

2008 年中国动物保护团体世界动物日活动情况综述

General Report of Chinese Animal Protection Groups' World Animal Day (WAD for short) Campaigns in 2008

截至 9 月 26 日，共收到 13 家中国动物保护团体的世界动物日活动计划，这些团体分布于北京、深圳、长沙、武汉、邯郸、成都、厦门、合肥 8 个城市。10 月 22 日，根据这些团体的反馈和在各个团体网上的资讯，13 个团体中，有 6 个在团体在世界动物日前后举办了活动。举办活动的团体情况如下：

Until Sep 26th, 13 Chinese animal protection groups' WAD campaign plans had been received, which are located in 8 cities, including Beijing, Shenzhen, Changsha, Wuhan, Handan, Xiamen and Hefei. Up till Oct 22nd, according to their feedbacks and information on their websites, 6 groups out of 13 had hold campaigns before or after WAD, with the following details:

团体 Group	时间 Time	主题 Theme	宣传要点 Publicity Focus	活动形式 Campaign Form	宣传地点类型 Type of location	备注 Notes
长沙小动物保护协会 Changsha small animal protection association	10 月 4 日 Oct 4 th	文明养犬、陪伴一生、不离不弃 Civil dog keeper, lifelong companion, never abandon	关爱动物、拒吃猫狗肉、提倡绝育 Love the animals, refuse to eat cats and dog, advocate sterilization	发传单、海报、展板 Leaflets, posters, display boards	社区 community	
武汉流浪宠物救助站 Wuhan stray pet shelter	10 月 4 日 Oct 4 th	拒吃猫狗肉 Refuse to eat cats and dogs	关爱动物、拒吃猫狗肉 Love the animals, refuse to eat cats and dog,	海报、展板、音乐、话剧、行为艺术、发传单、募捐、实体动物展示 Posters, display boards, music, drama, action arts, leaflets, donation, real animal show	街头 street	观看者感觉很震撼，希望把宣传内容转述给自己周围的人 The viewers felt shocked and hoped to tell the content to their surrounding people,
厦门市爱护动物协会 Xiamen animal	10 月 4 日 Oct 4 th	世界动物日纪念活动 WAD memorial	动物保护 Animal protection	展板、发传单、调查问卷、动物保护咨询(?)	大学校园 campus	吸引了 1000 多人 More than 1,000 people were attracted

protection association		campaign		Display boards, leaflets, questionnaire, animal protection consultation		
深圳猫 Szcat	10月12日 Oct 12 th	拒吃猫狗肉 Refuse to eat cats and dogs	拒吃猫狗肉 Refuse to eat cats and dogs	展板、海报、行为表演、派发宣传年历 Display boards, posters, action arts, publicity calendars	街头 Street	观看者感觉很触动，希望把拒吃猫狗转述给自己周围的人 The viewers felt touched and hoped to tell the content to their surrounding people,
成都“爱之家”小动物保护中心 Chengdu “home of love” small animal protection center	9月21日， 10月5日 Sep 21 st Oct 5 th	关爱动物、文明养宠 Love the animals and be a civil pet keeper	文明养犬，动物绝育 Be a civil dog keeper, Animal sterilization	发传单、现场绝育 Leaflets, on-the-scene sterilization	街头 street	
邯郸小动物保护网 Handan small animal protection website	10月4日 Oct 4 th	爱护动物，拒吃猫狗 Love the animals and refuse to eat cats and dogs	爱护动物，拒吃猫狗 Love the animals, refuse to eat cats and dog,	发传单、签名 leaflets, signature	公园 Part	“接待了2万多群众”，吸引了 More than 20,000 people were attracted.

如上表，

Noted as the form above:

6家团体中，4家团体的活动是在世界动物日当天举办的。

4 groups' campaigns out of the 6 were carried out on the same day as WAD.

活动主题和内容：5家团体活动的主题中，仅厦门没有看到较为明确的主题；长沙的主题比较分散，包含了：提倡绝育、拒吃猫狗肉、文明养犬、陪伴一生等数个宣传要点；武汉的活动主题为：关爱动物，拒食猫狗肉，现场也有“陪伴一生”的宣传展板；深圳的主题和邯郸的主题表现的比较集中：拒吃猫狗；成都的主题也较为集中在文明养宠和绝育的议题上。值得指出的是，6家团体中，有4家的宣传议题中包含拒吃猫狗肉，其中武汉、深圳、邯郸三家都将拒吃猫狗作为其中心主题。

Campaign theme and content: among five groups' campaign themes, only Xiamen's was not very clear; Changsha's theme was scattered, including several publicity focuses, including promoting sterilization, refusing to eat cats and dogs, being a civil dog keeper and lifelong companion; Wuhan's campaign theme was loving animals and refusing to eat cats and dogs with display boards of "lifelong companion"; Shenzhen and Handan's themes were centralized, which were refusing to eat cats and dogs; Chengdu's theme was focused on being a civil pet keeper and sterilization. It was worthwhile to point out that refusing to eat cats and dogs was included in 4 groups campaign themes, among which Wuhan, Shenzhen and Handan made it their core themes.

活动方式: 6家团体的动物日活动均为宣传, 但其中成都“爱之家”的宣传活动中还有现场的社会服务——绝育。

Campaign methods: 6 groups' animal day campaigns were about publicity and Chengdu's "home of love" publicity campaign provided on-the-scene social service—sterilization.

6家团体的活动中都用到了发放宣传品的方式。这些宣传品中, 邯郸、成都和厦门都用到了 ACTAsia 提供的《动物的感知》宣传单, 成都还特别用到了《宠物绝育》的宣传单; 深圳猫发放的是可以保留时间更长的宣传品: 年历。

In the 6 groups' campaigns, they distributed publicity materials. Among them, Handan, Chengdu and Xiamen used leaflets "animal has sense" provided by ACTAsia, Chengdu especially used leaflets of "pet sterilization" and SZcat used something that could be kept longer, the calendars.

6家团体的活动中, 武汉和深圳采用了行为艺术表演的方式, 提醒人们换位思考动物的处境

In the 6 groups' campaigns, Wuhan and Shenzhen used action art performance, reminding people to think from the animal's perspective and think about its condition.

6家团体中的活动中, 武汉的活动用到了活体动物展示来宣传, 而成都以现场提供动物绝育手术的方式来宣传。

In the 6 groups' campaigns, Wuhan used real animal show and Chengdu provided on-the-scene animal sterilization service.

6家团体动物日活动中用到的其他宣传方式还包括海报、展板、音乐、话剧表演、募捐和签名募集。

In the 6 groups' campaigns, they adopted other publicity methods, including posters, display boards, music, drama play, donation and signature collection.

厦门的活动中采取的“动物保护咨询”方式应该是一种口头宣传方式

Xiamen provided "animal protection consultation", which was an oral way of publicity.

活动地点: 6家团体的活动, 武汉、深圳和成都都在街头举办, 邯郸在公园举办, 针对人群可以认为是广大市民; 长沙的的活动在社区举办, 针对的为社区居民; 厦门的活动在高校校园, 可以认为针对人群主要是高校师生。

Campaign location: In the 6 groups' campaigns, Wuhan, Shenzhen and Chengdu chose streets as their scene, Handan chose the park, mainly pointing at the general public, Changsha chose the community, pointing at the community residents, Xiamen chose the campus, pointing at the college teachers and students.

活动效果: 6家团体的活动叙述中, 邯郸与厦门有宣传到的人数, 分别是2万多人和1000多人, 深圳和武汉的活动报道中可以看到被宣传者受到的影响和效果明显, 活动给被宣传者的触动很大。长沙和成都的活动叙述中, 不能很好的反映其活动效果, 但根据照片, 长沙的活动场面还是比较热闹, 并可以看出, 与其现场免费绝育手术关系很大。

Campaign effect: In the 6 groups' campaign reports, Handan and Xiamen had the statistics, which were 20,000 and 1,000. Shenzhen and Wuhan's reports could tell that the publicity had obvious effect and the viewers were deeply moved. Changsha and Chengdu's campaign reports couldn't tell its effects but Changsha's scene was quite lively as we could see from the pictures, which had a lot to do with free on-the-scene sterilization service.

具体各个团体的活动情况和照片如下:

The groups' campaign details and pictures are as follows:

团体：首都爱护动物协会

Group: capital animal protection association

计划：举办一个书画收藏拍卖筹集作为动物慈善基金

Plan: hold a calligraphy and painting collection auction for raising animal charity fund

计划时间：10月中旬之前

Planned time: before the middle of October

情况：其网站上没有相关消息，在搜索引擎中也没有找到消息

Condition: no related information found on its website, no information found in the search engine

2. 团体：长沙市小动物保护协会

Group: Changsha small animal protection association

原计划：进行“做一个负责任的宠物主人”的宣讲

Original plan: deliver a presentation on “be a responsible pet owner”

计划时间：2008年9月-10月4号

Planned time: September 2008-Oct 4th

总结：

Summery:

新的计划：

New plan:

目标：提升伴侣动物作为人类朋友和帮手的形象，鼓励人们给它们应有的爱和尊重；

倡导人与动物和谐并存，做个负责的宠物主人，文明养犬，对自己的宠物不离不弃；

引起社会各界对伴侣动物的关注

Targets: promote the companion animal's image as human's friend and helpers, encourage people

to give them the love and respect they deserve;

Promote harmonious coexistence between human and animal, be a responsible pet owner,

be a civil dog keeper, never abandon our own pets;

Arouse all walks of life's attention to companion animals.

世界动物日宝南街社区宣传活动

World Animal Day Baonanjie Community Publicity Campaign

宣传文明养犬，陪伴一生不离不弃的概念；

Advocate the concepts of being a civil dog keeper, lifelong companion and never abandon

对社区居民进行如何与动物相处；

动物与小孩相处知识的普及；

Tell the community residents how to handle the animals and how should the children get along with the animals

宣传绝育是控制流浪狗数量的最有效方法。

Advocate that sterilization was the most effective way to control stray dogs.

时间：10月4日。]

Time: Oct 4th

地点：芙蓉区宝南街社区服务中心

Place: Nanshanjie community service center in Furong District

活动主题：关爱动物，文明养犬，拒吃猫狗肉，提倡宠物绝育，共建和谐社区

Campaign theme: love the animal, be a civil dog keeper, refuse to eat cats and dogs, promote pet sterilization, and build a harmonious community together

参加人数：有28个以上的会员参加宣传活动，但是宣传人群数目未知。

Number of participants: more than 28 members join the publicity campaign, but the number of the viewers remained unknown.

感谢宝南街社区服务中心给协会提供了一个活动场地，感谢落叶的联系，感谢协会会员们的积极参与，活动终于圆满完成。

Thanks to the place scene provided by Nanshanjie community service center, thanks to Luoye's contact work and the members' active participation, this campaign ended well.

衷心希望动物们不光是在动物日享受到该享受的人道待遇，在其他的日子里也能一样生活就好。

Hopefully, the animals not only enjoy the humane treatment they deserve on animal day, but also enjoy the other days.



Changsha 08WAD 01



Changsha 08WAD 02



Changsha 08WAD 03

3. 团体：安徽爱你们

Group: Anhui loves you

计划：1、世界动物日宣传进大学；2、兽医的从业道德培训

Plan:1. bring world animal day publicity into college

2. training on vets' codes of conduct

计划时间：世界动物日当天

Planned time: same day as world animal day

情况：因为人手不够，动物日未举办活动

Condition: no campaign was held on WAD due to insufficient help

4. 团体：武汉流浪宠物救助站

Group: Wuhan stray pet shelter

计划：狗不等于食物 街头宣传

Plan: dog is not food street publicity

计划时间：世界动物日当天

Planned time: same day as WAD

总结：

Summary:

10月4日，通过改编版《狗狗一路顺风》、自编自导自演话剧《乖乖历险记》、行为艺术《人进狗笼》与动物换位思考……等形式在武汉光谷步行街中庭活动广场举办了一场主题为“拒食猫狗肉”的大型公益活动，号召大家关爱宠物，拒食猫狗肉。

On Oct 4th, a large-scaled public welfare campaign was held at Zhongting Square in Guanggu Walking Street in Wuhan to advocate the general public to love the animals and refuse to eat cats and dogs with the program of edited “have a nice trip, doggie”, self-edited, directed and played drama “the adventure of goody-goody” and action art “human in dog cage” to think from the animal’s perspective.

参与人数：未知

Number of participants: unknown

反应：根据新闻，一名观看的大学生表示觉得很震撼，“义工的表演让她太感动了。她拍下了现场图片，准备用它向周围的人宣传善待动物。”

Feedback: according to news report, a college viewer felt shocked and said the volunteer’s performance was so touching and she took some pictures to tell her surrounding people to treat animals nicely.

新闻：<http://hb.qq.com/a/20081005/000006.htm>

News link: : <http://hb.qq.com/a/20081005/000006.htm>



Wuhan 08WAD 01



Wuhan 08WAD 02



Wuhan 08WAD 03



Wuhan 08WAD 04

5. 团体：武汉流浪猫救助站

Group: Wuhan stray cat shelter

计划：流浪小动物——流浪猫的保护 宣传

Plan: stray small animals-stray cats protection publicity

时间：2008年8月1日——2008年11月

Time: August 1st 2008- November 2008

情况：没有找到此活动的任何消息。

Condition: no information on this campaign was found.

6. 团体：厦门市爱护动物协会（筹）

Group: Xiamen Animal Protection Association (organizing)

计划：纪念“世界动物日”宣传活动

Plan: memorize “World Animal Day” Publicity Campaign

时间：10月4日

Time: Oct 4th

报告：10月4日上午，协会与厦门大学绿野协会在厦大建文楼前举办纪念2008“世界动物日”活动。

Reports: on the morning of Oct 4th, 2008 “world animal day” campaign was co-hosted by the association and Green Field Association in Xiamen University in Jianwen Building in the university.

活动中十几位会员向参加活动的人们提供有关动物保护方面的咨询，并赠送最新的动物保护彩页、作品、VCD等宣传材料。这也是我市继去年之后第二年举办纪念“世界动物日”大型宣传活动。

In this campaign, more than 10 members provided consultation on animal protection and distributed publicity materials such as the latest animal protection colored brochures, products and VCD. This is also the second large-scaled publicity campaign to memorize “World Animal Day” right after last year.

今天的活动吸引了一千多位的群众和师生，有不少家长还带着孩子来参加，有的甚至是全家都来了。一位在厦大读博士的女士一边看着宣传板一边向两岁多的孩子讲解保护动物的重要性，还启发孩子根据图片模仿动物的动作，孩子也兴致勃勃地学着；另一位母亲则是耐心地向孩子解释调查问卷的内容，指导孩子填写调查表；市人大的吴先生带着全家来参加活动，全家三口还帮助协会向来往的人们发放宣传材料；不少学生和游客还说是第一次听说“世界动物日”，并饶有兴趣地询问各种有关动物保护方面的问题。

Today's campaign attracted more than 1,000 residents, teachers and students, and some parents brought their children or even the whole family came. A lady studying for doctor's degree in Xiamen University was looking at the display board while explaining the importance of animal protection to a 2-year-old kid, inspiring the kid to imitate the animals movement according to pictures who was watching and learning excitedly; another mother patiently explained the content of the questionnaire to the kid and guiding the kid to finish it; a member of municipality people's congress Mr. Wu brought his whole family and the three of them helped the association members to send out the publicity materials to the passers-by; many students and tourist had never heard of “Word Animal Day” and they asked lots of questions about animal protection with great curiosity.

厦门电视台和厦门晚报对协会的这次活动都进行了报道，协会副会长、厦大学生命科学学院洪水根教授，厦门大学绿野协会负责人朱倩雯同学，协会负责人萧冰分别接受记者的采访，他们就动物保护的意义的意义、大学生参加动物保护活动及世界动物日的宣传活动的举办等问题进行了阐述。

Xiamen TV Station and Xiamen Evening News covered this campaign. The deputy principal of the association, professor Hong Shuigen from Live Science School in Xiamen University, principal of Green Field association in Xiamen University Zhu Qianwen, association principal Xiao Bin accepted the journalist's interviews respectively, who elaborated on questions about the significance of animal protection, college students' participation of animal protection activity and World Animal Day Publicity Campaign.

厦视新闻报道详见http://www.xmg.com.cn/news/article/xm_49963.asp

For details in Xiamen TV news coverage:

http://www.xmg.com.cn/news/article/xm_49963.asp

厦门晚报报道见http://www.xmnn.cn/dzbnk/xmwb/20081008/200810/t20081008_744785.htm

Xiamen Evening News Report:



Xiamen 08WAD 01



Xiamen 08WAD 02

7. 团体：四川大学动物保护协会

Group: Sichuan University Animal Protection Association

计划：素食日

Plan: Vegetarian Day

计划时间：9月30日——10月4日

Planned time: Sep 30th—Oct 4th

情况：没有如期举办活动。

Condition: campaign was not held on schedule.

8. 团体: AAC-深圳猫

Group: AAC-SZCat

计划: 拒绝吃猫 抵制不文明饮食行为宣传活动

Plan: refuse to eat cats, fight against uncivil catering behaviour publicity campaign

计划时间: 10月12日

Planned time: Oct 12th

报告:

Report:

主题: “拒吃猫狗”大型公益宣传活动

Theme: “Refuse to eat cats and dogs” large-scaled public welfare publicity campaign

时间: 10月12日

Time: Oct 12th

地点: 深圳梅林路万科大厦旁

Place: near Wanke Building in Meilin Road in Shenzhen

参与人数: 深圳猫30多名义工

Number of participants : more than 30 volunteers from SZCat

活动: 12日下午的活动现场, 由深圳猫的3名义工扮演被关在食肆门前笼子里的猫。一些义工也画了淡淡的猫脸, 他们用手抓着笼子边的宣传牌, 无声的呼吁着“请做我的朋友, 不要吃掉我”, 这个与动物换位思考的行为艺术引起了过往路人的强烈的关注。

Campaign: on the scene on the afternoon of 12th, 3 SZCat volunteers played as the cats locked in a cage in front of a restaurant. Some volunteers painted light cat face, with their hands grabbing the display boards next to the cage, urging “be my friends please and don’t eat me” in a silent way. This way to think from the animal’s perspective aroused great attention from the passers-by.

12日的活动现场, 义工们还免费向路人派发了印有拒吃猫狗的 2009 年年历卡, 希望以这种方式倡议所有人拒食猫狗肉。

On the campaign scene on the 12th, the volunteer distributed free 2009 calendar of refusing to eat cats and dogs to passers-by, hoping to advocate the others refuse to eat cats and dogs in this way.

观众反应: “太触动了!”一位骑车经过的路人停下车仔细看着宣传板上的资料, 激动的说“以后我要对那些猎奇吃猫的人讲解你们的资料!”, 4名从皇岗赶来参加宣传活动的中学生对记者说, 他们都是爱护小动物的志愿者, 义工的表演太感动了。其中2名同学还特别和深圳猫负责人具体沟通学校爱护动物团体的活动开展, 希望进一步发动同学们向周围的人宣传善待动物。一名牵着狗狗经过的女士说, 虽然每天和宠物狗在一起, 但从没想到去体验狗狗关在笼子里的感觉, 更没有想到应该加入去抵制吃猫狗这样残忍的事情, 她表示回去后会向家人朋友宣传。

Audience feedback: “so touching”. A passer-by on the bike stopped and looked at the materials on the display boards and said excitedly “I will explain your materials to those who eat cats out of curiosity from now on!” 4 middle school students who came all the way from Huang told the journalist that they were all volunteers who love animals and the volunteers’ performance was so touching. Among them, 2 students communicated with SZCat principal on issues about the activities held by school animal protection groups hoping to further inspire the schoolmates to propagate nice treatment to animals to their surrounding people. A female passer-by with a dog said even though she was with her pet dog all day long, she never thought about the dog’s feeling of being locked in a cage, not to mention that she should join the group of being against those who eats cats and dogs. And she promised to propagate this concept to her family and friends when she got back.

新闻: http://epaper.nddaily.com/H/html/2008-10/13/content_596463

News link: http://epaper.nddaily.com/H/html/2008-10/13/content_596463



Shenzhen 08WAD 01



Shenzhen 08WAD 02



Shenzhen 08WAD 03

9. 团体：四川成都“爱之家”小动物保护中心

Group: “home of love” small animal protection centre in Chengdu, Sichuan

计划：关爱生命，从小做起

Plan: love live from early age

时间：2008年09月21日

Time: September 21st 2008

报告：主题：关爱动物 文明养宠 爱之家社区义务宣传

Report: theme: love and care the animals, be a civil pet keeper, home of love community volunteer publicity

时间：10月5日

Time: Oct 5th

地点：9月21日金沙博物馆 10月5日 文殊坊

Place: Sep 21st Golden Sand Museum Oct 5th Wenshufang

活动：动物绝育、动物的感知折页发放，文明养宠宣传、免费现场绝育

Campaign: animal sterilization, distribute brochures of “animal has sense”, advocate being a civil pet keeper, free on-the-scene sterilization

参加人数：未知

Number of participants: Unknown



Chengdu 08WAD 01



Chengdu 08WAD 02



Chengdu 08WAD 03



Chengdu 08WAD 04

10. 团体：南京猫友俱乐部

计划：猫咪现场领养活动

计划时间：2008 年 10-11 月

Planned time: Oct 2008-Nov 2008

情况：未找到其活动信息。

Condition: No related information was found

11. 团体: 厦门宠物网

Group: Xiamen Pet Website

计划: “养它之前请三思”宣传活动

Plan: “think it over before raise it” publicity campaign

计划时间: 10月4日

Planned time: Oct 4th

情况: 未找到其活动信息

Condition: No related information was found

12. 团体：邯郸小动物保护网

Group: Handan Small Animal Protection Website

计划：尊重生命 善待动物 立法宣传活动

Plan: respect life, treat animals nicely, legislation publicity campaign

计划时间：10月4日

Planned time: Oct 4th

报告：2008年10月3日，邯郸市小动物保护网在丛台公园开展了主题为“爱护动物 拒吃猫狗”的纪念活动。当天共接待了逾2万参观群众，同时募集到了200个支持立法保护动物的群众签名和40多位要求加入动物保护组织的志愿者。

Report: On Oct 3rd, 2008, Handan small animal protection website held a memorial campaign in Congtai Park with the theme “Love the animals and refuse to eat cats and dogs”. On that day, more than 20,000 people were attracted and 200 signatures in favor of animal protection legislation were collected and more than 40 people required to join the animal protection organization volunteer team.

本次活动得到了亚洲动物基金与行动亚洲的大力支持，在此表示感谢！

This campaign got great support from Asia Animal Fund and ACTAsia. Thanks a lot!

同时感谢热心市民张艺强先生及喜相逢婚庆公司龙入军先生为本次活动提供的车辆运输服务！

Meanwhile, much gratitude to kind-hearted citizen Mr. Zhang Yiqiang and Long Rujun from Xixiangfeng Wedding Celebration Company for providing vehicles and transportation service!



Handan 08WAD 01



Handan 08WAD 02



Handan 08WAD 03

13. 团体：北京大学“流浪的天使”动物关爱协会

Group: Beijing university “stray angel” animal care and love association

计划：动物关爱日 宣传活动

Plan: animal care and love day publicity

计划时间：2008.10.4-2008.10.7

Planned time: Oct 4th 2008-Oct 7th 2008

情况：没有找到相关信息

Condition: No related information was found.