

## Society for the Prevention of Cruelty to Animals (Hong Kong)

June 23, 1921



防止虐待禽畜會

Speaker: Vivian Chiu  
Education Manager

## Poultry Transportation at the Time



## Introduction

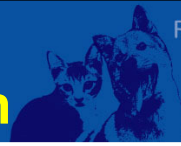
### Animal Welfare Charity Organisation

- Established more than 100 years, helping both animals and the community

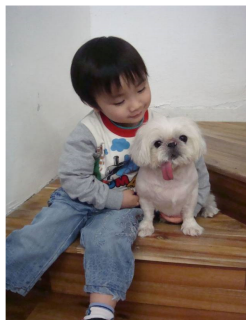
1% Government Subvention

## 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.**”

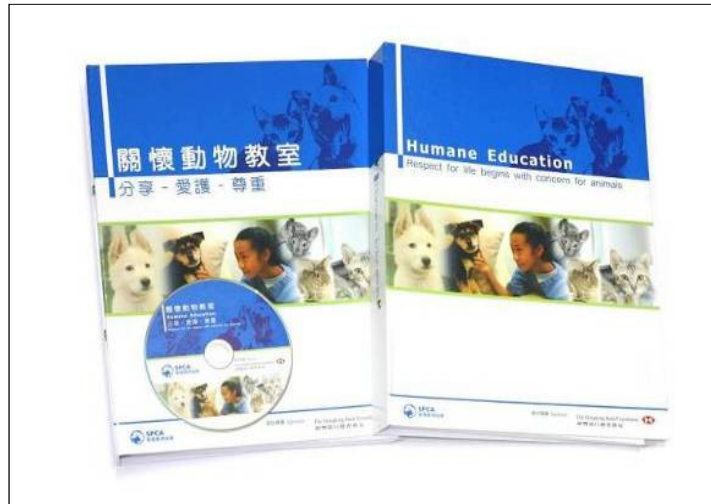


**Inspire children & youth  
to love, care and respect thru  
our Humane Education**



# Humane Education

Respect for life  
begins with  
concern for  
animals



2007

# Humane Education


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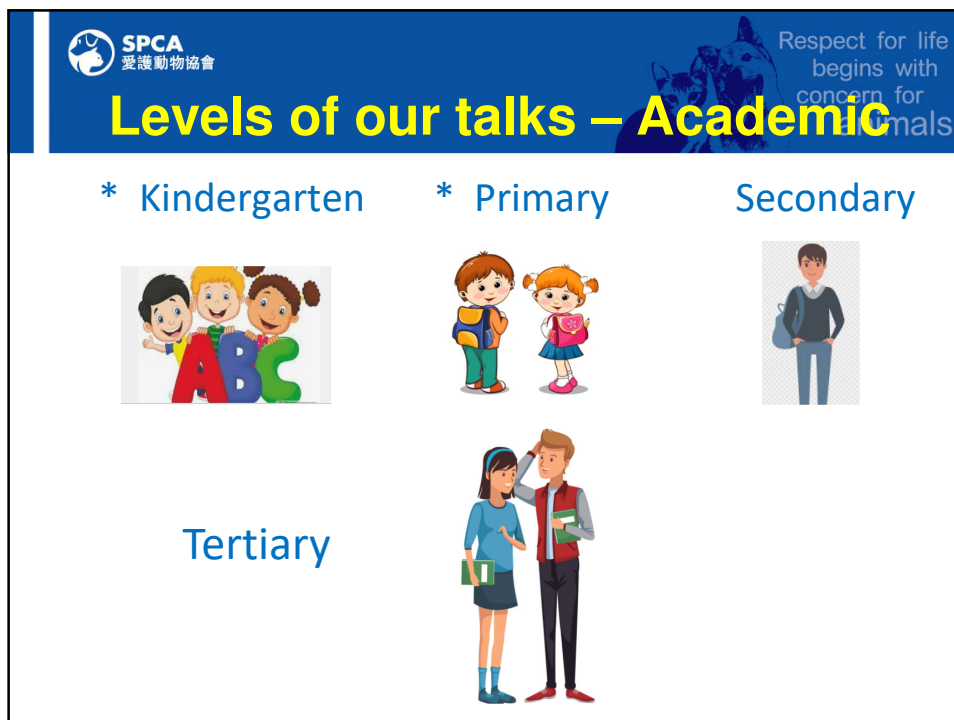
## 小學教材

<b>第1章：動物王國、野生動物與寵物</b>	
1.1 動物 - 野生動物、寵物與農場動物	
1.2 認識動物吃什麼？	
1.3 棲息地	
1.4 認識動物	
1.5 動物園裡的動物	
<b>第2章：動物的生命週期</b>	
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 - 成長與成熟	
2.3 個別寵物的生命週期	
<b>第3章：認識動物的生活習性</b>	
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 如何與狗隻打招呼？	
<b>第4章：動物需要多少的照顧？棲息地、疾病、食物和美容</b>	
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	
<b>第5章：您可以怎樣幫助動物？</b>	
5.1 飼養寵物的責任	
5.2 應該和不應該做的事情	
5.3 立刻行動！	
<b>第6章：與動物為伴的工作</b>	
6.1 與動物為伴的工作 - 獸醫的簡介	
<b>第7章：動物福利機構的介紹</b>	
7.1 香港愛護動物協會	
7.2 漁農自然護理署	
<b>第8章：我們做錯了甚麼？</b>	
8.1 這張圖片有甚麼地方出錯了？	
8.2 我們是否觀看馬戲團？	
8.3 人類的活動與環境	
<b>第9章：讓我們認識您的寵物</b>	
9.1 讓我們認識您的寵物	

## 中學教材

<b>第1章：為何有些動物適合作為寵物，而有些不適合？</b>	
1.1 為何有些動物適合作為寵物，而有些不適合？	
<b>第2章：保護動物的現行法例</b>	
2.1 保護動物的現行法例	
<b>第3章：香港常見的寵物疾病</b>	
3.1 香港常見的寵物疾病	
<b>第4章：我們做錯了甚麼？</b>	
4.1 做一個負責任的寵物主人	
4.2 我們應否吃魚翅羹？	
4.3 虐待個案	
4.4 皮革從哪裏來？	
4.5 為何大熊貓面臨絕種的威脅？	
<b>第5章：甚麼是動物權益？</b>	
5.1 馬戲團中的動物	
<b>第6章：齊來認識香港愛護動物協會</b>	
6.1 稽核部	
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)	
<b>第7章：香港的動物福利機構</b>	
7.1 漁護署和其他動物福利機構	
<b>第8章：動物生意與動物福利</b>	
8.1 寵物店	
<b>第9章：寵物過剩</b>	
9.1 寵物過剩	

 <b>SPCA</b> 愛護動物協會		Respect for life begins with concern for animals
Primary Level	Secondary Level	
<b>Chapter 1: Animal Kingdom – Wild and Domestic Animals</b> 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	<b>Chapter 1: Why Certain Animals Make Good Pets While Others Do Not</b> 1.1 Why Certain Animals Make Good Pets While Others Do Not	
<b>Chapter 2: Life Cycle of Animals</b> 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	<b>Chapter 2: Laws that Exist to Protect Animals</b> 2.1 Laws that Exist to Protect Animals	
<b>Chapter 3: Learn about Animal Behavior</b> 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	<b>Chapter 3: Common Pet Diseases in Hong Kong</b> 3.1 Common Pet Diseases in Hong Kong	
<b>Chapter 4: How Much Care Do Animals Need? – Habitat, Diseases, Food and Grooming</b> 4.1 Habitat and the Basic Needs for Survival 4.2 Pets' Needs 4.3 Suitable Pets	<b>Chapter 4: Are We Doing Something Wrong?</b> 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?	
<b>Chapter 5: How You Can Help Animals?</b> 5.1 Responsible Pet Ownership 5.2 Do and Do not 5.3 Taking Action!	<b>Chapter 5: What are Animals Rights?</b> 5.1 Animals in Circuses	
<b>Chapter 6: Working with or for the Animals</b> 6.1 Working with or for the Animals – Brief Introduction of Veterinary Surgeon	<b>Chapter 6: Get to Know the SPCA</b> 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)	
<b>Chapter 7: Introducing Animal Welfare Related Organisations</b> 7.1 SPCA – The Society for the Prevention of Cruelty to Animals 7.2 AFCD – Agriculture, Fisheries and Conservation Department	<b>Chapter 7: Animal Welfare Organisations in Hong Kong</b> 7.1 AFCD and Other Animal Welfare Organisations	
<b>Chapter 8: Are We Doing Something Wrong?</b> 8.1 What Is Wrong with This Picture? 8.2 Should We Go to the Circuses? 8.3 Human Activity and the Environment	<b>Chapter 8: Business vs. Animal Welfare</b> 8.1 Pet Shops	
<b>Chapter 9: Tell Us about Your Pet</b> 9.1 Tell Us about Your Pet	<b>Chapter 9: Pet Population</b> 9.1 Pet Population	



## Other Audience Group

Respect for life  
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concern for  
animals

### Corporate



### General Public



### Parents & Kids



### Cub & Scout



### Elderly



## Regular Talks - Different Format

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animals

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







## Languages



## Relationship with Humans

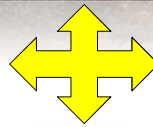
Pet



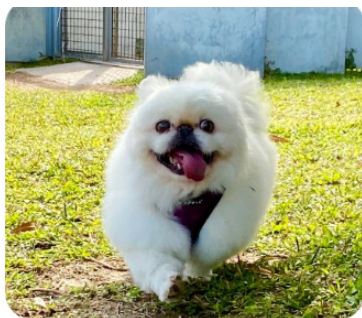
Farm Animal



Wildlife



## Animals have feelings like us





## Animals are living beings

- Individual with its own characters

Not our toys

Not a toy

entertainment

**Suffered to death**

## Content

### Animal welfare

- Ensure 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**.

## Provide Care

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animals



From animals' perspective

## Life-long Commitment

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animals

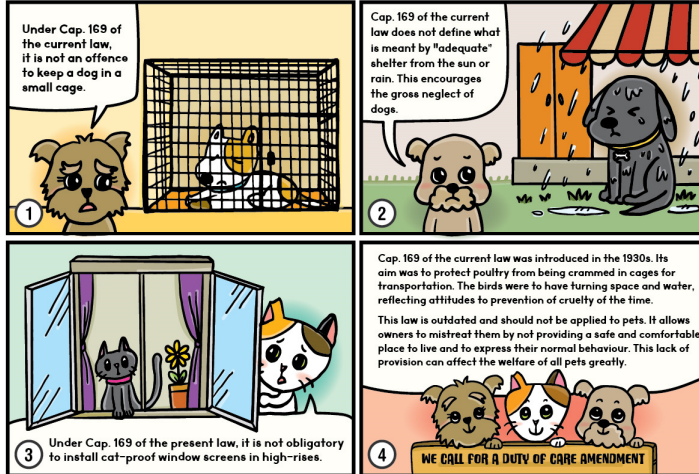
### Animal Welfare -Five Welfare Needs



## Education comic

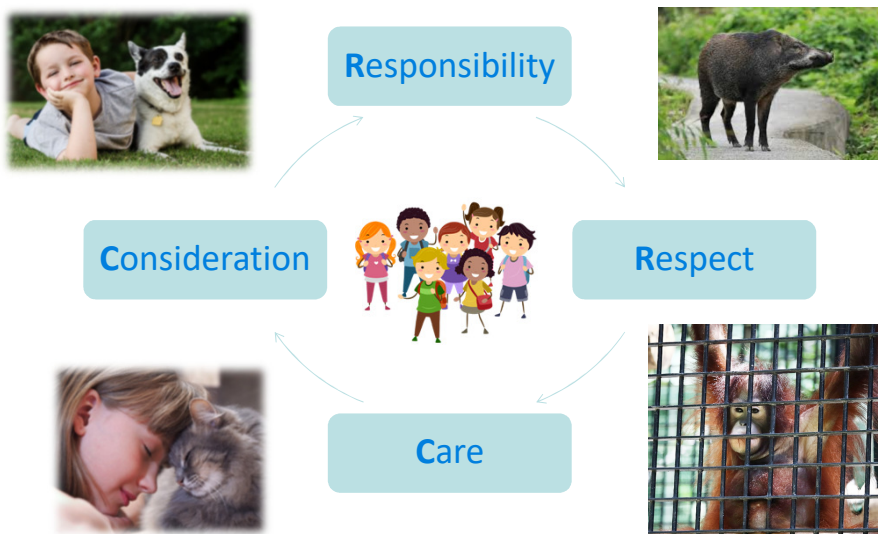
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### Call to Amend Cap. 169 Prevention of Cruelty to Animals Ordinance: Duty of Care



## 2R + 2C Concept

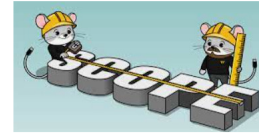
Respect for life  
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## Life Education

Respect for life  
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concern for  
animals

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



## Life Education

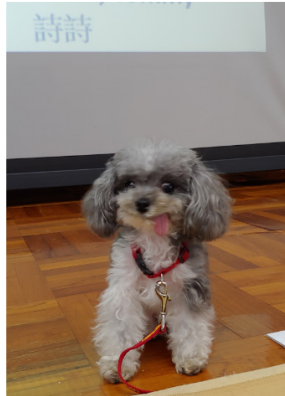
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Focus on Humans

## Cici\* – animal ambassador

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animals




## Parent-Child Workshops

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# In-depth Learning


**SPCA**  
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 Adoption
  Co

[Home](#)
[About Us](#)
[Inspectorate](#)
[Veterinary](#)
[Services](#)
[ABC & TNR](#)
[Education & Outreach](#)

## 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 Support 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>


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# Responsible Pet Ownership's Kit

## Target: Parents and Children



<https://ebooks.eClass.com.hk/read-now/lifestyle>

## Scout Animal Care Badge

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Based on Humane Education



## Animal Welfare Policy Video Competition 2021-2022

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50 teams of Secondary and Tertiary students participated

# 動策 先機

動物福利政策短片大  
賽  
2021-2022

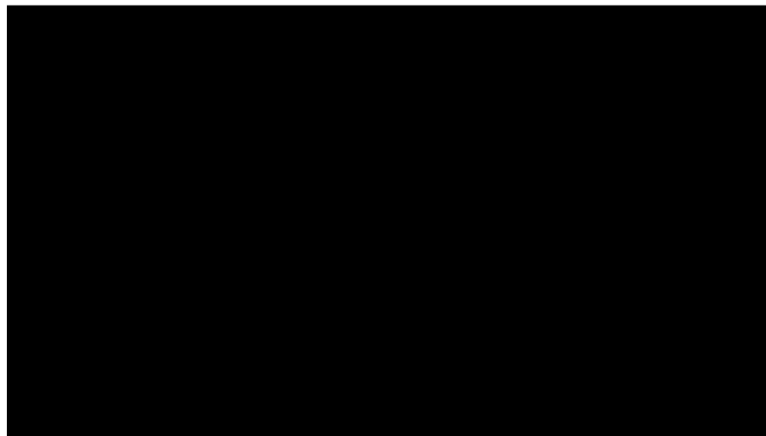
🎬 閉幕暨頒獎典禮精華

🏆 比賽結果公布



[https://wad2021-video-competition.sPCA.org.hk/?locale=zh\\_hk](https://wad2021-video-competition.sPCA.org.hk/?locale=zh_hk)

## Poly U Collaboration





# 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

Respect for life begins with concern for animals

- 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)

## 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)