



**CLAW BACK
DECLAWING**

Public Service Announcement for Canadian Federation of Humane Societies

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Planning

Client: The Canadian Federation of Humane Societies

The Canadian Federation for Humane Societies, also known as CFHS, is the largest national animal welfare organization in Canada. It represents humane societies, SPCAs and animal rescue organizations in Canada.

CFHS' main objectives are to be the national voice of animal welfare, end animal cruelty and to promote the humane treatment of animals.

Campaign objective:

- 🐾 Inform the public of the dangers of declawing cats and reduce the practice in Canada 25 per cent by December 2018
- 🐾 Collect 50,000 signatures on a petition to end declawing across Canada between Aug. 8 to Nov. 28, 2018
- 🐾 Upload PSA to YouTube and get 50,000 views between Aug. 8 to Nov. 28, 2018

Target audience:

- 🐾 Potential cat owners
- 🐾 Cat owners
- 🐾 Veterinary students
- 🐾 Veterinary personnel
- 🐾 Donors
- 🐾 Sponsors
- 🐾 Provincial schools
- 🐾 Animal activists
- 🐾 Animal shelters
- 🐾 Animal hospitals
- 🐾 Government officials
- 🐾 Animal businesses
- 🐾 Media

Communication strategy statement:

Claw back at Declawing PSA campaign

This communication strategy will cover a multitude of effective communications for our organizations stance against cat declawing. The PSA will communicate to audiences our organization's stance and objectives on this issue. It will effectively change behaviours and ideas of viewers and change the cultural idea that 'declawing cats is okay'. The campaign will also ask Canadians to sign an online petition created by the Canadian Federation for Humane Societies that calls for a Canada-wide ban on declawing. We hope to collect 50,000 signatures between Aug. 8 to Nov. 28, 2018. Mediums used in this PSA campaign include video, audio, posters, social media platforms and websites.

Video PSAs shot for TV will also be uploaded to YouTube. Ideally, we hope to go viral. Our goal is 50,000 views between Aug. 8 to Nov. 28, 2018.

Timeline

July 5, 2018	All versions PSA ready for upload and submission to radio and TV stations
July 6, 2018	PSAs sent to radio and TV stations
Aug. 8, 2018	Video PSAs uploaded on YouTube
Aug. 8, 2018	Social media campaign launched on Twitter, Facebook and Instagram
Aug. 8, 2018	On line petition launched

Key message ideas

- 🐾 Declawing cats is cruel and inhumane. It is proven that cats suffer tremendously when declawed. It's the equivalent of removing the tips of every finger at the first knuckle for humans
- 🐾 Cats suffer physically after the procedure - they can experience pain, nerve damage, infection, lameness and back pain. It affects the way their foot meets the ground. For humans, it would feel like wearing ill-fitting shoes for a long time.
- 🐾 Instead, consider alternatives:
 - * Sturdy scratching posts with catnip to attract cats away from furniture

- * Have their claws trimmed
- * Apply special tape to furniture to deter cats from scratching it
- * Ask your vet about soft plastic claw covers
- * Consult a professional trainer

Format description

45 second TV PSA

20 second condensed/edited version for TV PSA

20 second radio PSA

15 second condensed/edited version for radio PSA

The commercial takes place in a veterinary office where a pet owner asks about declawing their cat. The veterinarian informs the owner about the dangers of declawing and changes their mind. Voice over fades in and finishes the commercial telling the audience about current information on declawing, and to visit CFHS' website to sign the petition to ban declawing in Canada.

Appeal

Emotional appeal:

-  Appealing to people's good nature to want to end animal suffering
-  Comparing declawing to its equivalent on humans to raise awareness of the seriousness of the procedure
-  Appealing to people's love for cats by highlighting how adorable and awesome they are

Message

Inform the public about the cruelty behind the practice of declawing cats with our Claw Back at Declawing campaign. Promoting participation from the public to sign the petition to ban declawing across Canada.

Message: Why it's wrong to declaw cats and how to ban it in Canada.

The message will be recorded on video and audio from the perspective of a cat owner visiting their veterinarian. The mood is serious, and the message is informative.

Outline

*Cat owner and cat at a vet appointment

Vet clerk: Next!

*Cat owner goes in to see vet

Cat owner: I'm thinking of declawing my cat because of bad behaviour. Can you tell me about it?

Vet: What's going on?

Cat owner: He keeps on swiping at people and attacking the furniture.

Vet (explains the dangers of declawing):

1. It's cruel and inhumane
2. It requires an amputation of the end bones of the cat's toes
3. It causes long term health problems

Voice over: Consider alternatives to curb bad behaviour, such as:

-  Training
-  Trimming
-  Apply special tape to furniture to deter scratching
-  Soft plastic claw covers
-  Consult a professional trainer

Voice over: Nova Scotia has banned declawing. Let's take steps as a country to ban it all together. Brought to you by the Canadian Federation of Humane Societies.

Screen text:

Sign the petition. Claw back at declawing!

For more information, contact your local SPCA or c-f-h-s-dot-c-a

Handles on screen- text @cfhs on all platforms

Video: (:45 seconds)

Visuals	Audio
Close shot of vet clerk at desk	SFX: Voice of vet clerk- Next!
Shot of owner and cat, getting up, walking into vet's office, Tracking shot: cat walks in by himself, shot of feet owner and cat prancing in	SFX: Steps of person, swinging of cat carrier, BS
Owner sets cat carrier down (close shot of carrier being set down), Wide shot: picks cat up, plops on lap	SFX: Carrier door open: hinge sounds
Establishing shot, wide: Shot of owner, pets his cat in the office, back of vet facing camera	I'm thinking of declawing my cat. He keeps swiping people and attacking my furniture
Close, establishing shot: Vet, stands up, puts file on table, and points at poster on the wall. 'Cutting your fingertips off': cutaway shot to owner, shocked, close-up of them hand out flexing their fingers> shot back to vet: 'Declawing causes....'	What if we can solve your problem without declawing him? Did you know that declawing a cat is the same as cutting your fingertips off? It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis. That doesn't sound like a good life for Salem does it?

Close-up: Owner, eagerly listens, shocked, nods in agreeance	
Pan back to Vet holding Salem's hand Close-up paw to see claws	Instead of declawing a cat, consider these alternatives: having scratching posts with catnip to keep them away from furniture; trimming their claws; applying special furniture tape; plastic claw covers; or talk to a professional trainer.
Shots of vet, cat, owner smiling and continuing to talk about cats, cat running around office	Audio from previous > fades into V.O: In Nova Scotia, they have banned cat declawing. Let's take steps as a country to ban it all together. Brought to you by the Canadian Federation of Humane Societies.
Black screen, text: Claw Back at Declawing.	V.O: For more information, contact your local SPCA. Visit www. cfhs.ca to sign the petition to ban declawing in Canada.
Text: Follow us on all of our platforms IG/Twitter/FB/Pinterest: @cfhs	V.O: 'Claw back at Declawing' SFX: Cat- Meows

Video (:20 seconds)

Establishing shot: Vet, points at poster on the wall.	Did you know that declawing a cat is the same as cutting your fingertips off? It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis.
'Cutting your fingertips off':	

<p>cutaway shot to owner, shocked, close-up of them hand out flexing their fingers> shot back to vet: 'Declawing causes....'</p>	
<p>Close-up: Owner, eagerly listens, shocked, nods in agreeance</p>	
<p>Pan back to Vet holding Salem's hand</p> <p>Close-up paw to see claws</p>	<p>Instead of declawing a cat, consider these alternatives: having scratching posts with catnip to keep them away from furniture; trimming their claws; applying special furniture tape; plastic claw covers; or talk to a professional trainer</p>
<p>Shots of vet, cat, owner smiling and continuing to talk about cats, cat running around office</p>	<p>Audio from previous > fades into V.O: In Nova Scotia, they have banned cat declawing. Let's take steps as a country to ban it all together. Brought to you by the Canadian Federation of Humane Societies.</p>
<p>Black screen, text: Claw Back at Declawing</p>	<p>V.O: For more information, contact your local SPCA and go to our website to sign the petition to ban declawing in Canada. Visit c-f-h-s-dot-c-a</p>
<p>Text: Follow us on all of our platforms IG/Twitter/FB/Pinterest: @cfhs</p>	<p>V.O: 'Claw back at Declawing' SFX: Cat- Meows</p>

Distribution/Implementation:

The PSA will be distributed in video and audio form to a national audience.

National Canadian TV and radio stations will be targeted, such as CBC, CBC radio, CTV, Global, and local independent TV and radio stations.

The message will air on International Cat Day, Aug. 8, 2018 for 16 weeks.

To reach the broadest audience possible, the message will be posted to the CFHS, SPCAs, and animal rescue organizations social media pages and websites.



July 6, 2018

John Smith

New Brunswick Cat Organization

1 Main St. Suite 111

Fredericton, NB, E3B 5E3

Dear Mr. Smith,

The Canadian Federation of Humane Societies is working towards banning the declawing of cats in Canada. As of March 2018, Nova Scotia is the only province that has banned declawing.

As a society, we are working towards positive and progressive change to end animal cruelty. As well as improving animal protection and promoting the humane treatment of all animals in Canada.

We are launching a PSA campaign to raise awareness of the pain cats are put through when they experience declawing and make the change as country. We hope to air television and radio public service announcements on Aug. 8, 2018. With your help, we can raise more awareness for this important cause.

Enclosed is a media kit for the Claw Back at Declawing Campaign, including a fact sheet, printed scripts for radio and television, and printed promotional materials.

We hope you'll consider this cause to be aired and it will encourage and inspire others to sign the petition to ban cat declawing across Canada. For more information, feel free to contact me at 416-000-0000 or at katie.mcbride@hotmail.ca

Thank you for your consideration.

Sincerely,

Katie McBride, Communications Manager, CFHS

Printed video script

Time: (:40)

Cat owner: I'm thinking of declawing my cat.

He keeps swiping people and attacking my furniture

Vet: What if we can solve your problem without declawing him?

Did you know that declawing a cat is the same as cutting your fingertips off?

It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis.

That doesn't sound like a good life for Salem does it?

Cat owner: Oh no, it certainly doesn't.

Vet: Instead of declawing a cat, consider these alternatives:

having scratching posts with catnip to keep them away from furniture;

trimming their claws;

applying special furniture tape;

plastic claw covers;

or talk to a professional trainer.

Voice over: Nova Scotia has banned declawing. Let's take steps as a country to ban it all together. Brought to you by the Canadian Federation of Humane Societies.

Text on screen: For more information, contact your local SPCA. Visit www.cfhs.ca to sign the petition to ban declawing in Canada

Voice over: Claw back at Declawing

SFX: Cat- Meows

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Printed video script: short version

Time (:20)

Vet: Did you know that declawing a cat is the same as cutting your fingertips off?

It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis.

Instead of declawing a cat, consider these alternatives:

having scratching posts with catnip to keep them away from furniture;

trimming their claws;

applying special furniture tape;

plastic claw covers;

or talk to a professional trainer.

Voice over: Nova Scotia has banned declawing. Let's take steps as a country to ban it all together. Brought to you by the Canadian Federation of Humane Societies.

Text on screen:

For more information, contact your local SPCA. Visit www.cfhs.ca to sign the petition to ban declawing in Canada

Voice over: Claw back at Declawing

SFX: Cat- Meows

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Printed radio script:

Time (:20)

Vet: Did you know that declawing a cat is the same as cutting your fingertips off? It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis.

Instead of declawing a cat, consider these alternatives:
having scratching posts with catnip to keep them away from furniture;
trimming their claws;
applying special furniture tape;
plastic claw covers;
or talk to a professional trainer.

Voice over: Let's take steps to ban declawing across Canada. Brought to you by the Canadian Federation of Humane Societies.

For more information, contact your local SPCA. Visit c-f-h-s-dot-c-a to sign the petition to ban declawing.

Claw back at Declawing

SFX: Cat- Meows

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Printed radio script: short version

Time (:15)

Voice over: Did you know that declawing a cat is the same as cutting your fingertips off? It's an amputation of the cat's toe bones and claws. Declawing causes long term health issues for cats, they become weaker, live in pain and can cause arthritis.

Let's take steps to ban declawing across Canada. Brought to you by the Canadian Federation of Humane Societies.

For more information, contact your local SPCA. Visit cfhs.ca to sign the petition to ban declawing.

Claw back at Declawing

SFX: Cat- Meows

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Contact name
Title
Address
Phone number
Email address
Web address

Claw Back at Declawing Campaign Fact Sheet

Description	<ul style="list-style-type: none"> 🐾 The Claw Back at Declawing Campaign was created to raise awareness towards the pain declawing causes cats 🐾 This campaign will help ban declawing in Canada
History	<ul style="list-style-type: none"> 🐾 Declawing has been a method of adjusting bad behaviours in cats 🐾 In March 2018, Nova Scotia made declawing illegal 🐾 Declawing is illegal in over 28 countries
Organization	<ul style="list-style-type: none"> 🐾 The Canadian Federation for Humane Societies is the largest national animal welfare organization. 🐾 We work towards positive and progressive change to end animal cruelty. 🐾 We aim to improve animal protection and promote the humane treatment of all animals in Canada.
2018 Campaign Facts	<ul style="list-style-type: none"> 🐾 The campaign will raise awareness of the pain cats experience when being declawed 🐾 Radio and television service announcements will be used to bring attention to the cause 🐾 If successful, cat declawing will be banned on a national level in Canada.

Evaluation

The success of CFHS's public service announcement will be measured by whether any of the video or audio spots are aired on television or radio stations.

Traffic, comments/feedback will be monitored on our social media platforms. We will keep track of the number of visits before and after the message is aired, and monitor comments to see how the message is resonating with the public. If the video gets 50,000 views or goes viral it will be considered a success.

The call to action is to sign the petition to end declawing. The overall goal will be achieved if we get at least 50,000 signatures. There will be a section in the online petition to indicate where the supporter heard about the petition including TV, radio, poster, online and word-of-mouth. This will show the effectiveness of each medium of the PSA and help in determining what mediums to use in future campaigns.

Source

<http://www.humanesociety.org/animals/cats/tips/declawing.html?referrer=https>