



# Society for the Prevention of Cruelty to Animals

June 23, 1921



Speaker: Vivian Chiu  
Education Manager



## Introduction

### Animal Welfare Charity Organisation

- Been helping animals and the community for more than **99 Years** !
- **1%** of Government Subvention



## Our Mission

“To promote kindness to animals, to protect their health and welfare, to prevent cruelty and alleviate suffering, and **through education** to cultivate a deep respect for life in the community so that all living creatures may **live together in harmony**.”



## Education

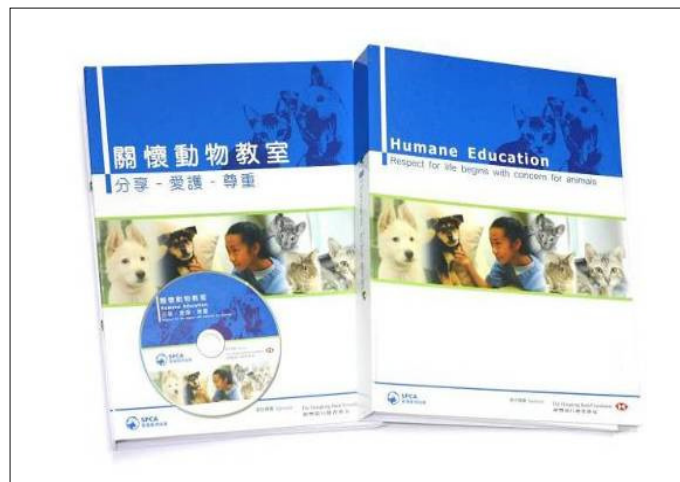




## Inspire children & youth to love and care thru our Humane Education



## Humane Education



2007

# Humane Education

Respect for life  
begins with  
concern for  
animals

## 小學教材

- 第1章：動物王國 - 野生動物與寵物**  
1.1 動物、野生動物、寵物與農場動物  
1.2 究竟動物吃什麼？  
1.3 棲息地  
1.4 認識動物  
1.5 動物園裡的動物

- 第2章：動物的生命週期**  
2.1 動物的生命週期 - 人類與動物的比較  
2.2 寵物的生命週期 - 成長篇  
2.3 個別寵物的生命週期

- 第3章：認識動物的生活習性**  
3.1 寵物如何與人溝通？  
3.2 野生動物的習性 - 冬眠和候鳥遷移  
3.3 如何跟狗隻打招呼？

- 第4章：動物需要多少的照顧？棲息地、疾病、食物和美容**  
4.1 棲息地和生存的基本需要  
4.2 寵物的需要  
4.3 合適的寵物

- 第5章：您可以怎樣幫助動物？**  
5.1 飼養寵物的責任  
5.2 應該和不應該做的事務  
5.3 立刻行動！

- 第6章：與動物為伴的工作**  
6.1 與動物為伴的工作 - 獸醫的簡介  
6.2 漁農自然護理署

- 第7章：動物福利機構的介紹**  
7.1 香港愛護動物協會  
7.2 漁農自然護理署

- 第8章：我們做錯了甚麼？**  
8.1 這張圖片有甚麼地方出錯了？  
8.2 我們應該教養甚麼動物？  
8.3 人類的活動與環境

- 第9章：讓我們認識您的寵物**  
9.1 讓我們認識您的寵物

## 中學教材

- 第1章：為何有些動物適合作為寵物，而有些不適合？**  
1.1 為何有些動物適合作為寵物，而有些不適合？

- 第2章：保護動物的現行法例**  
2.1 保護動物的現行法例

- 第3章：香港常見的寵物疾病**  
3.1 香港常見的寵物疾病

- 第4章：我們做錯了甚麼？**  
4.1 做一個負責任的寵物主人  
4.2 我們應該吃甚麼？  
4.3 虐待個案  
4.4 皮膚病與癢癢？  
4.5 為何六熊貓面臨絕種的威脅？

- 第5章：甚麼是動物權益？**  
5.1 馬戲團中的動物

- 第6章：齊來認識香港愛護動物協會**  
6.1 總核部  
6.2 獸醫服務部  
6.3 福利部  
6.4 市場及傳訊部 (現改為社區及發展部)

- 第7章：香港的動物福利機構**  
7.1 漁護署和其他動物福利機構

- 第8章：動物生意與動物福利**  
8.1 寵物店

- 第9章：寵物過剩**  
9.1 寵物過剩

## Primary Levels

- Chapter 1: Animal Kingdom - Wild and Domestic Animals**  
1.1 Animals - Wild Animals, Pet and Farm Animals  
1.2 What Do Animals Eat?  
1.3 Habitat  
1.4 Get to Know Animals  
1.5 Zoo Animals

- Chapter 2: Life Cycle of Animals**  
2.1 Life Cycle of Animals and a Comparison with Humans  
2.2 Pet Life Cycles - Growing Up  
2.3 Life Cycle of Individual Pets

- Chapter 3: Learn about Animal Behavior**  
3.1 How Pets Communicate with People  
3.2 Behaviour of Wild Animals - Hibernation and the Migration of Birds  
3.3 How to Greet a Dog

- Chapter 4: How Much Care Do Animals Need? - Habitat, Diseases, Food and Grooming**  
4.1 Habitat and the Basic Needs for Survival  
4.2 Pets' Needs  
4.3 Suitable Pets

- Chapter 5: How You Can Help Animals?**  
5.1 Responsible Pet Ownership  
5.2 Do and Do not  
5.3 Taking Action!

- Chapter 6: Working with or for the Animals**  
6.1 Working with or for the Animals  
- Brief Introduction of Veterinary Surgeon

- Chapter 7: Introducing Animal Welfare Related Organisations**  
7.1 SPCA - The Society for the Prevention of Cruelty to Animals  
7.2 AFCD - Agriculture, Fisheries and Conservation Department

- Chapter 8: Are We Doing Something Wrong?**  
8.1 What is Wrong with This Picture?  
8.2 Should We Go to the Circus?  
8.3 Human Activity and the Environment

- Chapter 9: Tell Us about Your Pet**  
9.1 Tell Us about Your Pet

## Secondary Levels

- Chapter 1: Why Certain Animals Make Good Pets While Others Do Not**  
1.1 Why Certain Animals Make Good Pets While Others Do Not

- Chapter 2: Laws that Exist to Protect Animals**  
2.1 Laws that Exist to Protect Animals

- Chapter 3: Common Pet Diseases in Hong Kong**  
3.1 Common Pet Diseases in Hong Kong

- Chapter 4: Are We Doing Something Wrong?**  
4.1 Be a Responsible Pet Owner  
4.2 Should We Eat Shark Fin Soup?  
4.3 Abuse Cases  
4.4 Where Does Fur Come From?  
4.5 Why Are Giant Pandas Threatened with Extinction?

- Chapter 5: What are Animals Rights?**  
5.1 Animals in Circuses

- Chapter 6: Get to Know the SPCA**  
6.1 Inspectorate Team  
6.2 Veterinary Services Department  
6.3 Welfare Department  
6.4 Marketing and Communications Department  
(now known as Community Development Department)

- Chapter 7: Animal Welfare Organisations in Hong Kong**  
7.1 AFCD and Other Animal Welfare Organisations

- Chapter 8: Business vs. Animal Welfare**  
8.1 Pet Shops

- Chapter 9: Pet Population**  
9.1 Pet Population

## Levels of our talks – Academic

Kindergarten



Primary



Secondary



Tertiary



## Other Audience

Corporate



Public



Scout



Parents & Kids



Elderly

## Different Format – Regular Talks

- In-house Talk
- Out-door Premises
- \* Online talks with live-streaming tour



## Languages







## Needs of different animals



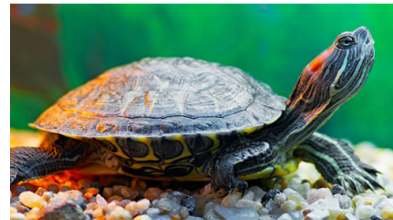
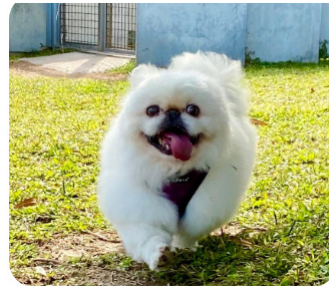
Source: Kadoorie Farm & Botanic Garden pig photo



Relationship with  
Humans



## Animals have feelings like us



## Animals are living beings

- Individual with its own characters

Not our toys

Not a tool

Not a instrument

**Suffered to death**







## Animal welfare

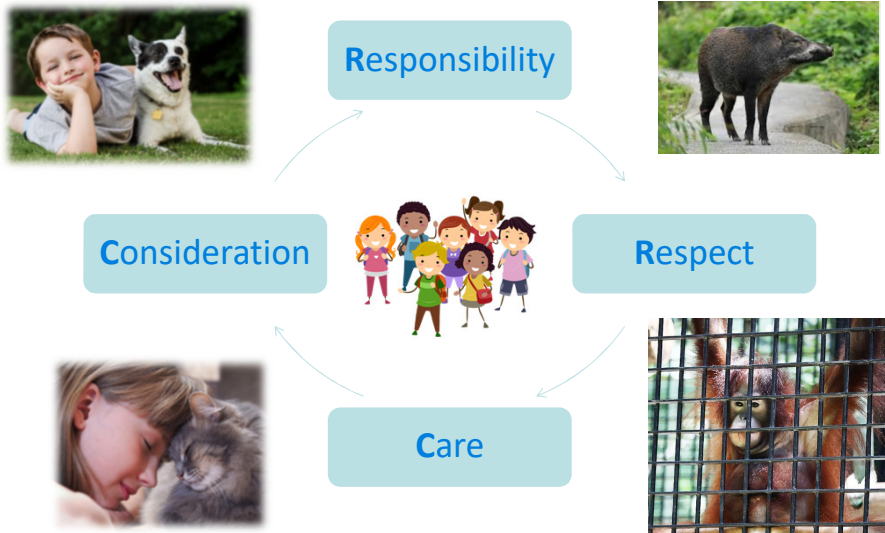
is about ensuring the **wellbeing** of the individual animal from the **animal's point of view**. It includes animal health and encompasses both the **physical and psychological state of the animal**.



- Responsibility
- Respect
- Consideration
- Care

## 2R + 2C

Respect for life  
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animals



## Life Education

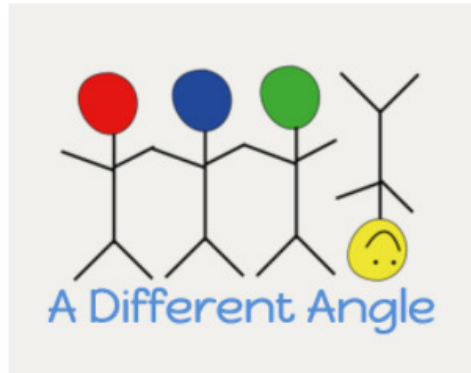
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- Embrace the Symphony of Life
- Developed at 2017
- Primary and above
- To School or online



## Life Education

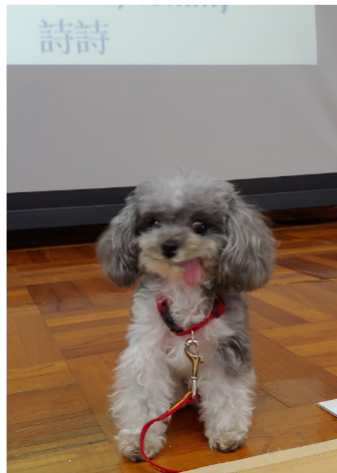
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**Focus on humans**

## Cici – animal ambassador

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## Parent-Child Workshops



## In-depth Learning

### Humane Education Package (Download)

#### Humane Education

##### Objective

In partnership with teachers, the SPCA (HK) cultivates positive values and fosters social and personal growth in child development. The package is easy to use and includes lesson plans and activities which we believe teachers will be happy to adopt.

[The Package Helps Sprout Whole-person Development](#)

[Lesson Plans](#)

[Articles](#)

[Registration](#)

[Contact Us](#)



**Registration code: SPCA\_PRI / SPCA\_SEC**

<https://www.sPCA.org.hk/en/education-and-outreach/education/humane-education-package/humane-education-package-download>

# Responsible Pet Ownership's Kit

Target: Parents and Children



# Scout Animal Care Badge



Based on Humane Education



# The Cruelty Behind the Dolphin "Smile"

Say **NO** to Dolphin Shows

## Online Campaign




**Sign the pledge  
To make a better  
world!**

[https://wad2020-online-campaign.sPCA.org.hk/?locale=zh\\_hk](https://wad2020-online-campaign.sPCA.org.hk/?locale=zh_hk)

can to join



# Talk Enquiry

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- Education Talk:  
<https://www.sPCA.org.hk/en/education-and-outreach/education/online-talk-with-live-tour-en>
- Life Education Talk (擁抱生命的樂章)  
<https://www.sPCA.org.hk/ch/education-and-outreach/education/embrace-the-symphony-of-life-ch>






## Talk Enquiry

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- Scout Animal Care Badge 愛護動物章

<https://www.sPCA.org.hk/en/education-and-outreach/education/animal-care-badge-for-cub-scout-and-scout>



Please call our Education dept. at 2232 5541 or 2232 5526 for booking details.

Vivian Chiu – 2232 -5521 [Vivian.chiu@sPCA.org.hk](mailto:Vivian.chiu@sPCA.org.hk)

## Photo Source

Respect for life  
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- Dailyhive.com
- Kadoorie Farm and Botanic Garden
- Petaasia.com
- Peta.com

## We Need Your Support

Respect for life  
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animals

**to make the difference for serving both  
animals and the community**



[www.sPCA.org.hk](http://www.sPCA.org.hk)