



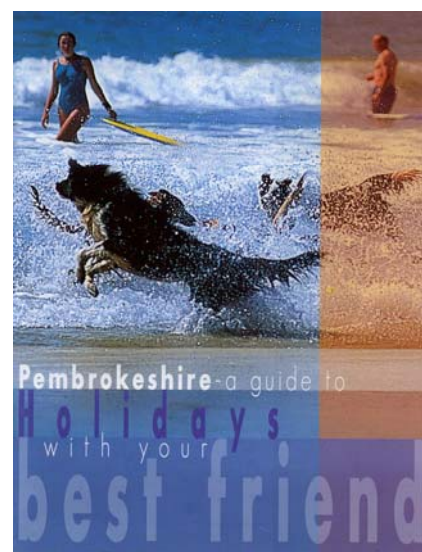
## CASE STUDY 9: Persuasive publications

### Summary

Developing publications and other communication that works with dog owners' interests and values optimises the potential for influencing where they go and what they do.

### Good practice

- Publications need to reflect dog owners' values if they are to engage with the messages therein.
- Communication developed around their pets being happy and healthy will attract owners far more than solely negative or restrictive messages.
- Owner compliance with restrictions is enhanced by offering alternative locations for activities and being clear about where restrictions start and finish.
- Publications can also ensure dog owners support local businesses if this is planned in from the start.
- Positive imagery and graphic design is a priority in initially securing dog owners' attention.

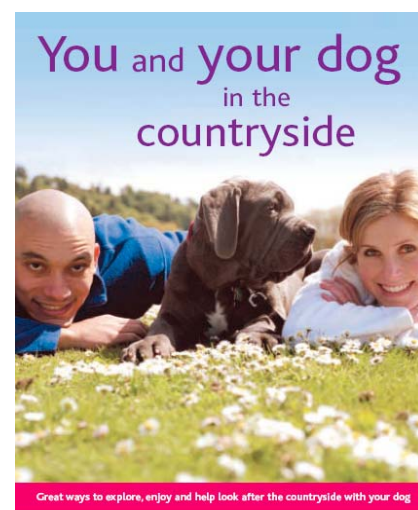


### Description

In 2001 the Tourism Team at Pembrokeshire County Council successfully published its very engaging "Holidays with your best friend" booklet and associated website. Dog-friendly beaches, services and accommodation are listed alongside messages about responsible behaviour.

The booklet has reduced fouling and conflict on beaches, and is popular with dog owners and tourism businesses. Crucially, it is promoted to visitors before they arrive through Tourist Information Centres, so they can make positive choices about where to go and what to do.

The 2005 leaflet CA205 "You and your dog in the countryside" (Kennel Club, Countryside Agency and English Nature), successfully adopts the same approach, with dog training, games and first aid interwoven with responsible ownership messages. A bi-lingual version is published by the Countryside Council for Wales.



### For more information contact:

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