainers, frequently asked questions and blogs. Further the website provided information communicating the Free Seminar programs (mainland and Stradbroke Island) and Free Advanced training workshops. Figure 1 reports the overall traffic visiting the *Leave It* website, length of time spent on web pages, the number of web pages visited and the proportion of new and returning visitors. As can be seen in Figure 1, the website attracted the highest volume of visitors between August and December 2018, which was the period the promotion of the workshops by Steve Austin and Ryan Tate occurred. During this period a series of promotional strategies such as radio, social media, and press releases were conducted, which led to a higher traffic in the website. On average visitors to the web site spent 1 minute and 49 seconds viewing materials and they visited 2.5 pages in the website. A total of 11% of all visits to the *Leave It* web site were returning visitors.

**Figure 1. Leave It 2018/2019 website traffic**



Figure 2. *Leave It* 2018/2019 website traffic sources

## Top Channels



## Blogs

Blog posts were included in the *Leave It* website from 2019. Blogs were used to help any person searching on the *Leave It* website for training tips and tricks with free training advice. Blog posts that are currently available on the website are:

- 1) Recall – the importance of having a dog come back when called
- 2) Reward words – how to train your dog
- 3) Playing fetch – reward training exercise
- 4) Heeling – having a dog who can walk on a leash

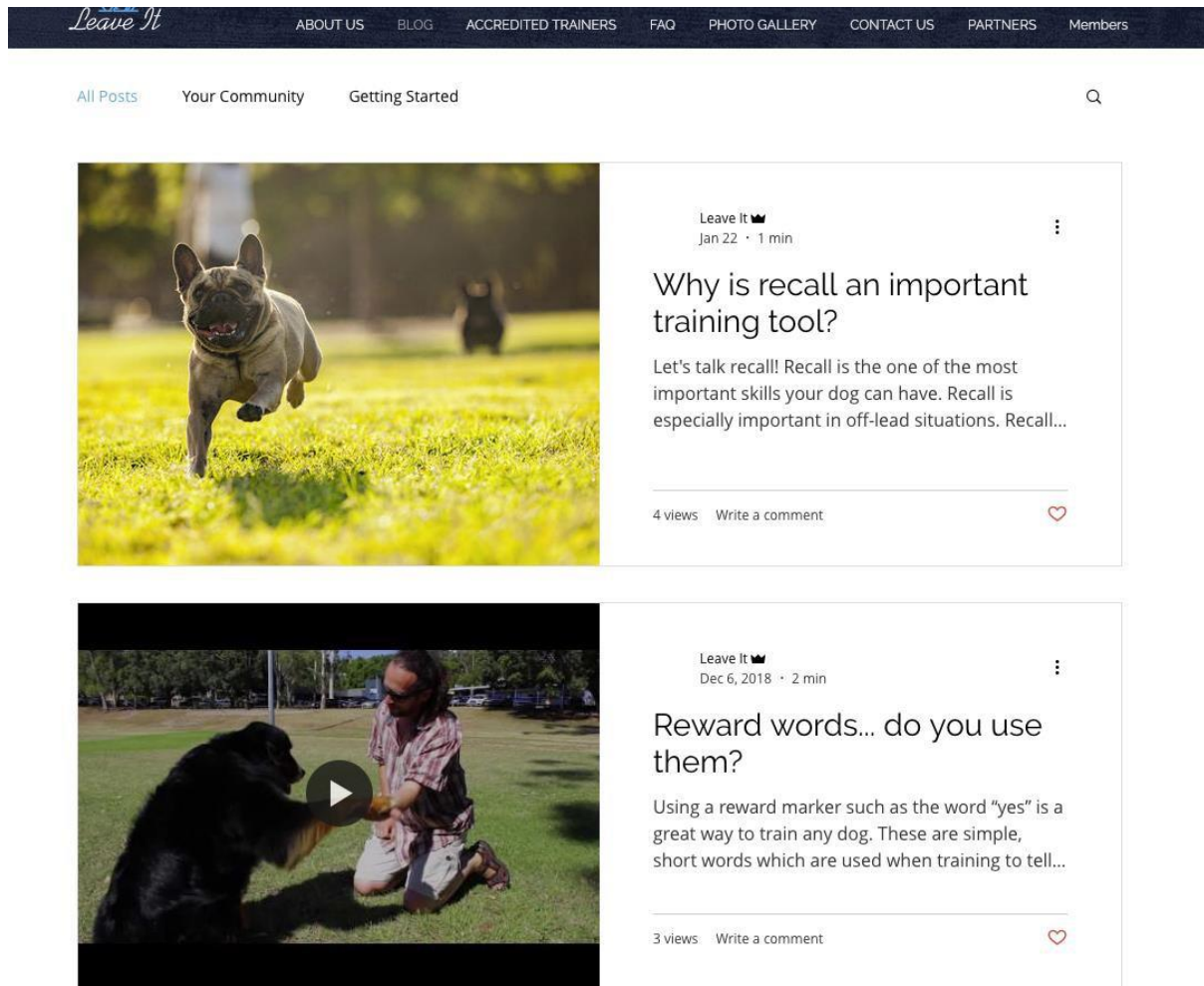
All of these training tips and tricks come from expert trainers Ryan Tate and Steve Austin.

Blogs were also utilised for Search Engine Optimisation (SEO). SEO optimisation assists members of the public searching the internet looking with a resource that can be accessed to help them to train their dog, and it services as a means to drive additional traffic to the website. The blogs also have an interaction section where members of the public can ask questions or leave comments about their current training.

All blogs had a video attached to show how to do the training as well as a written section. Articles are being added on a monthly basis, with denning and wildlife aversion currently in draft mode.

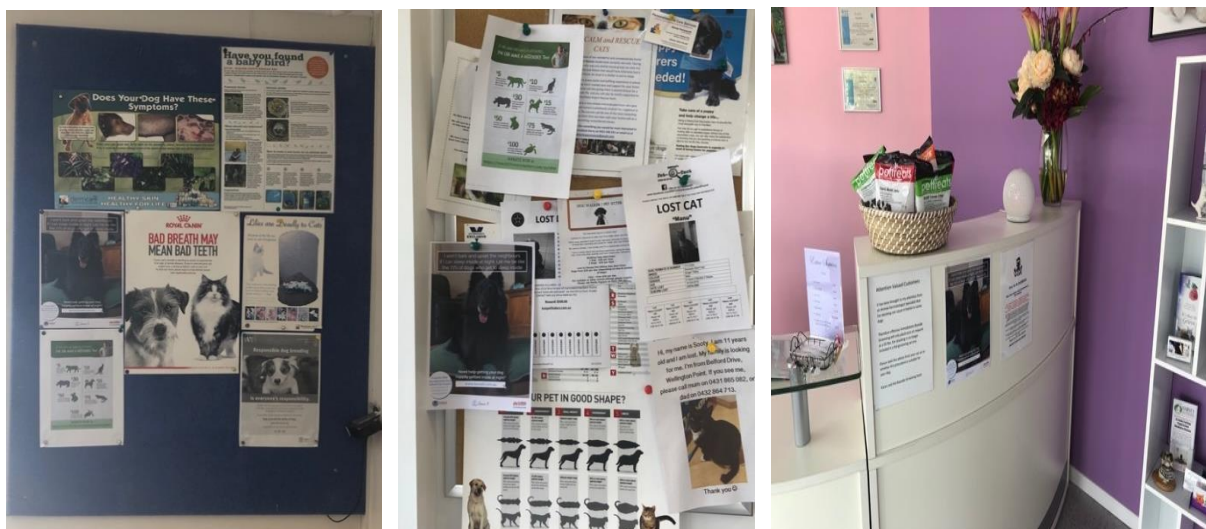
Example of the blog posts follow over the page (see Figure 3).

Figure 3. Example blog posts



Over the course of the 18 months, flyers were distributed into multiple businesses throughout Redlands. These businesses consisted of retail shops, dog groomers, pet stores, vets, produce stores, bus shelters and dog parks. In total 16 different flyers (see Appendix C) were added to these places over the course of the project (see Figure 4 for flyers distributed in community).

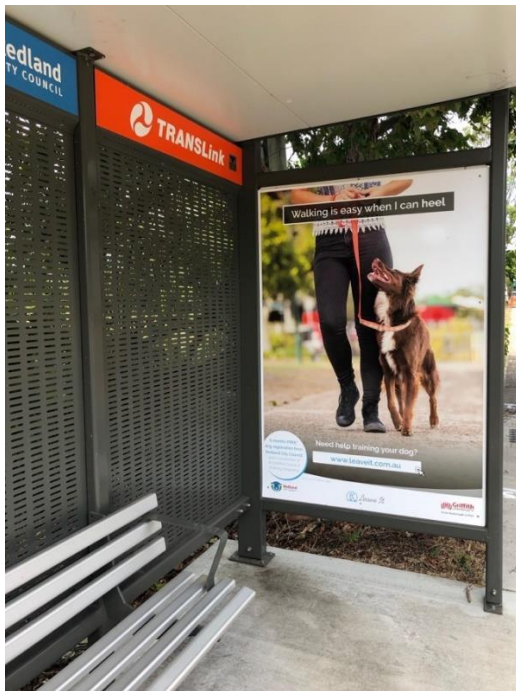
Figure 4. Flyers at retail outlets



## ***Bus Shelter Advertising***

Bus Shelter advertising was used at two locations from January to July 2019 - Old Cleveland Road and Mt Cotton Road (See Figure 5). Over the course of 6 months, 8 posters were shown at the two locations. Current road traffic reports show that on average 38,000 drivers use both roads where the bus shelter advertising is located daily. With on average 37 people using the bus shelter. Below is an example of the bus shelter advertising. See Appendix E for all bus shelter advertising.

**Figure 5. Bus Shelter example**



## ***Media***

### **Press Release**

*Leave It* was supported by press releases to raise awareness for the public events and the overall *Leave It* program. Over the course of the 18-month program there were two pieces in the Redland City Bulletin (see Figure 6). Reach data is pending at time of draft report release.

## Figure 6. Redland City Bulletin press release

OCTOBER 9 2018 - 11:30AM

# Learn how to teach your dog tricks at free seminar

Hannah Baker

Local News



**DOWN BOY:** A free tutorial will help Redlands dog owners to know how to keep in command.

TEACHING an old or young dog tricks – like to sit, stay and heel – is easy with help from canine training specialist Ryan Tate.

Mr Tate will visit Redlands Memorial Hall on Saturday, October 27 to give free dog training advice to Redlands residents.

The seminar, on between 6pm and 8pm, is part of Griffith University's Leave It program, which was set up last year to help owners keep command of their pups better.



Aussies born before 1962 with private health cover need to know this

[View More Local Businesses](#)

### Antiques Shop Cleveland

Showcasing an extensive range of antiques & collectables

0738...

[Show Number](#)



### Floors Need Cleaning?

We can clean your carpets, rugs, tiled floors and more...

0738...

[Show Number](#)



### Aust-Star Motors

Brisbane's Independent Mercedes Specialist

0733...

[Show Number](#)





### Radio

Radio advertisements were also utilised for both Steve and Ryan’s public seminars to ensure maximum possible reach in the Redlands community. The 20 second radio ads were delivered during prime time listening of breakfast, morning, and afternoon radio. The radio stations broadcasted to were: Nova, 97.3, Triple M, B105, RIVER FM, 4BC, MAGIC and 4KQ.

Voice over – “*Wish your dog was better trained? This Saturday, the Redlands community are invited to a FREE training seminar with one of Australia’s most experienced dog trainers. Register at Leave It dot com dot au*”

**Table 2. Total audience for the radio advertisement**

Cumulative Audience	15.9%
Cumulative Audience	157,000
Average Frequency	1.5
Potential Audience	988,000

### ***Santa’s Paws in the Park***

Santa’s Paws in the Park drew an audience of 2500+ visitors to the event. A series of talks, obedience demonstration displays, and wildlife aversion displays were presented during the day all of which drew large audiences (100 ± per display and talk). Over 200 flyers were distributed, and Ryan Tate stayed in the *Leave It* stall all day promoting the *Leave It* program, as well as dog training in general to the dog owner community attending the event.

**Figure 7. Ryan Tate's wildlife aversion talk**



Dog obedience and training focussed presentations were delivered by Redlands Positive Response Dog Training and Dog training 101 (both accredited *Leave It* trainers)

**Figure 8. Talk and dog demonstrations by accredited trainers**



# Workshops and Seminars

## Steve Austin's - Train the trainers Workshop

Steve Austin ran a weekend of workshops on the 15<sup>th</sup>/16<sup>th</sup> September 2018. All local dog training businesses within the Redlands suburbs were contacted to receive a full day of training free of charge. All trainers who accepted the training, could choose between Steve Austin or Ryan Tate workshops. Workshops were offered in different months to extend availability for trainers and to provide the option to access two seminars. For Steve's workshops, both days were fully booked.

Table 3. Dog training companies attending Steve Austin's workshops

Saturday 15 <sup>th</sup> September	Sunday 16 <sup>th</sup> September
Positive Response Dog Training (n=9)	Here to help pet service (n=1) Dog Training 101 (n=12)

The main teachings for the weekend consisted of denning practices, koala conservation, recall and koala aversion training. Each trainer was able to bring a dog to have hands on training.

Figure 9. Steve Austin Train the trainers workshops



## Steve Austin – Public Seminar

Steve also ran a public seminar on Saturday 15th September. Flyers were added around all Redlands areas including pet stores, groomers, produce outlets and retail shops. A Facebook event page was also set up and the seminar was promoted via social media pages such as IndigiScapes. In addition, a notice on the What's on Calendar was added.

Figure 10. Facebook event page Steve Austin free Seminar



Figure 11. What's on Calendar Event



The What's On calendar lists upcoming events and activities taking place in the Redlands. These include both Council-run activities and community submitted events.

Submit a new event

You can filter types of events by selecting the relevant categories to the right.

Saturday, 15 September 2018 | 6 – 8pm REDLANDS MEMORIAL HALL



Need help training your dog? Free Seminar

Steve Austin will be holding a free seminar on dog behaviour training.

Free to the Redlands community.

RSVP to secure your spot at [www.leaveit.com.au](http://www.leaveit.com.au)

ADD TO CALENDAR

FORWARD TO FRIENDS

Leave It received a good response from the public for the free night seminar with 67 likes, 42 comments and 25 shares on the two Facebook events. This resulted in 69 RSVPs to attend the night, with 58 attending. Over the course of the night, Steve talked about the importance of having well trained dogs and gave tips and tricks to the community. There was ample time for all guests to ask specific questions about dog training. An example of the questions asked are

in Appendix D.

**Figure 12. Steve Austin's Public Seminar**



***Ryan Tate - Train the trainers Workshop***

Our second expert dog trainer Ryan Tate ran the second workshops on 27<sup>th</sup> and 28<sup>th</sup> October 2018. All local dog training businesses within the Redlands suburbs were contacted and once again dog training businesses were offered the option to receive a full day of training free of charge.

**Table 4. Dog training companies attending Ryan Tate's workshops**

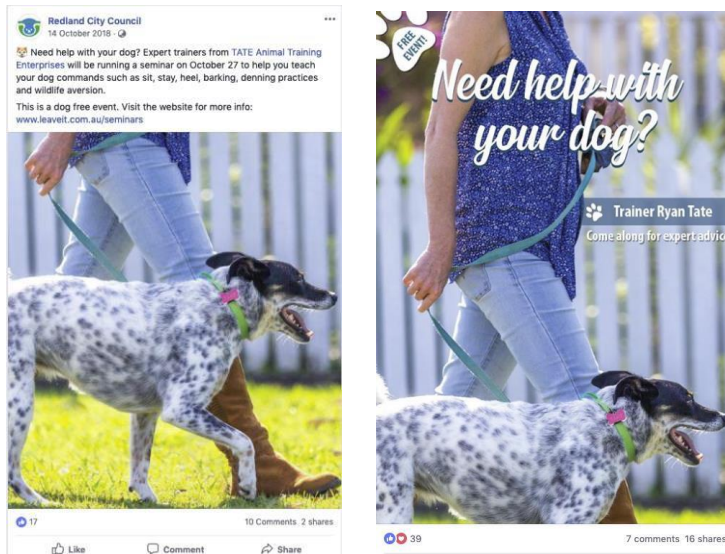
Saturday 27 <sup>th</sup> October	Sunday 28 <sup>th</sup> October
Manly Rd Vet (n=1)	
Treat me Calm dog training (n=1)	Fur Get Me Not (n=6) Harvey Dog
Morekos working dogs (n=1)	training (n=2)
Redlands Obedience Club (n=9)	

The main training topics were denning practices, koala conservation, recall and koala aversion training. Once again, each trainer was able to bring a dog to have hands on training.

Figure 13. Ryan Tate Train the trainers workshops



Figure 14. Facebook event page (RCC and Indigiscapes)



*Leave It* received another great response from the public wanting to come to the free night. On the Facebook pages there was 57 likes, 17 comments and 18 shares. The seminar had 59 RSVPs to attend the night, with 46 attending. Over the course of the night, Ryan talked about the importance of having well trained dogs and gave community members tips and tricks. There was ample time for all guests to ask specific questions about dog training. An example of the questions asked are in Appendix D.

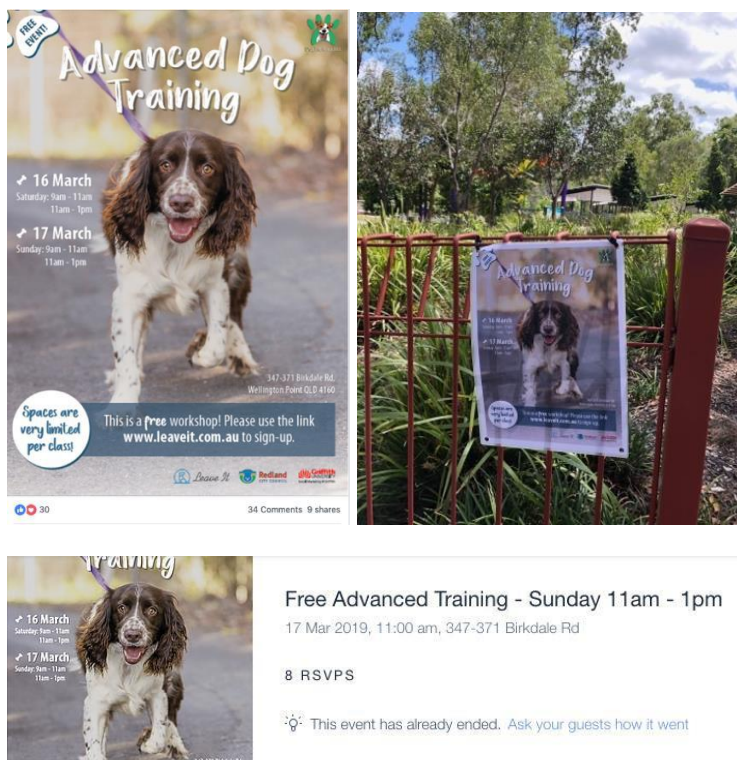
Figure 15. Ryan Tate's Public Seminar



## Dog Training 101 – Advanced training Workshop

On the 16<sup>th</sup> and 17<sup>th</sup> of March 2019, Dog Training 101 ran an intro to advanced training for the public. Classes were kept small at 8 per class with four classes run over the weekend. These classes specifically looked at koala aversion training and denning practices. A Facebook event was added to RCC Facebook page along with flyers around dog parks. All four classes were sold out.

Figure 16. Dog training 101 – Free Advanced Training Promotion



Due to the severe weather during the weekend for the advanced training, there was a low attendance rate. On average two dog owners showed up to each class. On the Saturday classes two people from both morning and afternoon attended. On the Sunday classes, there was one attendee in the morning and two in the afternoon.

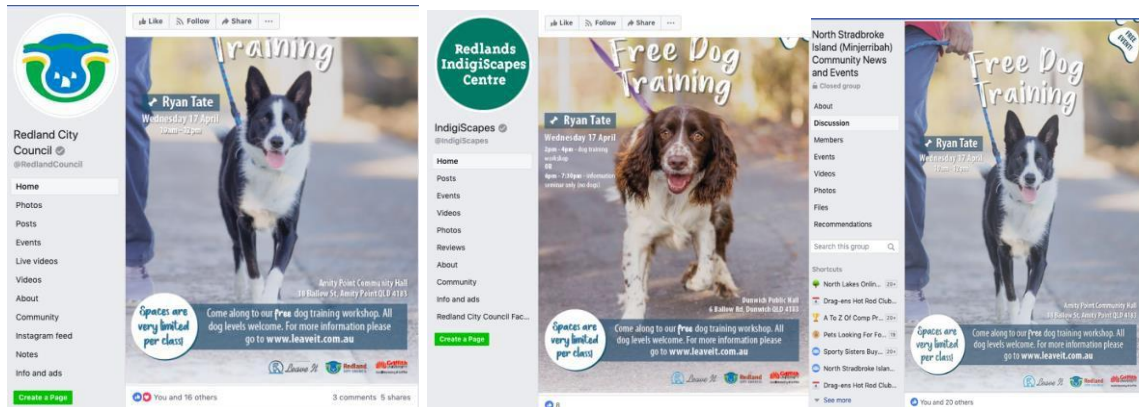
## Stradbroke Island – Training Workshops and public Seminar

In order to raise awareness of the importance of dog training in Stradbroke Island, *Leave It* workshops and seminars ran by Ryan Tate for the public were offered to both holiday makers and local residents during the school holidays from 16<sup>th</sup> to 18<sup>th</sup> April 2019. Workshops were held at two locations Amity Point and Dunwich to cater for more people. These workshops focussed on the need to have a well-trained dog (included denning and recall for koala aversion). All dog levels were welcome to this training. Ryan went over all basic commands from sit, stay, recall, off lead situations, and lead situations. Each workshop ran for 2 hours free of charge to the residents.



The event was added to multiple Facebook pages both on the mainland and Stradbroke Island, What's on Calendar, and flyers were added to retail outlets and notice boards on the Island. Social media advertising was also used to promote the events. See Figure 17 for the marketing.

Figure 17. Stradbroke Island Workshops Promotion



Wednesday, 17 April 2019 VARIOUS LOCATIONS ON NORTH STRADBROKE ISLAND



Free Dog Training by expert dog trainer Ryan Tate

Please come to one of our FREE dog training workshops run by expert dog trainer Ryan Tate.

All dog levels welcome for the day workshops. The night seminar is no dogs.

10am - 12pm - Amity Point Community Hall

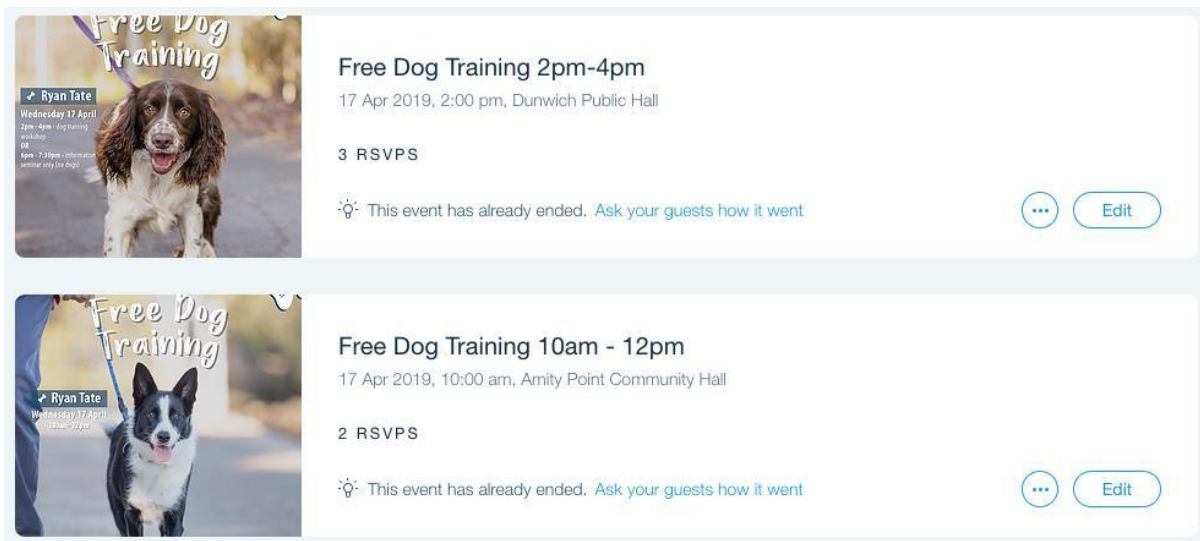
2pm - 4pm - Dunwich Public Hall

6pm - 7.30pm Dunwich Public Hall (no dogs)

Please book at [www.leaveit.com.au](http://www.leaveit.com.au) to secure your spot

ADD TO CALENDAR FORWARD TO FRIENDS

Figure 18. Stradbroke Island Workshops Website booking



To target holiday and makers as well as locals on Stradbroke Island, a paid Facebook campaign was utilised. The Facebook advertisement ran for five days prior to the workshops. See illustration of the advertised post in Figure 19 below.

Figure 19. Facebook Paid Advertising



Despite all promotional efforts undertaken, there was a low attendance at both workshops. The morning workshop had one participant (n=1) and the afternoon workshop had two participants (n=2). *Leave it* ended up cancelling the night seminar as there were no RSVPs. The minimal attendance rate can be associated with timing coinciding with the school holidays. It is important to note substantial demand existed for these seminars to be run on the mainland at the same point in time.

## **Leave It training implementation by accredited trainers**

There are currently (2019) seven dog training businesses that have completed the train the trainer's workshop days offered in 2018 (*Leave It* accredited trainers). Those trainers are: Dog Training 101, Positive Response Dog Training, Manners Matter, Morekos working dogs, Redlands Obedience Club, Here to Help Pet Service and Treat me Calm Dog Training. All trainers who participated in the training, were given the opportunity to promote 6-month free dog registration for each dog trained in koala/wildlife aversion and denning practices. A condition to attain the free registration was that each dog owner must complete the full training course and respond to both pre and post surveys. The dog trainers were provided with both a paper copy of the survey and an online version, to accommodate for dog owners' preference. So far in 2019, two people have requested the free 6-months registration.

### ***Train the trainers reach summary***

City-wide rollout assumed dog training companies would take up training to embed koala aversion into their training options. The city wide roll out encouraged 11 out of 30 identified dog training companies to participate in a one-day free training workshop on koala aversion and denning. In addition, 10 dog breeders were contacted to take part, but all declined. Furthermore, vets within the council area were contacted (n=10) but either declined or did not have in house dog trainers. Appendix F gives a full outline of the companies contacted.

Out of the 24 dog training companies that were able to be contacted (6 were disconnected and one had no website), eleven dog training companies participated in the free one-day training sessions – a sign up rate of 46%. Feedback from dog training companies that chose not to participate included a lack of interest in koala aversion training. Dog training companies indicated there was no value in receiving additional denning training as denning is a main training protocol. Dog trainers choosing not to participate indicated they didn't want to come to training held by a University or a Council and they indicated they did not want to have stipulations put on their business to attend. Finally, some trainers choosing not to attend free one-day Train the Trainer session were not interested indicating "*they have been in this business for years, and don't need training*" or they felt that "*we are in direct competition with your trainers.*" Finally, Train the Trainer workshop timing may have impacted the decision to attend for one or more dog trainers.

### **Process evaluation survey results**

Surveys were conducted with attendees of the public seminars and train the trainer's workshops to understand participant's level of satisfaction with the program. From the train the trainers' workshop with Steve Austin all 15 trainers reported being satisfied/very satisfied about the workshop. All respondents responded being likely or very likely that they would attend the workshop again and recommend the workshop to others. The public seminar had a 100% satisfaction rate from the 24 completed surveys with 83.3% reporting they would likely re-attend a future seminar, and 95.8% were likely or very likely to recommend a Steve Austin workshop to other dog owners.

The train the trainer's workshop run by Ryan Tate had an overall satisfaction rating of 87.5% from 16 trainers. 83.3% of the trainers reported they were likely or very likely to re-attend and 100% of the trainers would recommend the training to others. The second public seminar had 25 completed surveys. 84% of the participants were either satisfied or very satisfied with the seminar and 96% reported they were likely re-attend. 95.7% of the participants would likely or very likely recommend the seminar to others. Due to low attendance for both advanced training workshops and Stradbroke Island no survey data is reported.

Table 5 below summaries satisfaction rates.

**Table 5. Satisfaction and re-attendance for trainers and public seminars**

<b>Workshops</b>	<b>Number of participants</b>	<b>Satisfaction rating</b> Satisfied/very satisfied	<b>Likelihood of re-attendance</b> Likely/very likely	<b>Recommendation to others</b> Likely/very likely
Steve Austin train the trainers	N=15	100%	100%	100%
Steve Austin Public Seminar	N=24	100%	83.3%	95.8%
Ryan Tate train the trainers	N=16	87.5%	93.8%	100%
Ryan Tate Public Seminar	N=25	84%	96%	95.7%
Advanced Training Weekend Workshop	Due to low attendance it was not viable to survey these participants	N.R.	N.R.	N.R.
Stradbroke Island Workshops	Due to low attendance it was not viable to survey these participants	N.R.	N.R.	N.R.

N.R. = Not reported as sample size is too small.

The public were given a chance to ask specific questions in relation to dog training before they came to one of the public seminars.

Table 6 below shows the list of questions that were asked by community members interested in the program. Thematic analyses of the questions indicate that the two most frequent themes were: *barking (at moving objects, aggressive, at the door, children, native animals)* and *walking on the lead (pulling, multiple dogs)*. In addition to wildlife aversion, the expert trainers talked about the most commonly asked topics during the public seminars.

**Table 6. Public seminar questions by themes**

<b>Dog training questions</b>	<b>Frequency</b>
Getting along with other dogs	N=1
Aggression (food/ dogs)	N=8
Barking (at moving objects, aggressive, at the door, children, native animals)	N=20
Recall	N=12
Walking on the lead (pulling, multiple dogs)	N=19
Jumping up	N=9
Doesn't like other dogs	N=2
Nipping	N=3
Digging	N=8
Learning <i>Leave It</i>	N=1
Reactive to other dogs	N=3
Dominance	N=2
Chewing	N=7
Not following commands	N=2
Storm phobic	N=1
Puppy training (toilet training, basic training)	N=6
Catching/ chasing wildlife (domestic animals)	N=6
Grooming	N=1
Fighting	N=2
Anxiety (noises, separation, walking, children)	N=8
Indoor peeing (toilet training)	N=5
<b>TOTAL</b>	<b>N= 126</b>

## Promotion summary: reach and engagement

Multiple social media channels were used throughout the rollout. Analytics were used to evaluate reach, likes, comments, shares and ultimately sign-ups to the workshops. Flyer drops to local businesses which included upcoming events and/or attitudinal messages for the local community with direct links to the website ([www.leaveit.com.au](http://www.leaveit.com.au)). Radio advertising for both public seminars were rolled out the week before each seminar. Bus Shelter advertising throughout two locations within Redlands utilised messaging to discuss dog training and denning practices. A paid Facebook Ad was used to ensure reach for Stradbroke Island community training program. Finally, a community magazine was used to help reach dog owners residing or holidaying in the Redland City Council area. Overall there was positive impact in likes, shares, comments for organic social media posts. In total 521 Redlands community members were reached on multiple Facebook pages. In total there were 169 RSVPs to the four workshops/seminars provided to the public. Table 7-8 shows a full breakdown of the marketing channels.

**Table 7. Social Media reach**

Social Media Channels	Likes	Shares	Comments	RSVP's	Total reach
Steve Austin FB	67	25	42	69	203
Ryan Tate FB	57	18	17	59	151
Advanced Training	30	9	34	36	109
Stradbroke Island	45	5	3	5	58
				<b>TOTAL</b>	521

**Table 8. Paid Advertising**

Channels	Reach	Impressions	clicks	Total reach
Social Media paid	22,000	26,000	173	22,000
Bus Shelter				38,000
	<b>Cumulative Audience</b>	<b>Average frequency</b>	<b>Potential Audience</b>	
Radio	157,000	1.5	988,000	157,000
			<b>TOTAL</b>	195,022

## Outcome evaluation results

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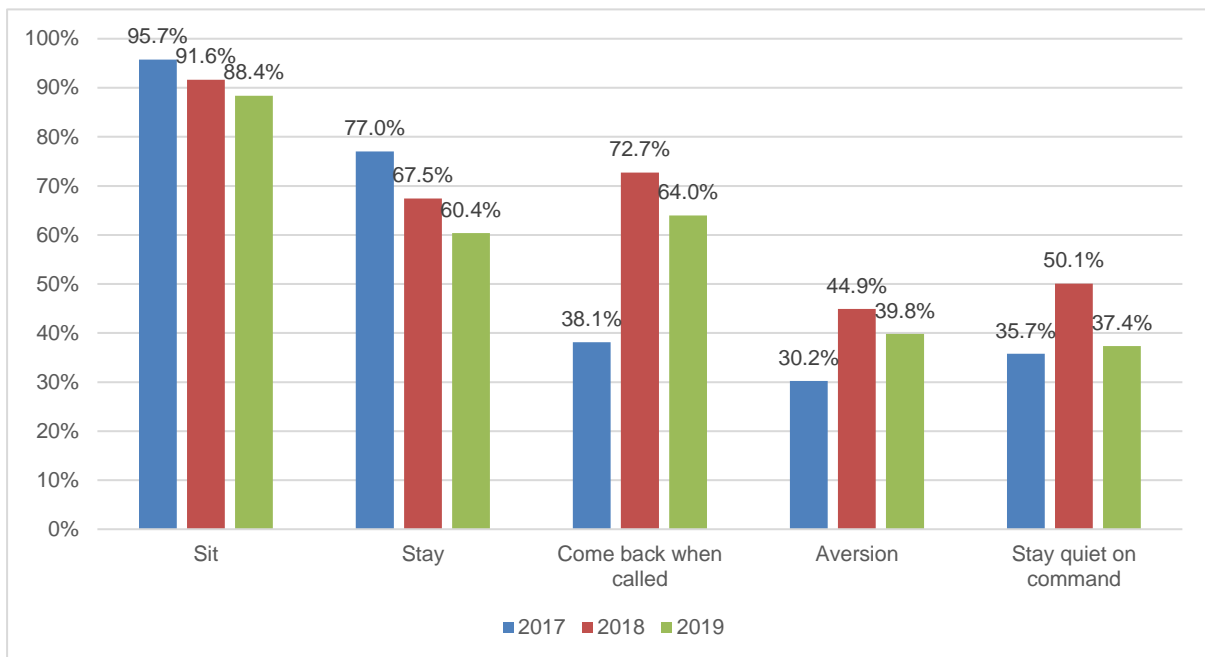
The outcome evaluation was conducted using three waves of data collected through the entire process of the *Leave It* program. The first round of data collection was conducted as the baseline of the *Leave It* pilot in March 2017 (n=635). The second round was conducted as the baseline of the *Leave It* 2.0 in June 2018 (n=931). And the post-survey was conducted in April 2019 through social media (n=447). All three rounds of data collection in the community were conducted in the Redland region at the population level with large sample sizes.

The awareness of the *Leave It* program was measured using the recall question “Have you ever heard about *Leave It*? If yes, where?”. Among the 444 respondents who answered this question, 12.2% could recall *Leave It*. A 12.2% unaided recall rate is considered to be good value for money (approximately \$1.02 to reach each person in the Redland City Council community). In comparison, other projects within the Redland City Council community are costing \$1.4 per person reached based on unaided recall rates and dollars expended. Audiences received *Leave It* messages or training materials through various channels, including posters, training companies, Redland City Council Facebook page, as well as friends and family.

Five types of dog abilities were asked through three waves of data collection, including sit, stay, comeback when called, aversion, and stay quiet on command. The respondents recorded behaviours as Yes/No (binary) in 2017, whereas in 2018 and 2019 dog abilities were recorded on a 5-point scale (Never/Seldom/Sometimes/Often/Very often). A total of 2013 responses were collected. In order to compare changes over the three-year period, the 2018 and 2019 data were converted into a binary format to permit comparison. Scale categories of Never/Seldom/Sometimes were categorised as No and Often/Very was categorised as Yes. Categorisation of sometimes to No ensures that reports estimates are conservative. The percentage of dog owners who responded Yes to each of the dog abilities can be seen in Figure 20.



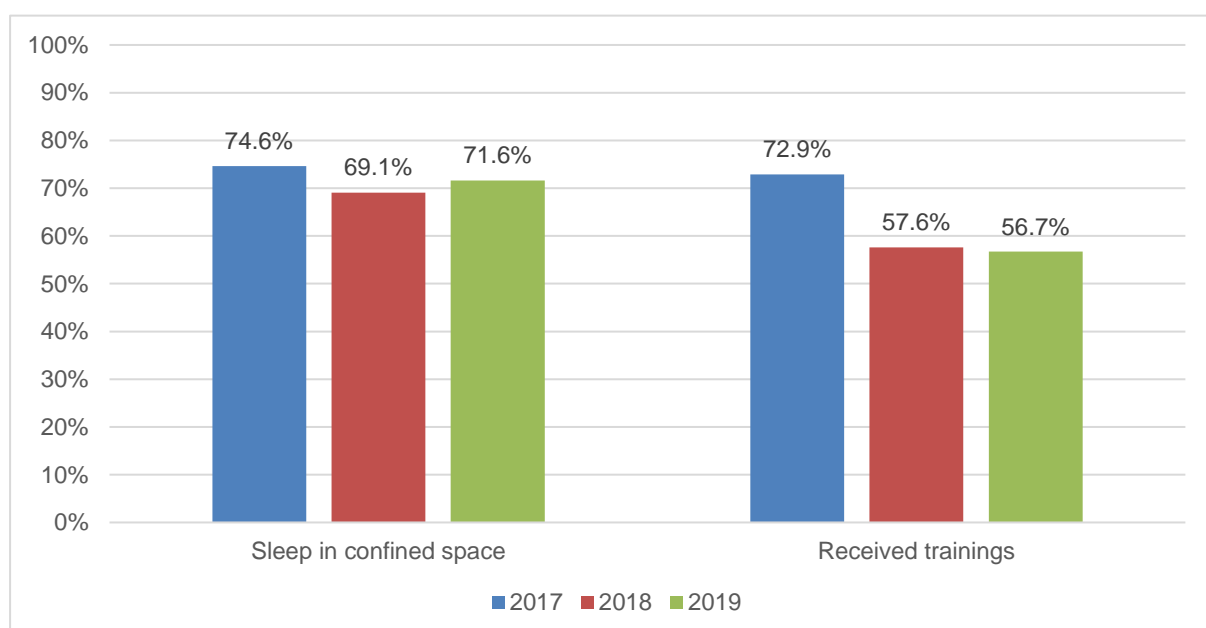
Figure 20. Outcome evaluation



As can be seen in Figure 20, sit and stay are the highest dog abilities. The different scale format explains differences between 2017 and other years. However, a slight drop in sitting and staying abilities is evident in 2019 when compared to 2018. Come back when called has increased from 38.1% in 2017 to 72.7% in 2018 and it remained higher in 2019 at 64%. The same outcome can be observed for aversion and stay quiet on command indicating that *Leave It* is increasing dog abilities that can benefit wildlife.

The percentage of dog owners who reported their dog sleeps in a confined place increased in 2019 when compared to 2018. It is important to note that 2017 cannot be directly compared. City wide roll out where promotion of dog training was left to dog training companies has resulted in a reported decrease, from 57.6% to 56.7% of dog owners from 2018 to 2019 (see Figure 21).

Figure 21. Confining and Training outcomes



Additional data on program uptake is not available due to challenges faced with the *Leave It* 2018 format implemented. Although six months free registration was offered as a benefit that dog trainers could use to get more dog owner registrations, feedback from the trainers suggested the benefit (\$30) was not appealing enough for dog owners to fill out surveys. Two lodgements for dog registration discounts is evidence that surveys were not distributed to dog owners by *Leave It* accredited dog trainers.

Feedback from the dog training companies was that field notes from observations were not possible as they required extra work for the trainers. Trainers report they have implemented *Leave It* wildlife aversion training in their normal training practices, however this cannot be quantified by the project team beyond the community survey data that indicates an overall increase in dog skills.

# Summary

A summary of outcome results from the *Leave It* 2018/2019 program is outlined below.

RE-AIM Dimension	Project Aims	Outcomes
<b>Reach</b>	10% increase in unique visits on the <i>Leave It</i> website 10% increase in people reached on Facebook 10% increase in likes and comments on <i>Leave It</i> Instagram account	2,037 unique visits on the <i>Leave It</i> website (29% increase from pilot) Over 350 flyers distributed 48,694 people reached on Facebook (31% increase from pilot) 199 likes, 45 shares, and 96 comments for organic workshop and seminar Facebook posts 198,000 people reached on radio advertisement and bus shelters.
<b>Effectiveness</b>	Dog obedience abilities have significantly improved through participation in the <i>Leave It</i> program (Sit, stay, heel, aversion/not chase things, come back when called, stay quiet on command, crate use)	While increases in come back when called, aversion and stay quiet on command are higher in 2018 and 2019 when compared to pre <i>Leave It</i> levels, the results of the citywide roll out indicate that the addition of the <i>Leave It</i> branded dog training delivered superior outcomes when compared to city-wide roll out where trainers may (or may not) embed koala aversion into training offerings. The low level of free 6 month registration uptake indicates koala aversion may not have been embedded to a full extent.

Adoption	<p>Achieve 85% uptake for local dog trainers and dog breeders in train the trainer sessions over the 18-month period (minimum of 12 of the 14 dog training companies in RCC undertake <i>Leave It</i> - Train the Trainer sessions)</p> <p>A minimum of 4,500 dog owners participate in individual or group training sessions, talks or workshops that incorporate the <i>Leave It</i> training<sup>1</sup></p>	<p>46% of dog training companies from the Redland area became <i>Leave It</i> accredited by undertaking dog training with either Steve Austin or Ryan Tate</p> <p>A precise number of dog owners trained in <i>Leave It</i> skills cannot be confirmed. 11 dog training businesses undertook <i>Leave It</i> training sessions, and 169 dog owners RSVP'd to free public seminars.</p>
Implementation	<p>Satisfaction for <i>Leave It</i> program participants to remain high</p> <p>Stakeholder participation benefits to remain high &gt;6.0 out of 7</p>	<p>Over 87% participants in the train the trainer workshops reported they were satisfied, and over 93% reported they were likely to attend another workshop</p> <p>Over 84% public seminar attendees reported high levels of satisfaction</p> <p>12% of the surveyed community reported recalling <i>Leave It</i></p>
Maintenance	<p>85% of participants express their intention to attend the <i>Leave It</i> program again</p>	<p>83% respondents attending Steve Austin's public seminar reported high likelihood they would attend the seminar again</p> <p>96% respondents attending Ryan Tate's public seminar reported high likelihood they would attend the seminar again</p>

# Conclusions

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The need for programs that can sustain over time and development of lasting partnerships that can deliver outcomes needed to support species under threat underpin the current project. Extending a program that was co-designed with dog owners this study sought to implement a successful pilot program city wide. This project evaluation report contributes to understanding delivering evidence that skills can be embedded to deliver lasting change. Extension of the dog owner designed *Leave It* model which embedded koala aversion into dog training programs indicates that progress was made. A total of 46% of dog trainers servicing the local area received skills to ensure they could train dog owners in koala aversion. A total of 2,013 dog owners were surveyed to assess program outcomes with positive outcomes (e.g. increases in koala aversion) observed post *Leave It* implementation.

The importance of involving stakeholders in program design, implementation and evaluation is highlighted in outcomes achieved (or not) in the first city wide roll out project. Dog trainers and dog owners participating in *Leave It* workshops and seminars indicated high satisfaction, a willingness to recommend the program to other dog trainers and they were willing to re-attend training offerings. Program reach was assessed and the effectiveness of communication channels utilised during the city wide roll out were evaluated delivering important learnings for future program delivery.

While progress was achieved significant room for improvement was observed. More than one half of dog trainers and all vets and dog breeders servicing the area felt the program did not meet their needs. Feedback from dog trainers participating in the *Leave It* city wide roll out is that not having contracts in place that compel delivery of koala aversion and fulfilment of project reporting requirements cannot assure delivery of koala aversion training by dog owners servicing the Redland City Council community.

Moving forward stakeholder involvement at all stages from program design through to evaluation are recommended and human centred design approaches such as those reported in Rundle-Thiele et al. (2019) need to be applied to stakeholders in future to further extend on progress observed in the current study.

Businesses were also encouraged to contact RCC Wildlife Officers to receive delivery of free koala scats for aversion training when needed to help reduce the impact to their business when introducing koala aversion training into their business. To our knowledge no business has yet taken up this option, however when asked, dog trainers who chose to participate in free one day Train the Trainer workshops mentioned they had already access to koala scat.

# Recommendations

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Based on over two years of project team experience in delivery of *Leave It* in the Redland City Council area, and the outcome and process evaluation results from the 18-month city-wide implementation, the following recommendations are made:

## 1) *Creating Collective Solutions (CCS) Workshop*

Understanding the barriers and challenges faced by key stakeholders is crucial when attempting to change behaviours. Stakeholder solution design processes can be applied to better understand the challenges surrounding embedding koala aversion into dog training delivered in the Redland City Council area. The Creating Collective Solutions (CCS) process is recommended to identify strategies that can be put in place to overcome identified challenges.

CCS is an action mapping technique that identifies factors that are continuing to limit progress. A matrix structuring process with key stakeholders (including stakeholders not involved with *Leave It*) is used to develop structural hypotheses (a barrier map). The barrier map is used by stakeholders to co-design strategies that can be implemented to overcome factors limiting success.

Following completion of the CCS process strategies can be implemented by Redland City Council and a *Leave It* project team in the remaining project time period. The aim of this process is to set out a series of activities and solutions to optimise buy in.

## 2) *Leave It Train the Trainer seminars and workshops*

Extension of the dog owner design *Leave It* model which embedded koala aversion into dog training programs indicates that progress has been made. A total of 46% of dog trainers servicing the local area have received koala aversion skills. Surveys involving a total of 2,013 dog owners indicated positive outcomes (e.g. increases in koala aversion) post *Leave It* implementation. Progress made to date indicate that some dog trainers and dog owners value *Leave It* public seminars.

Based on feedback from our expert trainers Steve Austin and Ryan Tate, continued support is needed to support trainers to embed core training principles, including wildlife aversion. Therefore, we recommend that workshops continue to be delivered in 2019 and 2020 to further extend and advance trainer skills.

### 3) *Engage dog breeders in Leave It*

Engaging dogs in 'early neurological stimulation' (ENS) can give dogs a superior start in life, assisting them to be dog training ready. ENS has been shown to improve dogs' performance, trainability, health and potential. A trial delivery of one ENS workshop to understand whether this mechanism can engage dog breeders is recommended.

### 4) *Advanced Koala/Wildlife Aversion Training*

Advanced koala aversion training workshops should be hosted by the *Leave It* project team. Sessions should feature *Leave It* accredited trainers, and would cater for:

- dog owners who are strongly interested in this topic
- dog owners where problem dogs/areas are identified by RCC

This will allow a more targeted approach, and would also promote local dog trainers.

### 5) *Leave It promotional strategy*

In line with the *Leave It* pilot program; benefits of dog training and denning should be communicated in a twelve month campaign. Communications should continue to deliver messages to raise awareness for *Leave It* events, emphasise the importance of denning practices (dogs feel safer and more content when confined at night) and dog training (we are all happier when dogs are well behaved). Strategies should include the use of online and offline channels, and they should include the *Leave It* website, blogs and videos on training techniques, a regular newsletter, and presence at dog-focussed events.

# Authors

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**Jessica Harris** is a Ph.D. candidate at Social Marketing @ Griffith. Her PhD is investigating how habits and behaviours influence breakfast consumption of personnel for the Department of Defence. Jess is also a sessional academic for Griffith, teaching Digital and Social Media Marketing, and she works within the Social Marketing @ Centre as a research assistant and project manager on a number of research projects. Jess has an established marketing background working with private firms to develop and implement marketing strategies to produce growth and revenue and is now applying these skills in the social space.

**Dr. Patricia David** is a Research Fellow at Social Marketing @ Griffith. Her research interests are motivated by understanding what drives behavioural change. Patricia's PhD involves advancing the Social Marketing field by taking the first steps toward the development of a Theory of Behaviour Change. Patricia was awarded a Griffith University Postgraduate Research Scholarship to undertake her Ph.D. Her work is award winning. Her behaviour change research has won a commendation award in the ESMC conference in 2018 and the Doctoral Colloquium Contribution to Theory & Knowledge Award in the ANZMAC conference in 2016. Patricia has led teams in research projects, working with both quantitative and qualitative approaches. She has previously worked in marketing management positions, and her current work focuses on the design, implementation and evaluation of social marketing programs across a broad range of social issues.

**Dr Bo Pang** is a Research Fellow in the Social Marketing @ Griffith Centre at Griffith University. Bo holds a PhD in Social Marketing and specializes in community campaign design and in the method of systematic literature review. He offers experience delivering changes benefitting community across a diverse range of projects at local, State and National governments. Bo has also worked with a wide array of profit and not for profit organizations. His work appears in more than 60 journal and conference publications as well as industrial reports.

**Professor Sharyn Rundle-Thiele** is Director of Social Marketing @ Griffith. Sharyn is a social marketing expert managing research projects, delivering advice and training, and implementing programs to change behaviours for the better. Globally recognised for her work in social marketing she is regularly invited to deliver keynote presentations and she serves as Editor in Chief for the Journal of Social Marketing. Other key projects include changing adolescent attitudes towards drinking alcohol and increasing healthy eating and physical activity to combat obesity. Research partners include Department of Defence, VicHealth, SA Health, Queensland Police Service, Defence Science and Technology Organisation, and Queensland Catholic Education Commission. With more than 140 journal and book chapter publications Sharyn has extensive experience in delivering insight research to inform program strategy, development and planning, large scale process and outcomes evaluations and disseminating work more widely in scientific publications.





# Appendix B: Outcome Evaluation Survey

## Post Survey

### Your dog



We want to know more about what your dog can do.

This 5 question survey should take no longer than 2 minutes of your time. By completing this survey, you can participate in a draw to win 1 of 5 \$50 Coles & Myer gift vouchers.

Thank you for supporting our research!

Social Marketing @ Griffith

If you would like more information on this project, or have any questions, please contact [socialmarketingsurveys@griffith.edu.au](mailto:socialmarketingsurveys@griffith.edu.au).

#### Dog abilities

Which of the following can your dog(s) do? \*

	Never	Rarely	Sometimes	Very often	Always
Heel (not pull on the leash when walking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Come back when called	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aversion (not chase things)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay quiet on command	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sleep quietly in a confined space at night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Where dog sleeps at night

How many nights does your dog(s) sleep in a confined space at night (confined space means to keep your dog in a suitable enclosure (e.g. crate or kennel), or indoors)? \*

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- Other

## Dog training

Has your dog(s) ever received any kind of training? \*

- No, never
- Yes, before September 2018
- Yes, after September 2018
- Other

If yes, which dog training company did you use?

\_\_\_\_\_

Leave It

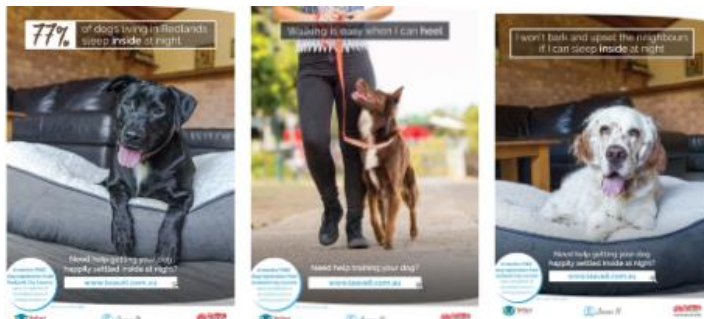


Have you ever heard about "Leave It" (<http://www.leaveit.com.au>)?

- No
- Yes
- Not sure

If yes, where have you heard about Leave It?

\_\_\_\_\_



Have you ever seen one of the Leave It posters/flyers (see examples above)?

- No
- Yes
- Not sure

If yes, where have you seen the Leave It posters?

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What is your postcode?

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Are you willing to be recontacted by Griffith University for further research?  
 Yes       No

Would you like to participate in a chance to win 1 of 5 Coles & Myers \$50 gift voucher?  
 Yes       No

Your email address:

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Thank you for participating in this survey!

# Appendix C: Flyers

The image displays a grid of 12 flyers, each featuring a different dog and a specific training benefit. Each flyer includes a headline, a call to action, and logos for Redland City Council, Leavis It, and Ally Griffith.

- Top Row:**
  - Flyer 1:** 53% of dogs can't heel. Are you too embarrassed to walk your dog? Headline: "Need help training your dog?".
  - Flyer 2:** 77% of dogs living in Redlands sleep inside at night. Headline: "Need help getting your dog happily settled inside at night?".
  - Flyer 3:** I won't bark and upset the neighbours if I can sleep inside at night. Headline: "Need help getting your dog happily settled inside at night?".
  - Flyer 4:** I won't bark and upset the neighbours if I can sleep inside at night. Let me be like the 77% of dogs who get to sleep inside. Headline: "Need help getting your dog happily settled inside at night?".
- Middle Row:**
  - Flyer 5:** I am more relaxed and happy when you let me sleep inside at night. Headline: "Need help getting your dog happily settled inside at night?".
  - Flyer 6:** I can keep our house secure when I sleep inside at night. Headline: "Need help getting your dog happily settled inside at night?".
  - Flyer 7:** Let me relax and unwind. I can keep our house secure when I sleep inside at night. Headline: "Need help getting your dog happily settled inside at night?".
  - Flyer 8:** 53% of dogs living in Redlands can't heel. Headline: "Need help training your dog?".
- Bottom Row:**
  - Flyer 9:** Are you too embarrassed to walk your dog? Headline: "Need help training your dog?".
  - Flyer 10:** I am happiest when you're happy. Headline: "Need help training your dog?".
  - Flyer 11:** Walking is easy when I can heel. Headline: "Need help training your dog?".
  - Flyer 12:** Walking is easy when I can heel. We can both be happier. Headline: "Need help training your dog?".

# Appendix D: Public seminar questions for dog training

Questions from the community
Getting along
food aggression.
Barking at bikes/scooters
distraction recall
pulling the lead
barking during storms
Recall
Recall
walking on a lead
Jumping up
running into us and hates other dogs
doesn't like other dogs
Jumping, nipping, generally enjoying putting her mouth on humans
Digging
barking at nothing
interested in learning leave it for other dogs when walking.
walking without losing an arm would also be good.
Reactive with other dogs when on leash or behind barrier.
Manners and dominance
Pulling on lead not listening
Digging holed.
Chewing on walls.
Not following commands all the time.
Can't cross the road at lights/ traffic area she is petrified and goes crazy
Barking at door when people go past
Nipping thinking it is game
Won't always come when called
Pulling on leash when walking
Puppy training
Barking when neighbours' dogs start
Separation anxiety
<b>BARKING</b>
Storm phobic.
Barking
2 dogs barking
Barking
Jumping up (8mth pup)
Destroying everything (pup)
Aggressive barking when someone walks boundary to boundary (5yr old and pup)
Would like to learn how to walk them together
Difficult to walk on a lead.
Recently caught a blue tongue
Urinating and pooping in the house and on the deck. Anywhere on hard surfaces, occasionally on the grass outside.. very frustrating! Have tried everything to not letting dog in the house.
Pulling on the lead
Hates being groomed - acts like she is being murdered
No recall
barking loudly when someone is at the door
being rude (smelling private parts) when greeting us and our friends
Other dog aggression
Competitive for our attention
Chasing my horses
Won't come

<b>Questions from the community</b>
I don't know how to teach her to 'stay'
She hates thunderstorms & pants, drools & sticks beside me (like glue)
She's gradually becoming more aggressive towards other dogs.
Not listening
pulling on lead
Won't drop toys when playing outside, but will indoors
Digs holes
chews outdoor furniture
destroys pot plants
Nervous of other (larger) dogs
Barks and snaps at people & children
He gets very excited and jumps when we have people over.
Chewing furniture, not listening to commands, play biting
barking at other dogs during walks
Fighting . I have 3 mastiffs
Some barking at native animals.
Disobedience when off leash.
Pulls during walks
excessive barking
pulling on lead when walking
Hyperactive, jumps on people
general destruction of household items
jumping up
bad separation anxiety
Digging
coming when called.
Older dog started peeing on carpet instead of pad; tiny dog lifetime aggression
Jumping up on people and going crazy in the house.
Puppy excitement.
Other dog aggression
Barking
Chewing
Chasing
recall works just sometimes
pulling on lead
barking
pulling on lead
growling
anxiety
barking
occasional indoor peeing
scared of noises and other dogs
Pulling on the lead.
Aggressive play with some dogs
How do I stop my dog from pulling on the lead to see other dogs when walking? Only happens when walking close to home
How to walk an anxious dog.
How to stop a dog barking at dogs walking past the house."
How can I stop my dog being very upset when I go out?
How can I stop my dog digging under the fence to escape when I go out?"
what is the easiest thing someone can do at home/when out and about to prevent their dog being a danger to wildlife?
How do I stop my dog from jumping up and biting my hand?
How to train a young puppy to be toilet trained.
What's the best music to put on for a puppy while away from the house.
How do I get my dog to stop pulling while walking?
How do teach my dog to stop barking at the postman and garbage trucks?
How do I stop my dog from being reactive to situations at the dog park?"
How to stop a dog from jumping fences

<b>Questions from the community</b>
Stop biting
How to calm a excited dog down
How do you create a reliable recall?
Digging holes.
How do you stop your dog barking? How do you train a fearful/ high anxiety dog?
How do you train recall
Is it possible to teach my dog not to respond aggressively to other dogs in response to them barking or growling at her?
How should I respond to anxiety shown by my dog eg thunder, children?"
How to deal with a dog that has separation anxiety and escapes the yard when you leave.
Want to learn more about wildlife aversion."
How to desensitise my dog to being outside the home, dogs, people anything! How do I stop my Staffie from mouthing/ biting us
How to train my puppy to wait for a command to eat.
How to train my older dog to stop barking as people walk past or people knock on the door
How can we get our dog to come when we call his name?
How can we get him to walk on a lead?"
Have two small dogs who get excited when people come to house, how to stop them jumping up and barking
How do I stop my dog jumping all over visitors?
How to get the dog to walk without pulling and going all over the place?"
My dog is food crazy and doesn't listen at all. He will take my son's dogs food as soon as he gets a chance so we have to feed them separately. He is very overweight and I want to help him stop being obsessed by food and stop stealing the other dog's food. Can you help me please? Also he sometimes shits and pisses in the house I don't know why and what makes him do it because it's very random.
How to stop our Bordoodle whining and yapping when we walk her at the slightest happening.
Jumping up is also an issue, even though we have tried turning our back on her."
How can I train my dog to use a halti?
How can I train my dog to come on command?"
How to stop a dog barking at possums, cyclists or whatever especially in the early morning?
When does a pup stop chewing and destroying things?"
My main problem is that my dog is very aggressive when we have visitors so is there any way to deter this bad behaviour?
Which also corresponds to walking is not good either she wants to eat every one so I need a plan to deter these bad traits.
How do I get my dog to stop pulling when we walk? I have tried three different style as of lead?
How can I stop my dog from barking when we are not home?"
Digging holes in the lawn
Chewing to pieces and sometimes swallowing anything he can get his teeth into - Furniture, plants, his own toys etc.
Why does my dog (15 months old) dug holes.
What can I do to call him back to me, when he is with other dogs or there is other people around."
Our puppy will play happily outside all day and then when he comes inside he will wee and poo in the house, how can we stop this?
How can we stop him from jumping at people?"
How can I reduce my dog's anxiety?
How do I know if she is ok to be around other dogs?"
How do I deal with my over eager Lagotto Henry, who pulls on the lead all the time when out walking.
When in training sessions, Henry often anticipates the next move, and he is usually right, but he doesn't wait for the right moment. How do I get him to stay put until I want him to do it."
How do I stop my dog from getting over excited and jumping all over my guests
How to walk two dogs together and without pulling.
How to get the dogs to 'come'."
How do I stop frantic behaviour?
How do I stop dominant behaviour?"
Why does my dog not listen to me?
How can I train them so they can come inside house?"
Tips on how to stop my dog toileting inside (he is 7 years old), when outside is an option for him.
He likes to escape and doesn't come back easily. Any tips on how to improve his obedience when this happens please?"
chases, catches and kills lizards and snakes. How can we deter / stop him doing this?



# Appendix E: Bus Shelter Advertising

March	April	May	June	
				Old Cleveland Road
				Mt Cotton Road

## Appendix F: Redland dog training companies contacted

Dog trainers in Redlands City Council	Dog trainers in neighbouring suburbs	Able to contact	Reasons to come or not	Number of times contacted
Positive Response – Cleveland		Yes	Signed up	1
	The German Shepard Rehab and Training Centre – Berrinda	Yes	Signed up (cancelled the day before class)	1
Dog Training 101 – SEQ		Yes	Signed - up	1
	Here to Help Pet Service – Underwood	Yes	Signed - up	1
	Fur Get Me Not – Dog training – Moorooka	Yes	Signed - up	1
Harvey Dog Training		Yes	Signed - up	1
Manly Rd vet		Yes	Signed - up	1
Redlands Obedience Club – Redlands		Yes	Signed - up	1
Morekos working dogs – Redlands		Yes	Signed - up	1
Mannerz Matter Dog Training – Redlands		Yes	Signed - up	1
Treat Me Calm Dog Training - Redlands		Yes	Signed - up	1
Playnpaws – Birkdale		No		3
DogSense Dog training – Thornlands		No		3
K9 Parenting and Puppy program		No – not interested		2
Brisbane all breed and dog training		disconnected		
	Pawsitive Connection – Springfield	Phone calls and emails (no response)		3
Fellowship of the Paws – Thornlands		Phone calls and emails (no response)		3
	Canine Cubby – Loganholme	Phone calls and emails (no response)		3
Clotrandi pet boarding and training – Gumdale		Phone calls and emails (no response)		4
Hounddog training and daytrips – Gumdale		Phone calls and emails (no response)		3

Urban Dog training – Belmont		Phone calls (no response)		4
	Ziggys TLC – Cannon Hill	Phone calls (no response)		4
	Brisbane Agility Dog Club – Carina	Phone calls (no response)		4
	V.I.P Petfoods Dog Club	No time to come		4
Craig A Murray Dog Training – Berrinba		Did not want to attend		1
	Dogtamers – Yatala	Disconnected		1
K9 Masterclass – Berrinba		Disconnected		1
	All Dogs Security – Ormeau	Disconnected		1
Parents and Progeny – Carbrook		Disconnected		1
	Scott Donald dog training – Ormeau	Disconnected		1
<b>Dog Breeders</b>				
Shady Acres - Sheldon		Phone calls (no response)		2
Rydges Resort - Willawong		Phone calls (no response)		2
Astasia German shepherds - Victoria Point		Phone calls (no response)		2
Carbrook Boxers - Carbrook		Phone calls (no response)		2
	Alsatian German Shepherds - Slacks Creek	Phone calls (no response)		2
Dalmatians Paceway - Belmont		Phone calls (no response)		2
Golden Retriever Kennels - Mt Warren Park		Phone calls (no response)		2
Airedale Terrier Club of Queensland - Maclean		Phone calls (no response)		2
Boxer breeder - Willawong		Disconnected		1
	Redgum Training Kennels - Park Ridge	Disconnected		11
<b>Vets</b>				
Victoria point vet hospital		Phone calls and emails (no response)		3
Cleveland Vet clinic		Phone calls and emails (no response)		3
Greencross Vets Capalaba		Head office declined		2

Cleveland Vet clinic		Phone calls and emails (no response)		3
Thornlands Vet hospital		Phone calls and emails (no response)		2
Birkdale Vet Clinic		No on sight dog trainer		1
Pawfect Health Vet		No on sight dog trainer		1
Redlands Vet		No on sight dog trainer		1
Veterinary happiness		No on sight dog trainer		1
Koala Park Vet Surgery		No on sight dog trainer		1