



Frameworks of Humane Education: Meet Your Community's Needs

Webinar Overview

Creating effective humane education programs requires an understanding of the needs of the community you are trying to reach. In this presentation learn about the Humane Education Frameworks of Social Change and how an understanding of the Frameworks impacts the starting point for humane education and outreach programs. Each Framework component influences development and relates to instructional design concepts with the goal of strengthening your educational programming.

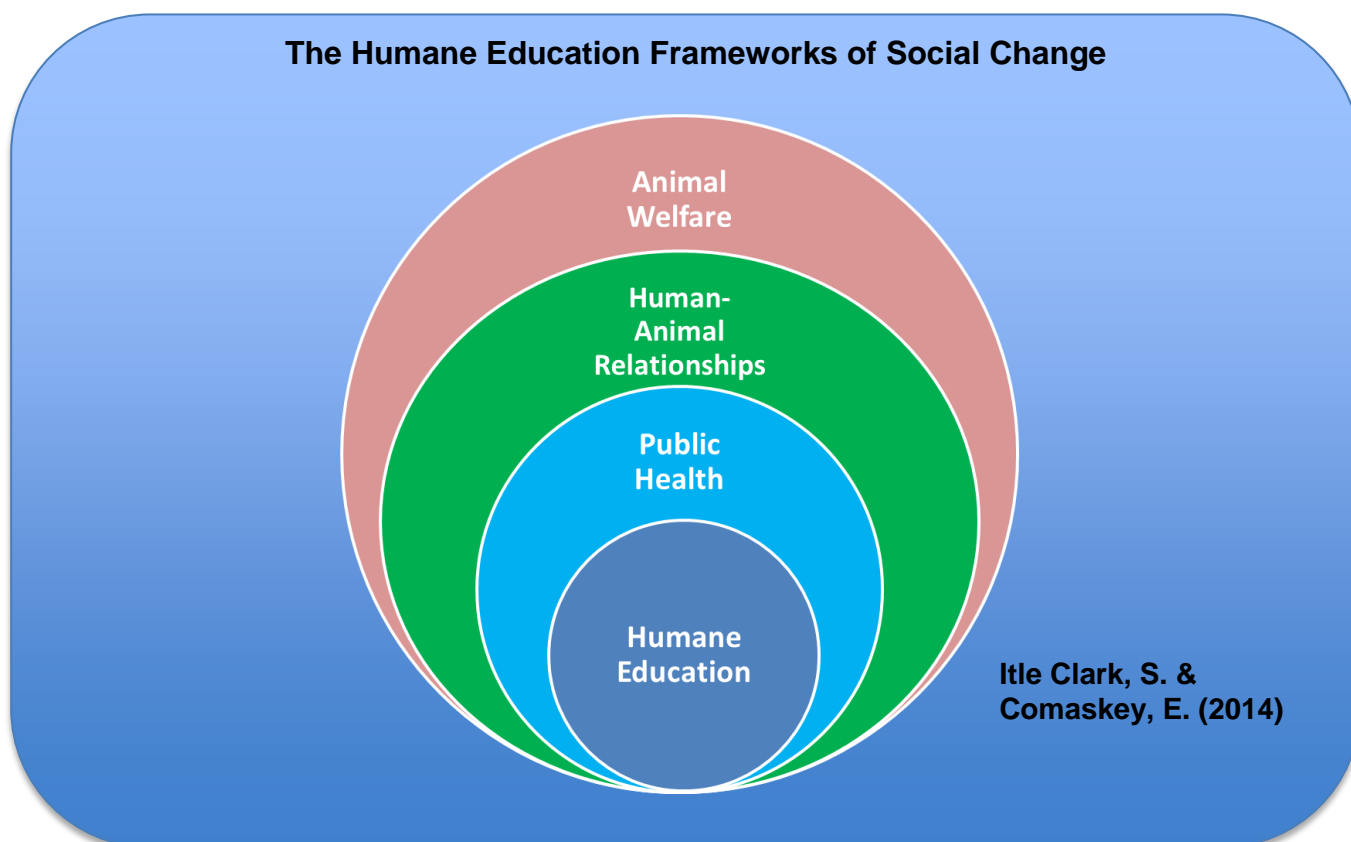
Additionally, when creating a community program a needs analysis is vital to determining the audience, current supporters, any potential opposition, and the starting point of the program. A needs analysis informs both the main objective and the more incremental goals of the program.

Working through a needs analysis while using the frameworks of humane education as a guide in program design can allow you to better target the goals of your organization's mission and meet the needs of your community.

The Humane Education Frameworks of Social Change

The Humane Education Frameworks of Social Change provide a starting point for understanding local awareness about animal welfare issues and can help organizations know what access point will be most successful. For example, if the community is most interested in a public health aspect like bite prevention then it would not make sense to provide a program about sentience. The Frameworks:

- Provide structure and guidance for evaluating the community environment
- Guide the development of your programming
- Help align your organizational mission and your program goals
- Allow for improved understanding and communication with your community



Examples of Programs in Each Framework

Public Health: Dog Bite Prevention, Spread of Zoonotic Disease

Human-Animal Relationships: Animal Assisted Therapy, Safe Interactions, Connection of Animal/Interpersonal Violence

Animal Welfare: Preventative animal care, Legislation to change social norms, Intrinsic value of animals

Starting a Needs Analysis

Using a needs analysis form, like the one seen here can help focus a program and ensure alignment. Work through each section to determine the need, audience, and program goals.

Needs Analysis	
Statement of Purpose	Needs Surrounding the Creation of the Program
Situation	<ol style="list-style-type: none">1. Who is the audience?2. What is audience experience related to the matter?3. Is the audience likely to be resistant?4. Does anyone respected by the audience support the proposed program?
Goals	<ol style="list-style-type: none">1. What new knowledge or action are you trying to obtain from the audience

Additional Resources

- Educational resources related specifically to animal welfare education www.humanesociety.org/parents_educators/
- Certified Humane Education Specialist Program www.humanesociety.org/ches