

Leave It Evaluation Report



Final Evaluation Report

30th June 2020

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Executive Summary

In 2017, Redland City Council engaged Social Marketing @ Griffith to develop a community behavioural change program that would help reduce interactions between dogs and koalas. The Social Marketing @ Griffith project team undertook a three-stage process: Co-Create, Build, Engage (CBE) (Roemer et al, 2020). An extensive formative research process involving systematic literature review, expert interviews and community surveys was conducted to gain in-depth understanding of the issue. Next, dog owners from the Redlands region participated in workshops in which a community behaviour change program was co-designed.

Leave It consisted of a dog training program, in which wildlife aversion was embedded as one of many skills (e.g. sit, stay, come back when called and stay quiet). To achieve optimum results, *Leave It* engaged two renowned Australian dog trainers to train local dog trainers to teach wildlife aversion. Key insights gained during the co-create stage was that dog owners wanted the program to show them what to do and they wanted a program that was fun, dog focussed and about wildlife broadly (and not just koalas). The co-creation study is reported in *Australasian Journal of Environmental Management* (see Appendix 2). The pilot program was launched using a free community event *DogFest*. *DogFest* created engagement with the community in a fun way, as well as bringing a more serious side. *DogFest* was used to promote *Leave It* and increase awareness of the importance of dog training. *Leave It* and *DogFest* were supported by a communication program featuring PR, flyers distributed through various local business and community areas, the *Leave It* [website](#), mailing list and social media. The *Leave It* pilot demonstrated that koala aversion could be embedded within dog training programs to help dogs to improve their abilities to avoid koalas. The pilot program and outcomes are reported in *Social Marketing Quarterly* (see Appendix 2).

Key Findings:

- Over 85% of people were satisfied with and would recommend the program
- Two thirds of *Leave It* 4-week program participants would seek *Leave It* training again in future
- All dog abilities (sit, stay, come back every time, aversion and stay quiet on command) were greater post *Leave It* training.

Phase 2 of the *Leave It* program aimed to extend *Leave It* city-wide. Based on the understanding that koala aversion could be embedded into dog training programs through the model applied in the pilot, this phase aimed to increase the number of dog trainers who had the skills to teach wildlife aversion to dog owners. To scale up for citywide delivery, *Leave It* focussed on delivering a train-the-trainer model. Expert trainers trained local dog trainers. Dog trainers completing a one-day session on wildlife aversion became *Leave It* accredited trainers. This model assumed dog training business would embed wildlife aversion techniques into their normal operations.

Key Findings:

- 42% of the dog trainers within Redlands received koala aversion training in Stage 2.
- Public seminars had on average 84% satisfaction rate with 93% of people likely to return
- Train the trainer workshops had a 100% willingness to recommend the sessions.
- Promotional reach 200,000+
- Three waves of data collected 2,013 surveys to monitor dog abilities in Redlands. Data provides evidence that dog training in *Leave It* protocols from 2017 to 2019 have significantly changed dog behaviours with, come back when called (increase of 40%) and aversion improving (increase of 24%).

Phase 3 of the *Leave It* program was a continuation of Phase 2, implementing learnings from previous stages to further extend the number of dog trainers servicing the Redland City Council area who could teach wildlife aversion. The main aim was to ensure dog trainers that were not involved in the program in previous years chose to participate in 2020. The *Leave It* project team undertook activities aimed at embedding *Leave It* activities with the Animal Management Team. Key tasks included developing new materials for the shelter. This work aimed to transition *Leave It* to “business as usual”. A key aim included training Animal Management staff to embed koala aversion abilities into dogs where possible. COVID-19 delayed these efforts.

The development and upgrades of Animal Management’s adoption welcome pack and cat pack were carried out by the Social Marketing @ Griffith (SM@G) team. The upgrade aimed to build awareness for *Leave It* and to promote cohesion between the Redland City Council Animal Management and the *Leave It* program activities being implemented in the city council area. In 2020 *Leave It* promoted puppy training and *Leave It* accredited trainers were encouraged to emphasise the importance of teaching young puppies to understand training of aversion, denning and coming back when called. There is now a dedicated puppy page on the *Leave It* website. SM@G has started working on building a yearly training roster with most accredited trainers willing to help out at the animal shelter once per month to contribute their training abilities and expertise to support the Animal Management team.

Overall Key Findings:

- 71% of all dog trainers servicing the Redland City Council area are trained in *Leave It*
- Over the four-year program online and offline promotional activities have seen:
 - 480,000 views for press releases
 - 175,000 people reached through radio and 60,000 views from bus shelters
 - 3,800+ flyers have been delivered to vets, dog parks, retail stores changing community norms with 5 kinds of messaging including dog training, seminars and wildlife aversion
 - Over 165 attendees in 9 face-to-face workshops and 6,300+ views for two [Facebook Live Q&A](#) sessions featuring Ryan Tate.
 - 1,500+ people attending DogFest

Leave It aimed to continue focus on dogs by:

- 1) Successfully embedding koala/wildlife aversion into dog obedience training delivery within the RCC area
- 2) Successfully embedding appropriate denning practises into dog obedience training delivery within the RCC area (to reduce threats to koalas and wildlife)
- 3) Promoting, encouraging and supporting dog obedience training to ensure that highly trained, obedient dogs are more enriched and less likely to bark, therefore causing less neighbour disputes.

Leave It – extended citywide roll-out

Key objectives of Phase 3 were extending the city-wide roll-out to engage with the remaining dog trainers in the area (n=12) and to continue to promote, deliver and build awareness for *Leave It*. Importantly, Phase 3 delivered coordination with the Redland City Council Animal Management team. This final report for Redland City Council reports all stages of the *Leave It* program.

Phase 1 – Pilot Project 2017

The pilot program ran in 2017 with a variety of professionals servicing the local government area receiving professional training on wildlife aversion training. The promotional program included an event DogFest supported by a communication program featuring PR, flyers website, mailing list and social media. The C-B-E process was applied to co-create and test a pilot program with the dog owning community. Results are reported in *Australasian Journal of Environmental Management and Social Marketing Quarterly* (see Appendix 2).

Phase 2 – City-wide rollout 2018-2019

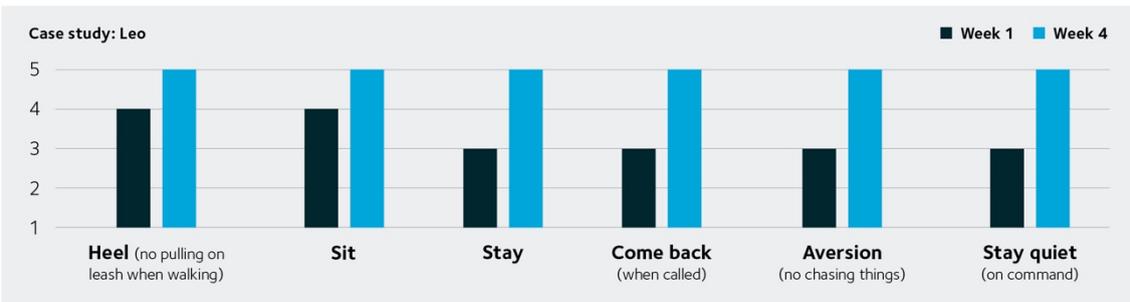
This stage aimed to extend koala aversion training skills for trainers servicing the local government area and to extend communication efforts to raise demand for dog training with the dog owning community. A key focus in this stage was to locate, attract and engage dog trainers to equip them with koala aversion skills. In this 12-month project 9 out of the 21 dog training companies were engaged.

Phase 3 – Extended city-wide rollout 2019-2020

Stage three focussed on extending the citywide rollout effort and commenced with co-creation to understand why some dog trainers were not engaging with the program. Changes were made to the program to attract a broader cross section of trainers and communication promoting the benefits of dog training continued. Effort continued to ensure that the remaining dog trainers and breeders within Redlands City Council were contacted and trained in wildlife aversion. A further 6 dog training companies received *Leave It* training. Social Marketing @ Griffith worked with the Redland City Council animal management team to co-ordinate a roster of *Leave It* accredited dog trainers who were willing to train volunteer staff and the dogs in care. Work was carried out in the adoption and compliance packages to raise awareness for the *Leave It* program and flyers were designed (barking, wildlife and puppy) to help with key issues being addressed by the Redland City Council animal management team.

City wide roll out of the *Leave It* program changed community attitudes towards dog training and increased dog skills through online and offline promotional activities. Increases in come back when called, aversion and stay quiet on command are higher over time but data does demonstrate an opportunity to further grow abilities. The *Leave It* methodology can be applied within local government areas to increase dog abilities and change community attitudes to protect wildlife (see figures on pages 10 and 11).

PHASE 1 PILOT PROJECT 2017

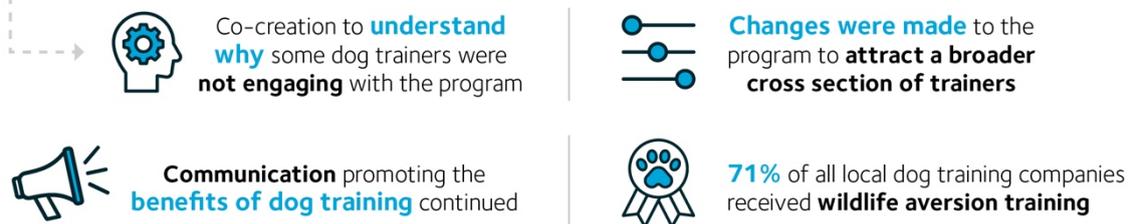


PHASE 2 CITY-WIDE ROLLOUT 2018-2019



42% of local dog training companies received **wildlife aversion training**

PHASE 3 EXTENDED CITY-WIDE ROLLOUT 2020



OVERALL PROJECT RESULTS



The Leave It program changed community attitudes towards dog training and increased dog skills through online and offline engagement activities.

> ONLINE ENGAGEMENT

JANUARY 2017 - JUNE 2020



100,000+ views of **social media posts**



18,500+ page views on **Leave It website**



5,000+ views and **60+** comments for **dog training webinars** (May 2020)

10 e-newsletters sent to 1,600+ email list (January-June 2020)



31% open rate (industry average 23%)

> OFFLINE ENGAGEMENT

JANUARY 2017 - JUNE 2020



480,000+ views of **press releases**



175,000+ people reached via **radio interviews/ads**



60,000+ views of **bus shelters** (Jan 2018- Jun 2020)

3,800+ flyers in total mailed drop or handout (5 kinds: dog training/seminars, wildlife aversion)



165+ attendees in total across **9 face-to-face workshops**



71% of all local dog training companies received **wildlife aversion training**



1,500 attendees at **DogFest** with 1,000+ giveaways of dog leashes and bowls (June 2017)

The Leave It program achieved significant increases in wildlife aversion and come back when called. These two behaviours help to ensure the sustainability of wildlife in urban areas.



15% increase in **wildlife aversion** From 30.2% (2017) to 44.6% (2020)



40% increase come back when called From 38.1% (2017) to 63.8% (2020)

The Leave It methodology can be applied within local government areas to **increase dog abilities and change community attitudes to protect wildlife.**



Co-Design Results

In December 2019, four co-design sessions were run with dog owners and dog trainers from the Redland City Council area. Dog owners were recruited via the *Leave It* mailing list, a total of 16 participants were recruited to participate in two co-design sessions. Dog trainers were recruited through contacting all dog training businesses listed in the Redland City Council area. In total, 5 participants were recruited to participate in two co-design sessions. The sessions aimed to identify barriers to dog training, knowledge of *Leave It* and identify strategies to engage both trainers and owners.

General thoughts about barriers to dog training from both owners and trainers were time, rescue dogs (too old, reactive), lack of information (no standardised qualification for dog trainers) and that owners prefer training to be self-taught.

From the *Leave It* insights it was found that 28% of dog owners and 50% of dog trainers had heard of *Leave It*. Suggested improvements focused around increased promotion and communication strategies through both online and offline channels such as Facebook groups, dog registration renewals, community locations (e.g. schools, shopping centres, markets and dog parks) and dog specific businesses (e.g. breeders, trainers, groomers, pet shops and produce barns).

Both dog owners and trainers responded to a range of campaign strategies such as blogs, seminars, workshops and adoption packages. Dog owners highlighted that they would prefer workshops over seminars as they're more interactive. Dog trainers were in agreement that workshops were more engaging and worthwhile than seminars. Furthermore, dog owners preferred training options over punitive measures such as fines and wanted a list of accredited trainers which would help to eliminate the barrier of finding the 'right' trainers.

There were five main recommendations from the co-design sessions:

1. Highlight positive training techniques used in *Leave It* training to both dog trainers and owners.
2. Intensify communication strategies utilising community hubs (online and offline) and dog product/service providers in the Redland area.
3. Measure the impact of *Leave It* on dog trainers' businesses via existing assessment methods used by dog trainer. E.g. dog behavioural observations at baseline and post training either 1) face to face via dog trainer, or 2) over the phone via self-assessment from owner. Provide incentives to encourage dog trainers to share assessment feedback (e.g. business listed in *Leave It* promotional materials and on website).
4. Engage local dog trainers to train animal management officers at Redland Animal Shelter to maximise pre-adoption training benefits.
5. Engage dog trainers to offer training bundle discount packages post adoption.

Evaluation strategy

A longitudinal study design was undertaken to evaluate the outcome of the extended city-wide roll out for the *Leave It* program. Combining results from the 2017 *Leave It* pilot data and the baseline data collected in June 2018 and the extended program in 2020 are reported. The evaluation captures four time points across the period of the entire *Leave It* project to provide a comprehensive overview of progress across the Redland City Council community.

Process Evaluation

A process evaluation was undertaken to assess dog owner and trainer exposure and reach, workshop and training delivery and to clarify reasons for use and engagement with the *Leave It* program (Merom, Rissel, Mahmic, & Bauman, 2005). Analyses of all promotional components of *Leave It* was conducted. This included website traffic analysis, reach data for bus shelter advertisements, and public seminar feedback surveys.

Outcome evaluation

The effectiveness of *Leave It* in delivering koala/wildlife aversion and denning practices for dog owners was assessed using self-report questionnaires. A longitudinal study design was used to assess dog abilities pre and post *Leave It* city wide implementation. A cross section of dog owners residing in the Redland City Council area were asked about their dog abilities (sit, stay, stay quiet on command, come when called, koala aversion and more) and denning practices (where the dog sleeps at night) four times (March 2017, June 2018, April 2019 and June 2020). Data at baseline was collected using both intercept survey methods and online questionnaires. Dog behaviours were measured by the question “Which of the following [behaviours] can your dog do?” For each one of the seven behaviours, respondents rated their dogs’ behaviour using a 5-point Likert-type scale where 1 is “Never” and 5 is “Always” (David et al., 2019).

In the pre survey, a total of 361 dog owners residing in the Redland City Council area had provided their email addresses to the SM@G project team indicating their willingness to be recontacted for follow up evaluation purposes. The survey was advertised online to further extend the sample for both outcome and process evaluation purposes to examine *Leave It* program reach and identify additional areas of improvement. The Facebook advertisement reached over 21,000 people, with 1,100 clicks.

A total of 2,276 survey responses were captured over the four time points. Independent samples t-tests were used to compare and contrast pre and post results to evaluate the outcome of the *Leave It* city wide project.

Process evaluation results

Promotion results

To continue the promotion of *Leave It*, the same targeted integrated promotional strategy was utilised to reach dog trainers who service and dog owners who reside in the Redland City Council area from the 2018-2019 program. The main promotional methods included: website (www.leaveit.com.au), *Leave It* flyers, email marketing, a press release resulting in a radio and newspaper feature, and social media marketing (Facebook community pages and paid media). With the addition of webinars, skype one-on-one training of trainers, Google AdWords and developing a more interactive website, which featured online tutorials, a dedicated puppy resources page, further blogs and a weekly newsletter.

Website

All promotion strategies featured the website link, where detailed *Leave It* program information was available. The website contained information on *Leave It* session types, the *Leave It* trainers, webinars, frequently asked questions, online video tutorial area, dedicated puppy resources page and blogs. Further the website provided information communicating the Free Seminar programs (Steve Austin only), free webinars with Ryan Tate and upcoming training offerings being delivered in the RCC community by *Leave It* accredited trainers. Figure 1 indicated the overall traffic on the *Leave It* website and other statistics. As can be seen in Figure 1, the website attracted the highest volume of visitors between April and June 2020, which coincides with the webinar series delivered by Ryan Tate. During this period a series of promotional strategies such as social media, Google AdWords, MailChimp were conducted, which led to a higher traffic in the website.

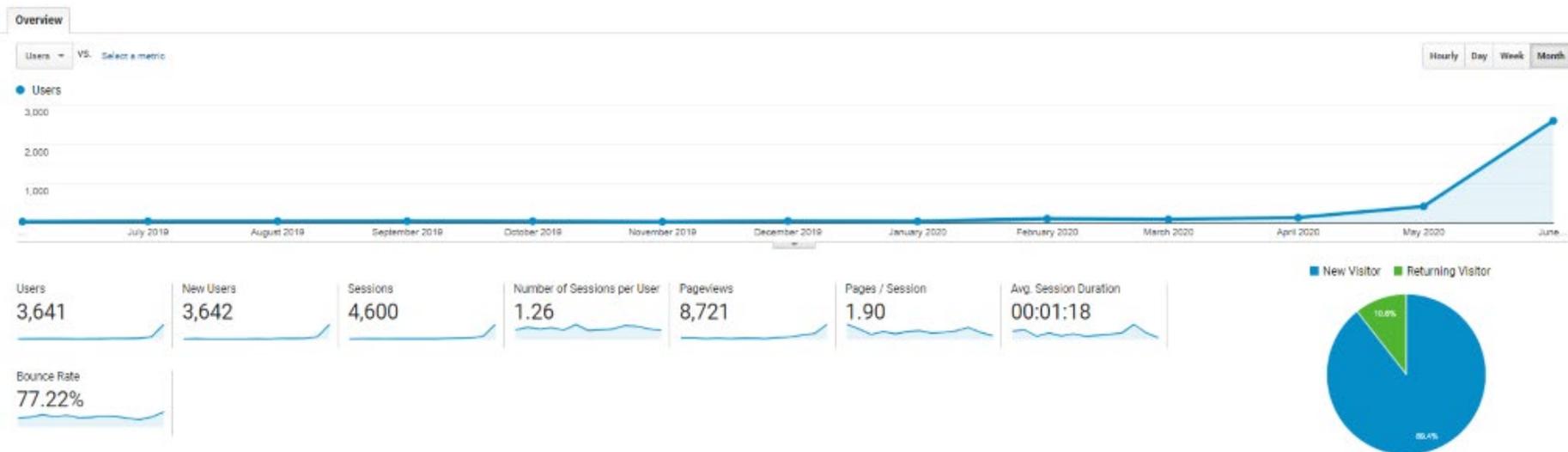


Figure 1. Leave It 2019/2020 website site traffic and user data

Top Channels

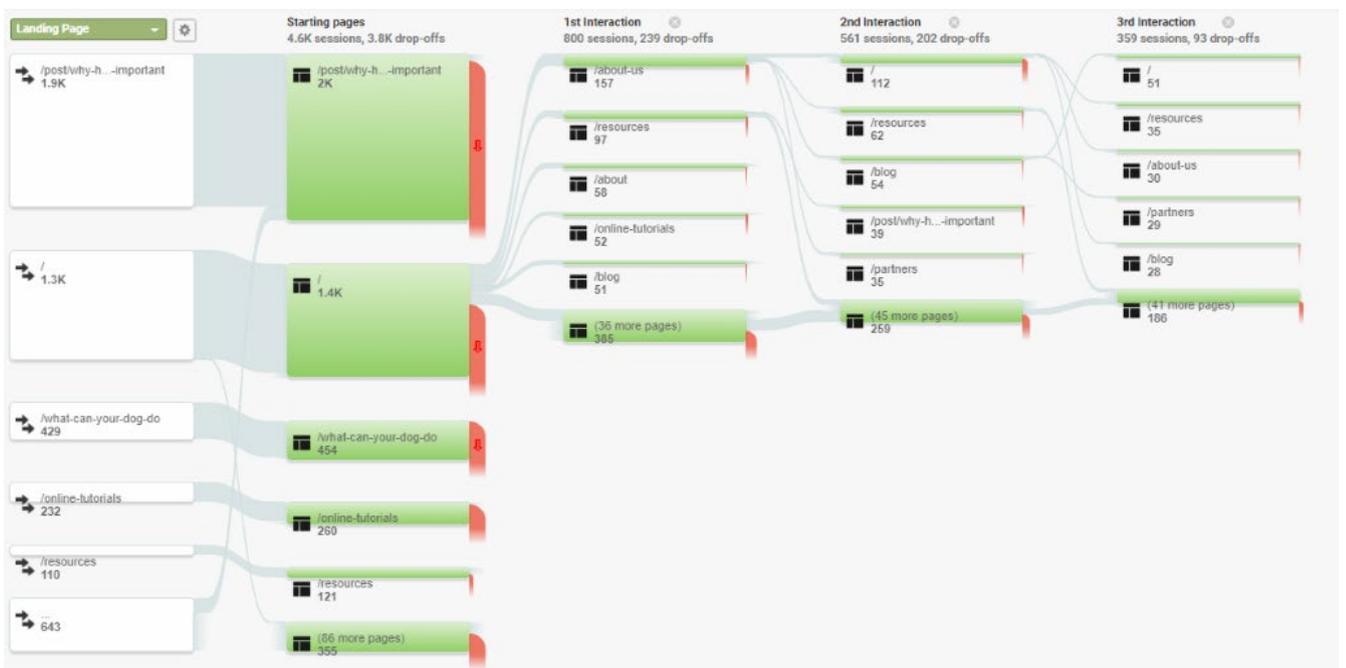
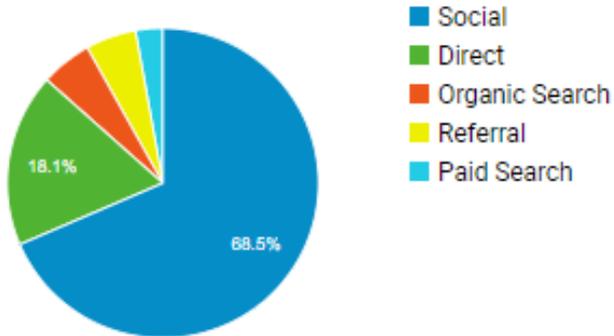


Figure 2. Leave It 2020 website traffic sources

Blogs

Blog posts were included in the *Leave It* website from 2019 and these were continued in 2020. Blogs were used to help any person searching the *Leave It* website delivering training tips, tricks and dispensing free training advice. Blog posts that are currently available on the website are:

2019

1. Recall – the importance of having a dog come back when called
2. Reward words – how to train your dog
3. Playing fetch – reward training exercise
4. Heeling – having a dog who can walk on a leash

2020

5. Is your dog crate trained?
6. How to work from home with your dog
7. 5 Canine Enrichment ideas on a budget
8. Why enrichment will make life better for you and your dog
9. 5 tips to help settle your new dog into your home
10. Is your pooch missing off lead dog parks?
11. Teaching old dogs' new tricks
12. Beyond Peanut butter – 5 healthy and creative Kong stuffing's
13. Why puppy school is an important part of raising a well-adjusted dog
14. Toilet training your puppy: Setting them up for Success!

Blogs were also planned to deliver Search Engine Optimisation (SEO). SEO assists members of the public searching the internet looking with a resource that can be accessed to help them to train their dog, and it serves as a means to drive additional traffic to the website. The blogs also have an interaction section where members of the public can ask questions or leave comments about their current training. Examples of the blog posts are illustrated in Figure 3.

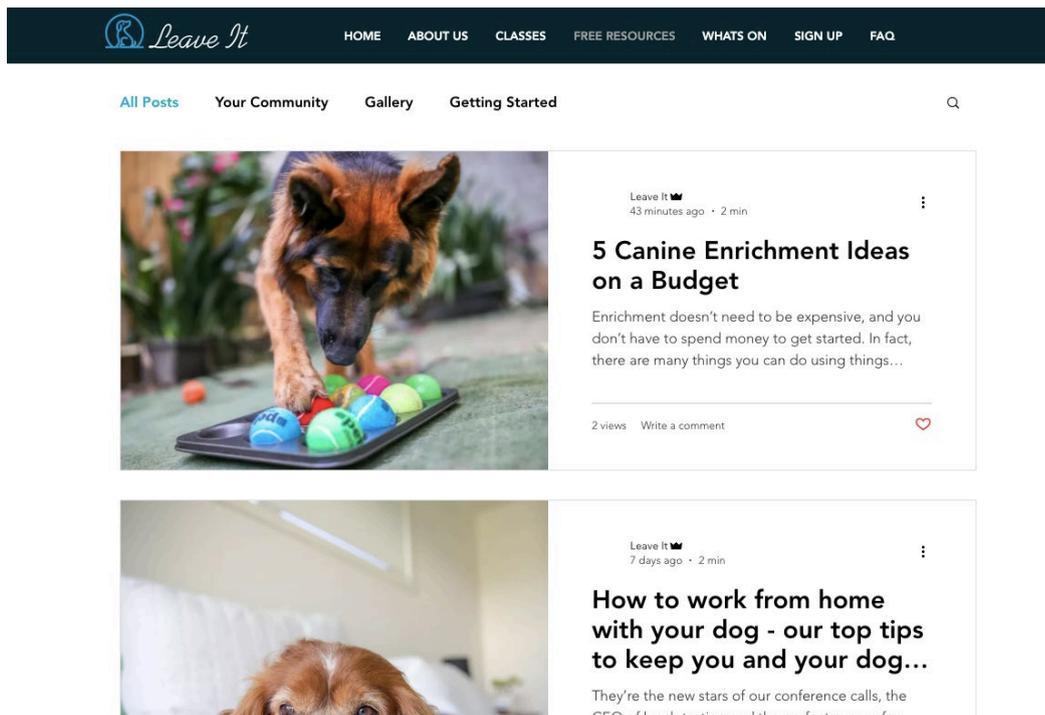


Figure 3. Example of Blog Post

Newsletters

Newsletters were sent out through MailChimp nine times throughout the 2020 campaign to a total audience of 1,622, with the following headings:

1. *Leave It* – Who we are
2. How we can help train your dog from home
3. Online dog training available at home
4. Want to know what people are doing during COVID-19
5. Top tips to keep you and your dog happy while in isolation
6. 5 Canine Enrichment ideas on a budget
7. 5 tips to help settle your new dog into your home
8. Why puppy pre-school is important
9. Setting your new puppy up for success

There was an average of 31% open rate and 4.7% click through rate. According to MailChimp data in Education and Training the industry average open rate is 23.42% with a 2.9% average click through rate. *Leave It's* weekly newsletter exceeds this benchmarking data. Examples of the newsletters are below in Figure 4.



5 Canine Enrichment Ideas on a Budget

Jump on the [website](#) for ideas to keep your dog enriched whilst home or out!



Rolled up towels



Muffin tray and tennis balls.



Setting your new puppy up for success

Jump on the [website](#) for ideas for settling your new puppy in at home.



Puppy pre-school



Toilet training your puppy

Figure 4. Example newsletters

Flyers

Over the course of the six-month promotional campaign, a variety of flyers were designed and distributed to different areas. Steve Austin's flyer was distributed into multiple pet related businesses throughout Redlands. These businesses consisted of retail shops, dog groomers and vets. Only Steve Austin's flyer was distributed in person due to COVID-19 restrictions in place.



Figure 5. Steve Austin Flyer

Other flyers that were made for the project are below in Figure 6. The puppy and barking dog flyer were built for inclusion in Animal Management communication channels. For example, flyers were included in adoption packs and with letters sent to dog owners following a barking complaint. The wildlife aversion flyer illustrated below in Table 2 was mail dropped to 200 residents who own dogs and live in koala areas (e.g. highest risk of a dog attack).



Figure 6. Example Flyers

Table 1. Wildlife aversion flyer drop.

Address	Suburb
Fernbourne Road	Wellington Point
Barron Road	Birkdale
Glen Street	Ormiston
Hanover Drive	Alexandra Hills
Peach Tree Close	Alexandra Hills
Plymstock Street	Alexandra Hills
Windemere Road	Alexandra Hills
Kurrajong Street	Capalaba
Ray Street	Cleveland
Bluebird Street	Thornlands
Jesse Close	Thornlands
Woodlands Drive	Thornlands

Online Tutorials

Online tutorial videos were developed and filmed with Ryan Tate. In total there were 9 videos capturing training of important dog abilities. Those abilities were:

Behavioural Training

- How to stop your dog barking
- Tips for having a happy dog
- Introducing a crate or den
- Behavioural enrichment

Wildlife Aversion

- Introduction to wildlife avoidance
- Starting the stop command
- Starting recall
- Stop for wildlife
- Recall away from wildlife

Below is an example of the videos filmed.

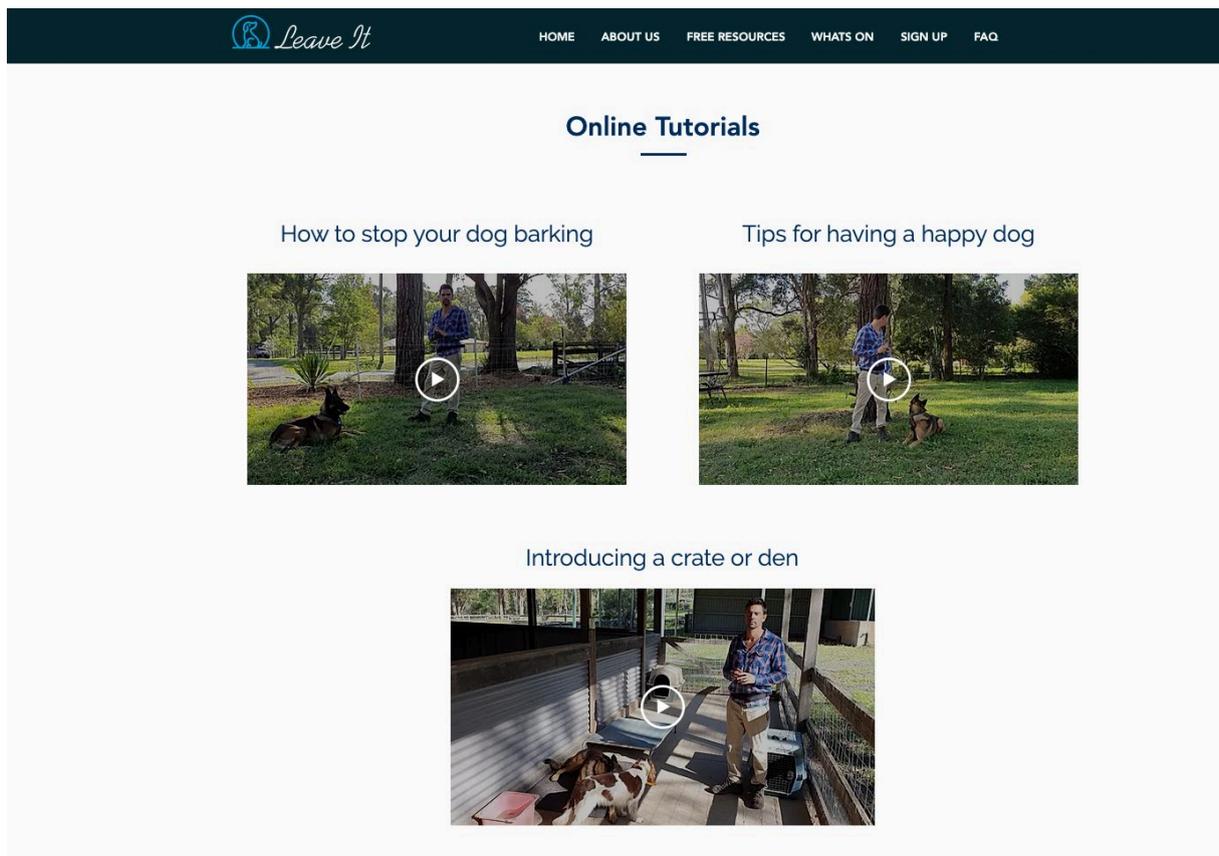


Figure 7. Online Tutorials

Bus Shelter Advertising

Bus Shelter advertising was used at four locations from 1st March to 30th June 2020. The locations were, Finucane Road Alexandra Hills, Birkdale Road Birkdale, Ney Road Capalaba and Middle Street Cleveland. These locations were carefully selected due to areas where dog related businesses were located. Over the course of three months, four posters were shown at the four locations.



Figure 8. Bus Shelter example

Media

Following a press release *Leave It* was featured in:

ABC Radio Brisbane, Saturday Breakfast on 2 May 2020 9:44am. This feature built awareness for the *Leave It* program and the live webinars for Ryan Tate. Ryan joined the discussion with the SM@G team, which discussed the importance of dog training for wildlife and promoted the program. The audience was 18,000 (9,000 females 16+ / 9,000 male 16+) with a duration of 2mins 40secs.

The Sunday Mail Brisbane featured a short article about the *Leave It* program on page 65 on 3 May 2020. The total audience that the Sunday Mail Brisbane captures is 289,888.

The *Press Release* was issued by Griffith News on the 30th April. This press release promoted the live webinar.

Workshops and Seminars

All local dog training businesses within the Redlands suburbs were contacted to receive a full day of training free of charge. All trainers who accepted the training, could choose between Steve Austin or Ryan Tate workshops. Workshops were offered on different days of the week this year to ensure that we were offering weekday and weekend time slots to extend availability for trainers and to provide the option to access two seminars and days.

Steve Austin - Train the trainers Workshop

Steve Austin ran two full-day workshops on the 20th and 21st March 2020. Due to early COVID-19 restrictions in place, bookings were difficult to make.

Table 2. Dog training companies attending Steve Austin's workshops

Friday 20th March	Saturday 21st March
Dog Sense Dog training (n=1)	Nicky Wright dog Behaviourist (n=1) Redlands Obedience Club (n=1) Capalaba Vet (n=1)

The main teachings for the weekend consisted of denning practices, koala conservation, recall and koala aversion training. Each trainer was able to bring a dog to have hands on training.



Figure 9. Steve Austin's Train the Trainers

Steve Austin – Public Seminar

Steve also ran a public seminar on Saturday 21st March. Flyers were distributed across the Redlands area through pet stores, groomers, and retail shops.

Due to COVID-19 restrictions and concerns the public seminar had limited RSVP's (n = 9). Six RSVPs attended. Over the course of the night, Steve talked about the importance of having well trained dogs and he gave tips and tricks to the community. Time for attendees to ask specific questions about dog training was allowed. All attendees were also able to bring their dog to be trained on the night due to the small amount of people. Steve Austin's dog training seminar received a satisfaction rate of 100% based on the data collected after the seminar, and 75% of the attendees indicated that they would recommend Steve's seminar to a friend or colleague. 75% of the attendees indicated they would attend Steve's seminar again in the future.

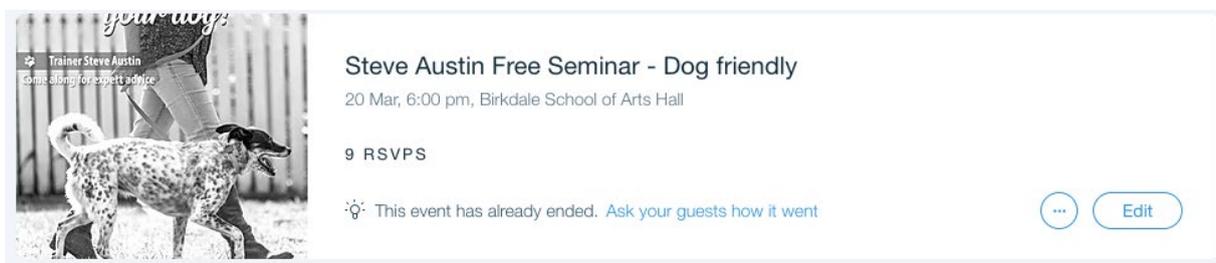


Figure 10. Steve Austin's Public Seminar

Ryan Tate - Train the trainers Workshop

Our second expert dog trainer Ryan Tate ran the second workshops on 16th of April 2020. Due to lockdown restrictions of COVID-19 Ryan was unable to fly interstate and we were not able to run any face-to face workshops. Ryan ran two online skype sessions with the dog trainers who had previously booked. These online workshops ran for 1.5 hours each.

Table 3. Dog training companies attending Ryan Tate's workshops

Thursday 16th April
Fellowship of the Paws (n=1) Victoria Point Vets (n=1)

The main training topics were denning practices, koala conservation, recall and koala aversion training.

Ryan Tate – Webinar

Due to COVID-19 restrictions Ryan ran a free webinar on Redland City Council’s Animal Management Facebook Page. He ran two live webinars at 4.30 pm and 6.30 pm, which included basic and advanced training. Both webinars worked on questions from the public on how to deal with the issues they are facing with their dogs. Examples of the questions are below and these informed subsequent *Leave It* blog posts.

Table 4. Example of the Webinars Questions

Puppy	How do I stop my puppy jumping up and trying to bite my face?
Puppy	We’re one of many people who have welcomed a lovely new puppy during this iso time... bit worried about how she’ll go home alone for a few hours when we go back to work.
Aggressive behaviour	I rescued my pup two years ago from an animal shelter, but he has become very aggressive! Would there be a reason for that?
Aggressive behaviour	My dogs would love to eat the postie
Barking	I’ve just adopted a 4.5year old Maltese. Very friendly with people but barks uncontrollably at other dogs when out walking.
Reactive behaviour	My little rescue dog is dog reactive on lead, she is Maltese cross
Wildlife aversion	We have a beaglier who loves to hunt for toads, is there a way to kerb this behaviour?
Pet introductions	What is the best way to introduce a dog (7years) to a second dog (4month) puppy?

The webinars had in total over 6,300 views and more than 60 comments and questions were received. Similar to the results from Steve’s seminar, Ryan Tate’s dog training seminar received a satisfaction rate of 100%, and 75% of the attendees indicated that they would recommend Ryan’s seminar to a friend or colleague. 87.5% of the attendees indicated they would attend Ryan’s seminar again in the future. Below in Table 5 are the statistics of the night.

Table 5. Statistics of the Webinars

Advanced Training Webinar	
Video Performance	2,800 views
Top audience	Women (45-54 years)
Location	75% QLD
Have you heard of <i>Leave It</i> before	62% yes
Does your dog sleep inside at night?	71% yes

Basic Training Webinar	
Video Performance	3,100 views
Top audience	Women (35-44 years)
Location	76% QLD
Have you heard of <i>Leave It</i> before?	32% yes

Paid Media

Google AdWords was implemented in the final phase of the project. The AdWords ran for four weeks. There were 21,000 impressions on Google with 144 clicks. The average click through cost was \$3.41. The most shown ad is presented below in figure 11 with a click through rate of 1.01%. The top search words were; dog training, puppy training tips, pet training, dog behaviour which we utilised to write additional blogs and newsletters to the search words.

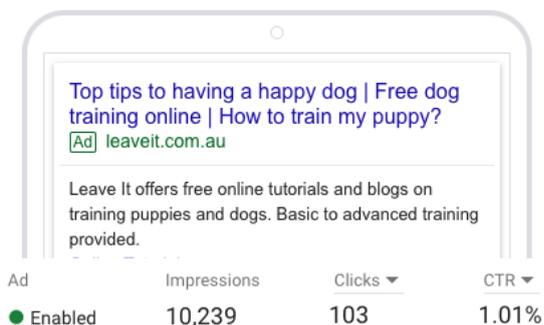


Figure 11. Google AdWords

Social Media advertising aiming to increase norms (understanding of what other dogs can do) and attitudes (motivation to train my dog) was also implemented. In total the Facebook ads received 27,840 impressions, with 1,167 unique clicks to the website. The best performing ad is illustrated in figure 12, with a total of 52 likes, 17 comments and 27 shares.

Social Marketing at Griffith
June 2 at 1:48 PM · 🌐

Does your dog pull on the lead? A walk should be a workout for your legs and not your arms. Our expert trainer Ryan Tate shares 5 simple steps that can help you and your dog love your walks together.

LEAVEIT.COM.AU
Get FREE dog training tips here [Learn More](#)
Taking your dog out when it isn't trained can b...

👍❤️ 52 17 Comments 27 Shares

Figure 12. Facebook Ads

***Leave It* training implementation by accredited trainers**

A further 6 dog trainers were trained in *Leave It* protocols (wildlife aversion and denning) in 2020. There are now 15 dog training companies who have completed the train the trainers' workshop which is a total of 71.4% of the companies within Redlands area.

Train the trainers reach summary

From the 2018-2019 reach data of trainers within the Redland City Council area, there were a total of 42 companies. From this number, 12 businesses had disconnected numbers and could not be contacted online, six companies were not interested (due to either not being dog trainers, feelings of competition with the expert trainers or not interested in wildlife aversion or feeling that they already do this within their training). There were three companies that were not dog trainers (breeders) and did not want the training. This left 21 companies viable for the train the trainers' approach. In 2018-2019 a total of nine dog training companies attend the free one-day workshop and in 2020 a further six trainers attended. This leaves six companies in the Redlands area that *Leave It* did not reach.

Animal Management

Griffith's social marketing team (SM@G) undertook a range of activities to coordinate *Leave It* program materials into Redland City Council's Animal Management's daily workings. *Leave It* accredited trainers were prepared to allocate time to train staff (COVID-19 delayed this effort). This set of activities aimed to integrate *Leave It* into "business as usual" for Redland City Council. The animal management dog and cat adoption packages have been revamped by SM@G. Welcome packs for dogs ensure that awareness for the *Leave It* program is provided. SM@G created flyers for barking dogs to be sent out by Redland City Council's Animal Management team with complaint notifications. The SM@G team designed and delivered wildlife aversion flyers to known streets where koalas have been sighted and attacked.

Through the *Leave It* program a selection of the accredited trainers signed up for monthly training on a yearly roster to help facilitate training of new adopted dogs and staff. This roster included the following dog training companies:

- Dog 101 Dog Training
- Positive Response Dog Training
- Nicky Wright dog behaviourist
- Fellowship of the Paws
- Redlands Obedience Club

The *Leave It* program has also established a dedicated puppy page on the website, to increase awareness of the importance of puppy training and wildlife aversion, flyers were provided to Animal Management.

Outcome evaluation results

The outcome evaluation was conducted using four waves of data collected through the entire process of the *Leave It* program 2017-2020. The first round of data collection was conducted as the baseline of the *Leave It* pilot in March 2017 (n=635). The second round was conducted as the baseline of the *Leave It* 2.0 in June 2018 (n=931). And the post-survey was conducted in April 2019 through social media (n=447). The follow-up post survey was conducted in June 2020 through paid social media, MailChimp, and community Redland Facebook Community pages, resulting in a total of (n=263) responses. All four rounds of data collection in the community were conducted in the Redland region at the population level with large sample sizes.

The awareness of the *Leave It* program was measured using the recall question “Have you ever heard about *Leave It*? If yes, where?”. Among the 263 respondents who answered this question, 12.0% could recall *Leave It*, which is similar to the 2019 recall figure (12.2%), indicating a good coverage of the program in the community, given that limited funds were expended on awareness raising. Audiences received *Leave It* messages or training materials through various channels, including posters, training companies, Redland City Council Facebook page, as well as friends and family.

Five types of dog abilities were asked across the four waves of data collection, including sit, stay, comeback when called, aversion, and stay quiet on command. The respondents recorded behaviours as Yes/No (binary) in 2017, whereas in 2018, 2019 and 2020 dog abilities were recorded on a 5-point scale (Never/Seldom/Sometimes/Often/Very often). A total of 2,276 responses were collected. In order to compare changes over the four-year period, the 2018, 2019 and 2020 data were converted into a binary format to permit comparison. Scale categories of Never/Seldom/Sometimes were categorised as No and Often/Very was categorised as Yes. Categorisation of sometimes to No ensures that reports estimates are conservative. The percentage of dog owners who responded Yes to each of the dog abilities can be seen in Figure 13.



Figure 13. Outcome Evaluation

As can be seen in Figure 13, sit and stay are the highest dog abilities. The different scale format explains differences between 2017 and other years. However, a slight drop in sitting and staying abilities is evident in 2019 and 2020 when compared to 2018. Come back when called has increased from 38.1% in 2017 to 72.7% in 2018 and it remained higher in 2019 at 64% and 63.8% in 2020.

Aversion and stay quiet on command significantly improved indicating that *Leave It* is increasing dog abilities that can benefit wildlife.

The percentage of dog owners who reported their dog sleeps in a confined place increased in 2019 when compared to 2018, and again increased to 73.4% in 2020. It is important to note that 2017 cannot be directly compared.

The proportion of dogs receiving training dropped in 2020 and this may be a result of COVID-19 (see Figure 14).

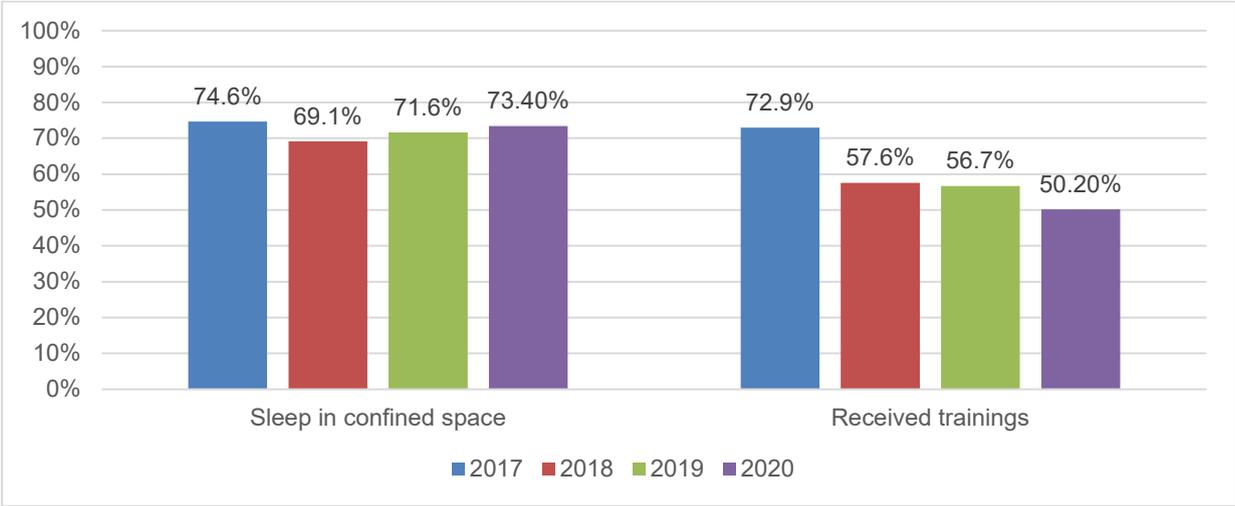


Figure 14. Confining and Training outcomes

Summary

A summary of outcome results from the *Leave It* 2020 program is outlined below.

Table 6. Outcome summary results

RE-AIM Dimension	Aim	Outcomes 2020
Reach	<ul style="list-style-type: none"> • 30% increase in unique visits on the <i>Leave It</i> website • 10% increase in people reached on Facebook 	<p><i>Leave It</i> website in 2018-2019 had 2,036 unique visitors to the website. In 2020 <i>Leave It</i> had 3,642 unique visitors which is a 44% increase in visits. This was illustrated in the above promotional work carried out through Social Media, Google AdWords and MailChimp newsletters.</p> <p>Facebook reach increased 100-fold through RCC pages. The two webinars held on the animal management Facebook Page attracted over 6,000 views and more than 60 comments.</p>
Effectiveness	<ul style="list-style-type: none"> • Improve obedience abilities through participation in the <i>Leave It</i> program (sit, stay, heel, aversion/not chase things, come back when called, stay quiet on command, wildlife aversion, and crate use) 	<p>Obedience abilities have been maintained or improved compared to the 2019 results. Sit, stay, and come back when called remained relatively high. Wildlife aversion and stay quiet on command have significantly improved.</p>
Adoption	<ul style="list-style-type: none"> • Achieve 75% uptake for local dog trainers and dog breeders in train the trainer sessions. 	<p>A further 6 dog trainers were trained in <i>Leave It</i> protocols (wildlife aversion and denning) in 2020. There are now 15 dog training companies who have completed the train the trainers' workshop which is a total of 71.4% of the companies within Redlands. There are a further 6 companies left in the region who still were not able</p>

RE-AIM Dimension	Aim	Outcomes 2020
	<ul style="list-style-type: none"> A minimum of 1,500 dog owners participate in talks, workshops, individual or group training sessions. 	<p>to contacted, or timings were not efficient.</p> <p>The program had over 6,000 people attend the live webinars and 6 people in person to Steve's group training.</p>
Implementation	<ul style="list-style-type: none"> Satisfaction for <i>Leave It</i> program participants to remain high 	<p>Both Steve and Ryan's seminars received a 100% satisfaction rate and high rate to be recommended to others by the attendees.</p>
Maintenance	<ul style="list-style-type: none"> 10% increase in the numbers of the participants expressing their intention to attend the <i>Leave It</i> program again 	<p>75% of the attendees indicated they would attend Steve's seminar again in the future.</p> <p>87.5% of the attendees indicated they would attend Ryan's seminar again in the future</p>

Conclusion

Leave It is a social marketing project that has been conducted over a four-year period in three stages for Redland City Council. In 2017 co-creation, program build and community engagement was undertaken. The pilot program was evaluated with the dog owning community and stakeholders. *Leave It* increased koala aversion skills in dogs (the ability to be recalled away from wildlife on command from an owner). The promotional program included an event *DogFest* supported by a communication program featuring PR, flyers distributed through various local business and community areas, website, mailing list and social media. The co-creation study and pilot program evaluation results are reported in the *Australasian Journal of Environmental Management* and *Social Marketing Quarterly*. This case study has been reported in Marketing textbooks, teaching case study books and at national and International conferences (See Appendix 2).

Phase two (2018-2019) involved a citywide roll out. This stage aimed to extend koala aversion training skills for trainers servicing the local government area and to extend communication efforts to raise demand for dog training with the dog owning community. A key focus in this stage was to locate, attract and engage dog trainers to equip them with koala aversion skills. In this 12-month project 9 out of the 21 dog training companies were engaged. This evaluation report has been submitted in the *Australasian Journal of Environmental Management* and is currently under revision following positive blind peer review (See Appendix 2).

Phase three (2020) focussed on extending the citywide rollout effort and commenced with co-creation to understand why some dog trainers were not engaging with the program. Changes were made to the program to attract a broader cross section of trainers and communication promoting the benefits of dog training continued. Effort continued to ensure that the remaining dog trainers and breeders within Redlands City Council were contacted and trained in wildlife aversion. A further six dog training companies received *Leave It* training.

The citywide program adopted a 'train the trainer' method to upskill the dog training community. The project aimed to empower dog trainers to improve dog abilities (training, wildlife aversion and denning) within the council area. To date this train the trainer approach has engaged more than 71.4% of dog trainers servicing the community offering capacity to teach koala aversion to dog owners. Dogs receiving training from a *Leave It* accredited trainer report improved koala aversion skills post training program. There were more than 835,000 unique engagements with *Leave It* training events and communication materials across the life of the project. In Stage 3 SM@G worked with animal management to produce new material for both cat and dog adoption packs. This included flyers for puppies, aversion and barking. *Leave It* built dedicated pages and online tutorials for a range of behaviours, ensuring free training is available for dog owners. The SM@G team have signed on five of the accredited trainers (all trainers have been noted in the above text) receiving confirmation they will help train *Leave It* principles to staff and adopted dogs for the Animal Management Team. A monthly roster with no trainer doing two or more training sessions per year was coordinated. The agreement is to be renewed each year with the accredited trainers. By ensuring each newly adopted dog goes out with *Leave It* training, more dogs within the Council will be trained in aversion, denning and come back when called.

In conclusion, the *Leave It* program changed community attitudes towards dog training and increased dog skills through online and offline events and communication activities. Increases in come back when called, aversion and stay quiet on command are higher over time but data does demonstrate an opportunity to further grow abilities. *Leave It* branded dog training may deliver superior outcomes when compared to a city-wide roll out where trainers may (or may not) embed koala aversion into training offerings.

Recommendations

From learnings gained over administration of a four-year dog focussed program aiming to positively promote training to dog owners SM@G recommend the following:

1. Work with Animal Management and Accredited Trainers

More work is needed in the area delivering an opportunity to work directly with the Animal Management Team and the five accredited trainers who have signed agreements to provide their time twice per year on a monthly roster. Each accredited trainer is happy to give one day to train staff and dogs.

2. Online Webinar Series

The online webinar hosted by expert trainer Ryan Tate, saw over 6,300 views and more than 60 comments on dog behavioural issues. Q&A sessions deliver real-time information on the needs of dog owners. Our recommendation is to hold monthly webinar series focusing on the behaviours people need. An example of the webinars would be:

- How to help reactive dogs
- Puppy training – best ways to ensure you have a happy dog
- Barking dogs – how to prevent my dog barking

3. *Leave It* certified trainer

Consideration of having a branded *Leave It* trainer, to run paid courses in *Leave It* specified training to the community. Fellowship of the Paws had the highest review from Ryan Tate with been a very experienced dog trainer and would suit this role.

4. Continuation of train-the-trainer

The training of local dog trainers should continue considering the short period of training they have received. Advanced trainings or re-occurring training for the local trainers to upskill or reinforce their training abilities will be vital to further improve training skills.

5. DogFest

From the 2017 findings a further recommendation for the ‘business as usual’ with Animal Management is for the SM@G team to host and run DogFest on behalf of Animal Management yearly. DogFest was a popular event that community members still raise to this very day.

Authors

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Dr. Patricia David is a Research Fellow at Social Marketing @ Griffith. She is a behaviour change scientist, pushing an extensive research agenda to understand what factors influence people to change their behaviours for the better, and ultimately, develop a Theory of Behaviour Change. Her work is award winning, which is evidenced by awards won in social marketing and marketing conferences (European Social Marketing Conference, 2019 and Australian & New Zealand Marketing Academic Conference, 2016). Patricia offers extensive expertise in managing research projects, and leading teams to deliver work to the highest standard. She has previously worked in marketing management positions, and her current work focuses on the design, implementation and evaluation of campaigns and social marketing and community behaviour change programs focusing on environmental and conservation contexts.

Dr Bo Pang is a Research Fellow in the Social Marketing @ Griffith Centre at Griffith University. Bo holds a PhD in Social Marketing and specializes in community campaign design and in the method of systematic literature review. He offers experience delivering changes benefitting community across a diverse range of projects at local, State and National governments. Bo has also worked with a wide array of profit and not for profit organizations. His work appears in more than 60 journal and conference publications as well as industrial reports.

[Professor Sharyn Rundle-Thiele](#) is a social marketer and behavioural scientist. She is the Founding Director of [Social Marketing @ Griffith](#), which is the largest university based group of social marketers in the world. She is Founding Co-Editor of the [Journal of Social Marketing](#). Sharyn has attracted \$12 million to fund her research program. She has led projects that have changed behaviours for 10,000's of people in areas including health, the environment and for complex social issues. Sharyn has led programs that have increased [healthy eating](#), [changed adolescent attitudes to alcohol drinking](#), [reduced food waste](#), [increased dog's abilities to avoid koalas](#), and many more. She has published more than 175 books, book chapters and journal papers. Awards and appointments including [The Philip Kotler Social Marketing Distinguished Service Award](#) and the [Australian New Zealand Marketing Academy Fellow](#) acknowledge her innovative, high-quality practice and science and her leadership.

Tori Seydel is a PhD candidate and research assistant with Social Marketing @ Griffith and has experiences in working across industry projects and within academia. Tori's early career has focussed on understanding theory's application in practice and now her PhD is exploring social messaging as a catalyst for social change. Projects that Tori has been involved with include *Leave It* which aims to minimise koala attacks by endorsing dog training and O-it working with Australian charities to increase the quality of donated goods.

Appendix 1: Redland dog training companies contacted

Dog trainers in Redlands City Council	Dog trainers in neighbouring suburbs	Able to contact	Reasons to come or not	2020 Contact	Number of times contacted
Positive Response – Cleveland		Yes	Signed up		1
	The German Shepard Rehab and Training Centre – Berrinda	Yes	Signed up (cancelled the day before class)		1
Dog Training 101 – SEQ		Yes	Signed -up		1
	Here to Help Pet Service – Underwood	Yes	Signed -up		1
	Fur Get Me Not – Dog training – Moorooka	Yes	Signed -up		1
Harvey Dog Training		Yes	Signed -up		1
Manly Rd vet		Yes	Signed -up		1
Redlands Obedience Club – Redlands		Yes	Signed -up	Signed-up	1
Morekos working dogs – Redlands		Yes	Signed -up		1
Mannerz Matter Dog Training – Redlands		Yes	Signed -up		1
Treat Me Calm Dog Training - Redlands		Yes	Signed -up		1
Playnpaws – Birkdale		No			3
DogSense Dog training – Thornlands		No		Signed-up	3
K9 Parenting and Puppy program		No – not interested			2
Brisbane all breed and dog training		Disconnected			
Nicky Wright Dog behaviourist		Yes		Signed-up	1
	Pawsitive Connection – Springfield	Phone calls and emails (no response)			3

Dog trainers in Redlands City Council	Dog trainers in neighbouring suburbs	Able to contact	Reasons to come or not	2020 Contact	Number of times contacted
Fellowship of the Paws – Thornlands		Phone calls and emails (no response)		Signed-up	3
	Canine Cubby – Loganholme	Phone calls and emails (no response)			3
Clotrandi pet boarding and training – Gumdale		Phone calls and emails (no response)			4
Hounddog training and daytrips – Gumdale		Phone calls and emails (no response)			3
Urban Dog training – Belmont		Phone calls (no response)			4
	Ziggys TLC – Cannon Hill	Phone calls (no response)			4
	Brisbane Agility Dog Club – Carina	Phone calls (no response)			4
	V.I.P Petfoods Dog Club	No time to come			4
Craig A Murray Dog Training – Berrinba		Did not want to attend			1
	Dogtamers – Yatala	Disconnected			1
K9 Masterclass – Berrinba		Disconnected			1
	All Dogs Security – Ormeau	Disconnected			1
Parents and Progeny – Carbrook		Disconnected			1
	Scott Donald dog training – Ormeau	Disconnected			1
Dog Breeders					
Shady Acres - Sheldon		Phone calls (no response)			2
Rydges Resort - Willawong		Phone calls (no response)			2
Astasia German shepherds - Victoria Point		Phone calls (no response)			2
Carbrook Boxers - Carbrook		Phone calls (no response)			2

Dog trainers in Redlands City Council	Dog trainers in neighbouring suburbs	Able to contact	Reasons to come or not	2020 Contact	Number of times contacted
	Alsatian German Shepherds - Slacks Creek	Phone calls (no response)			2
Dalmatians Paceway - Belmont		Phone calls (no response)			2
Golden Retriever Kennels - Mt Warren Park		Phone calls (no response)			2
Airedale Terrier Club of Queensland - Maclean		Phone calls (no response)			2
Boxer breeder - Willawong		Disconnected			1
	Redgum Training Kennels - Park Ridge	Disconnected			11
Vets					
Capalaba Vet		Yes		Signed-up	1
Victoria Point Vet hospital		Phone calls and emails (no response)		Signed-up	3
Cleveland Vet clinic		Phone calls and emails (no response)			3
Greencross Vets Capalaba		Head office declined			2
Cleveland Vet clinic		Phone calls and emails (no response)			3
Thornlands Vet hospital		Phone calls and emails (no response)			2
Birkdale Vet Clinic		No on-site dog trainer			1
Pawfect Health Vet		No on-site dog trainer			1
Redlands Vet		No on-site dog trainer			1
Veterinary happiness		No on-site dog trainer			1

Dog trainers in Redlands City Council	Dog trainers in neighbouring suburbs	Able to contact	Reasons to come or not	2020 Contact	Number of times contacted
Koala Park Vet Surgery		No on-site dog trainer			1

Appendix 2: *Leave It* Publications

Book chapters and journal publications

1. David, P., Rundle-Thiele, S.R., Pang, B., Knox, K., Parkinson, J and Hussenoeder, F. (2019) "Engaging the dog owner community in the design of an effective koala aversion program" *Social Marketing Quarterly*, 25 (1), 55-68. DOI: 10.1177/1524500418821583
2. David, P., Pang, B., & Rundle-Thiele, S. (2019). Applying Social Marketing to Koala Conservation: The "Leave It" Pilot Program in Basil, D., Diaz-Meneses, G., & Basil, M. (Eds.). *Social Marketing in Action*. Springer: Switzerland. doi: [10.1007/978-3-030-13020-6_25](https://doi.org/10.1007/978-3-030-13020-6_25)
3. Rundle-Thiele, S.R., Pang, B., Knox, K., David, P., Parkinson, J. and Hussenoeder, F. (2019) "Generating new directions for managing dog and koala interactions: A social marketing formative research study" *Australasian Journal of Environmental Management*, 26(2), 173-187. <https://doi.org/10.1080/14486563.2019.1599740>
4. Harris, J., Rundle-Thiele, S.R., David, P., and Pang, B. [revise and resubmit, submitted January 15th 2020] "Engaging dog trainers in a city-wide rollout of koala aversion skill enhancement: A social marketing program" *Australasian Journal of Environmental Management*

Conference Presentations

1. David, P., Pang, B., Rundle-Thiele, S., & Crespo-Casado, F. (2019). "Leave It 2.0: A social marketing approach for koala conservation". World Social Marketing Conference, June 2019, Edinburgh, UK.
2. Pang, B., Rundle-Thiele, S., David, P., & Crespo Casado, F. (2018). "Transforming Behaviours by Connecting Theory Testing and Design". Australian and New Zealand Marketing Academy. Adelaide, Australia.
3. David, P., Rundle-Thiele, S., Pang, B., Knox, K., Parkinson, J., & Hussenoeder, F. (2018). "Applying marketing to wildlife conservation: a new approach". Global Marketing Conference. Tokyo, Japan.

Further manuscripts are currently in preparation.

1. Harris, J., Rundle-Thiele, S.R., David, P., Pang, B. and Seydel, T. [book chapter in draft 2020] "Leave It: Upskilling a dog owning community" *Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science*.