



DBRG (Dog Breeding Reform Group) Strategic Plan for 2022-2024

Our Vision

Dog breeding in the UK is conducted to the highest welfare standards, assuring the health and happiness of both breeding dogs and their offspring

Our Mission

We will work together to provide a voice for dogs that will promote the breeding of sound, healthy offspring and protect those dogs used for breeding

Our Strategic Objectives

<p>1 Developing DBRG as a sustainable organisation</p> <p>Develop our income and ensure sustainable funding strategies</p> <p>Define roles for members and volunteers and recruit to the roles</p> <p>Identify paid staff tasks (e.g. admin) and recruit to these roles</p> <p>Develop our board of trustees by building their skills, knowledge and competence and by regular review</p> <p>Maintain the commitment of DBRG Trustees, Members and Student Ambassadors</p>	<p>2 Education and raising awareness</p> <p>Increase knowledge amongst key stakeholders of inherited diseases in dogs, including dog owners and breeders</p> <p>Increase recognition and understanding by dog breeders, puppy buyers, dog breeding governing bodies and key stakeholders of the benefits of health testing and screening before breeding</p> <p>Increase recognition of the dangers to dog health and welfare of close inbreeding</p> <p>Highlight those aspects of canine conformation and behaviour that prevent dogs from fulfilling a life worth living.</p> <p>Highlight critical differences between responsible and irresponsible dog breeding in order to help the public make better decisions on how to select and care for their dogs</p> <p>Provide specific health information on individual breeds (and crossbreeds) via the breed health posters</p> <p>Provide information on the use of the BVA/KC Canine Health Schemes, DNA testing and certification</p> <p>Work with local authority groups and provide information about breed-related health</p>	<p>3 Legislative change to meet the needs of dogs in the 21st Century</p> <p>Promote an understanding of ‘<i>Protection from pain, suffering, injury and disease</i>’ and ‘<i>A dog’s need to exhibit normal behaviour.</i>’</p> <p>Consistent and effective dog breeding regulations for the whole of the UK</p> <p>Regulations under the AWA to protect offspring from inherited diseases and harmful physical traits applied to <u>all</u> breeders (not only licensed breeders)</p> <p>LA registration of dog breeders below the licensing threshold</p> <p>Advertisements for the sale of puppies must include a breeder’s registration number</p> <p>Microchip regulations improved and standardised (preferably one national database) Retention of breeder’s details on microchip</p> <p>Reduction of number of litters permitted for each breeding female to 4 litters</p> <p>English Dog Breeding Regulations higher standards must apply to all licensed breeders</p>	<p>4 Bringing experts together and disseminating expertise</p> <p>Invite experts to DBRG meetings and symposiums</p> <p>Provide reliable and scientific information on inherited and breed-related diseases and conformation health and welfare problems</p> <p>Provide reliable information on puppy rearing and socialisation</p> <p>Translate scientific research into practical tools and information to enhance breeding and rearing practices</p> <p>Enable information exchange between specialists concerning health and welfare issues and findings associated with dog breeding and rearing.</p>	<p>5 Changing behaviours of owners and breeders</p> <p>Promote purchasing behaviours to move from impulse to considered purchase</p> <p>Provide guidance to help the general public source an ethically bred puppy. For example, ‘<i>Guide to finding the right dog.</i>’ Work with other welfare stakeholders with an aim to ensure a consistent message.</p> <p>Promote acceptance of the concept that only dogs free from serious genetic diseases should be used for breeding</p> <p>Promote breeding practices that maintain genetic diversity</p> <p>Promote best practice in dog breeding and purchase by working with other welfare organisations and the dog breeding industry to encourage high ethical and professional standards</p> <p>Promote the widespread use of the Code of Practice for Dog Breeding and AWF Puppy Contract and AWF Puppy Information Pack (PIP)</p>
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Objective	To achieve this objective we will	We will measure our success by
<p>1. Developing DBRG as a sustainable organisation</p>	<p>Develop an income and funding strategy</p> <p>Set an annual budget in light of financial review and agree objectives</p> <p>Define roles for volunteers and recruit to the roles</p> <p>Define roles for DBRG Members</p> <p>Define roles for Student Ambassadors</p> <p>Identify paid staff tasks and recruit to these roles where appropriate</p> <p>Develop our Board of Trustees building competence guided by the Charity Commission Governance Code</p> <p>Operate in an organised way with regular meetings, agreed actions and review of these</p> <p>Be supportive of colleagues, volunteers and paid staff and ensure their involvement</p> <p>Seek feedback from Trustees, Members, Student Ambassadors and others concerning the way we work</p>	<p>Regular review of income against expenditure</p> <p>Growth in income</p> <p>Regular review of our ability to fulfil volunteer and paid roles consistent with our objectives</p> <p>Regular Trustee and Member skills and satisfaction review</p> <p>Review of Trustee and Member turnover</p> <p>Feedback from those involved with DBRG including members, advisors and external contacts</p>

Objective	To achieve this objective we will	We will measure our success by
<p>2. Education and raising awareness</p>	<p>Provide accessible, up-to-date and freely available information on the DBRG website</p> <p>Interpret, present and disseminate research findings in formats accessible to breeders and members of the public</p> <p>Attend external events such as the National Pet Show to engage directly with members of the public, breeders and others.</p> <p>Publish popular articles on dog health and welfare related to breeding and rearing</p> <p>Publish guides to support public understanding of dog breeding and related health and welfare issues.</p> <p>Engage with the media to promote appropriate representation of dogs, their behavioural and health needs and best practice in breeding and rearing.</p> <p>Use social media to disseminate information and guidance</p>	<p>Access to the DBRG website (e.g. number of hits) and social media</p> <p>Development of interpretative material translating academic research into widely accessible formats</p> <p>Number of events attended; numbers of participants at events; informal feedback of success of events</p> <p>Circulation of publications in which DBRG articles appear</p> <p>Access to guides and related documents produced</p> <p>Improved media representation of dogs, their behaviour and breeding.</p>

Objective	To achieve this objective we will	We will measure our success by
<p>3. Legislative change to meet the needs of dogs in the 21st century</p>	<p>Present arguments and reports to Government and other relevant stakeholders (e.g CFSG, CAWGW, APDAWG, APGAW) using the most effective channels</p> <p>Lobby political representatives and engage with the Defra Animal Welfare team</p> <p>Collaborate with other dog welfare organisations such as RSPCA, PDSA to apply pressure for change</p> <p>Participate in relevant forums (e.g. APGAW, CFSG, CAWGW)</p> <p>Publish and disseminate Position Papers on relevant matters</p> <p>Promote legislative change through media engagement</p> <p>Encourage high standards of inspection and licensing by local authorities</p>	<p>Our submission of informed responses to Government consultations</p> <p>Meetings obtained with Government officials and the outcomes of these</p> <p>Responses of political representatives to lobbying</p> <p>Consideration of issues relevant to dog health and welfare in breeding in relevant forums and DBRG's contribution to these</p> <p>Published articles, blogs and other communications influenced by DBRG bearing on legislative change</p> <p>Engagement with local authority groups such as the City of London Local Authority Steering Group and others</p> <p>Keep abreast of developments internationally</p>

Objective	To achieve this objective we will	We will measure our success by
<p>4. Bringing experts together and disseminating expertise</p>	<p>Participate in appropriate conferences such as the International Partnership for Dogs (IPFD) Dog Health Workshops</p> <p>Present a regular Symposium on key contemporary issues in dog health, breeding and rearing</p> <p>Promote and publicise information on inherited diseases in dogs on the DBRG website and social media</p> <p>Invite outside experts to contribute to DBRG meetings</p> <p>Facilitate exchange of the results of high quality research through DBRG membership and wider contact network</p> <p>Publish articles, papers and policy positions and disseminate these through suitable media</p> <p>Participation in working groups to increase understanding and promote improved practice (e.g. Brachycephalic Working Group)</p>	<p>Attendance at and submission of papers and/or talks to conferences</p> <p>Number and range of participants at DBRG organised Symposiums</p> <p>Attendance at DBRG meetings and other events by experts from other organisations for information exchange</p> <p>Reports of DBRG comments, publications and events in the media</p> <p>Numbers and nature of organisations/individuals to whom DBRG material (e.g. position papers, Notes of Meetings, Annual Report) are disseminated</p> <p>Outcomes of working group initiatives</p>

Objective	To achieve this objective we will	We will measure our success by
<p>5. Changing behaviour of breeders and owners</p>	<p>Engage constructively with private sector bodies including kennel clubs and industry representatives as well as breed societies, breed health co-ordinators and relevant others.</p> <p>Promote the concept that only dogs free from serious genetic diseases should be used for breeding. Do this through website and social media information, articles and events such as symposiums and wider meetings.</p> <p>Promote the <i>Code of Practice for Dog Breeding and Guidance on Extreme Conformation</i> through our website, at events and in publications.</p> <p>Promote the widespread use of the Animal Welfare Foundation (AWF) Puppy Contract and Puppy Information Pack (PIP) through our website and events, in publications and by collaboration with other welfare bodies.</p> <p>Promote purchasing behaviours to move from impulse to considered purchase.</p> <p>Develop guidance to help the general public source an ethically bred puppy. For example, DBRG website <i>Guide to Finding the Right Dog</i>, DBRG leaflet <i>Advice for Puppy Buyers.</i></p> <p>Work with other welfare stakeholders to achieve a consistent message.</p>	<p>Meetings held with relevant stakeholders including KC, breed societies, health co-ordinators and relevant others</p> <p>Attendance at events relevant to dog breed health and welfare</p> <p>Evidence of improved purchasing behaviours by consumers (eg research conducted, use of health and welfare conscious breeders, reduction in on-line purchases)</p> <p>Acceptance by breeders and their organisations of appropriate out-crossing to reduce inherited disease</p> <p>Awareness and use of the <i>Code of Practice for Dog Breeding and Guidance on Extreme Conformation</i></p> <p>Uptake of the AWF Puppy Contract by breeders</p> <p>Improvement of breed average Coefficients of Inbreeding (COI) for all breeds.</p> <p>Increased use of the Canine Health Schemes and DNA testing by breeders</p> <p>Increased use of Estimated Breeding Values (EBVs)</p> <p>Increased use of the KC Mate Select online tool</p> <p>Improved Effective Population Sizes (EPS) for all breeds (breed societies and Kennel Club)</p>