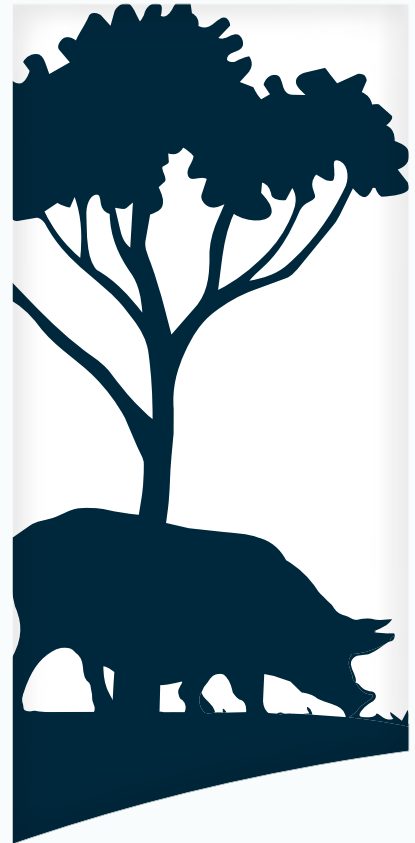


RIPPLES AND WAVES: HUMAN BEHAVIOUR SHAPING THE LIVES OF ANIMALS

Animal Welfare Seminar 2027

Online | February 24-25



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Wednesday 24 February 2027 (All times are in AEDT)

13:00 Welcome to Day 1

Official welcome: Richard Mussell
Chief Executive Officer, RSPCA Australia

Chair: Dr Suzanne Fowler
Chief Science Officer, RSPCA Australia

13:10 When and why do we care about animals?

Speaker: Prof Brock Bastian
Melbourne School of Psychological Sciences,
University of Melbourne

13:55 Wildlife in the Public Eye: How communication can help (or harm) the animals we care about

Speaker: Dr Meg Shaw
BehaviourWorks Australia, Monash University

14:35 Understanding human behaviour in cat management

Speaker: Dr Gemma Ma
RSPCA NSW & School of Veterinary Science,
The University of Sydney

15:15 Break

15:30 Bridging the welfare and enforcement gaps: criminal law as a driver of behaviour change in animal cruelty in NSW

Speaker: Kathryn Jurd
NSW Local Court and UNSW

16:10 Ripples that don't reach the shore: a systems approach to horse welfare

Speaker: Dr Karen Luke
Changing Rein

16:50 Behaviour change approaches for tackling persistent pig welfare issues

Speaker: Dr Grace Carroll
School of Psychology, Queen's University Belfast

17:30 Close

Thursday 25 February 2027 (All times are in AEDT)

13:00 Welcome to Day 2

Chair: Dr Suzanne Fowler
Chief Science Officer, RSPCA Australia

13:05 Who Cares? Connecting to a Culture of Care in Animal Research: Supporting People, Animals and Ethical Outcomes

Speaker: Dr Mandy Errington
EthiQualia

13:40 "Why won't they just vaccinate?": Tools that can help when working with dissenting voices and practices

Speaker: Assoc. Prof. Jennifer Manyweathers
Charles Sturt University and Gulbali Institute

14:15 Effective messaging for impact: Communicating across divides to build support for animal welfare

Speaker: Mr Mark Chenery
Co-Director of Common Cause Australia

14:50 Both ends of the lead

Speaker: Dr Lauren Roberts
RSPCA Victoria

15:25 Break

15:40 Dog Bite Prevention in South Australia: Using human behaviour change to get more bark than bite

Speaker: Assoc. Prof. Susan Hazel
School of Animal & Veterinary Sciences, Adelaide University

16:15 Supporting the people who support the animals: Human wellbeing as part of animal welfare

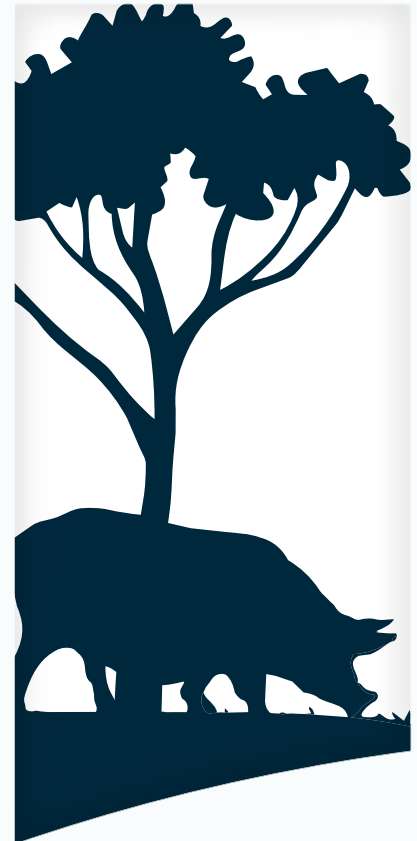
Speaker: Dr Vanessa Rohlf
La Trobe University

16:50 The wins in animal welfare science and the 'whys' behind them

Speaker: Prof Siobhan Mullan
University College Dublin

17:30 Close

SPEAKERS



PROF BROCK BASTIAN

Melbourne School of Psychological Sciences,
University of Melbourne



BIO

Dr Brock Bastian is a Professor in the School of Psychological Sciences at the University of Melbourne. He is trained as a social psychologist and his research seeks to understand the various social and cultural factors that impact decision-making, ethical reasoning, and wellbeing.

Brock's research on behavioural ethics broadly focuses on the various motivations that shape our ethical decision making around important social issues and how people resolve conflicts of interest. This extends to issues such as the treatment of animals and the environment.

Brock has published more than 150 peer-reviewed journal articles and book chapters. His work has been featured in outlets such as The Economist, The New Yorker, TIME, New Scientist, Scientific American, Harvard Business Review, and The Huffington Post, among many others. His first trade book, *The Other Side of Happiness*, was published in January 2018.

ABSTRACT

When and why do we care about animals?

Compared to other humans, our consideration of the rights and needs of other animals is often flexible, inconsistent, and driven by a range of human needs or experiences that we rarely consciously reflect upon.

In this talk, I will provide a review of our research revealing the human needs which limit our moral sensitivity to other animals (appetite, knowledge, equality) as well as the human experiences that can expand our moral sensitivity to other animals (awe, beauty, and contact).

These findings provide critical behavioural insights for practitioners when it comes to designing programs, interventions, and fundraising activities seeking to further the interests of animals.

DR MEGHAN SHAW

Research Fellow, BehaviourWorks Australia,
Monash University



BIOS

Dr Meghan Shaw is a behavioural scientist and Research Fellow at BehaviourWorks Australia, Monash University. Her research explores how the way we communicate about wildlife and nature influences what people notice, value and ultimately do.

Meg's work spans conservation communication, social marketing, wildlife imagery and human-wildlife interactions, with a particular interest in how words, images and stories can shape attitudes, social norms and behaviour. Her PhD, undertaken with Deakin University and Zoos Victoria, examined how different ways of representing wildlife influence how people think about and act towards the wildlife they encounter. Meg is also the past President of the Conservation Marketing and Engagement Working Group for the Society for Conservation Biology.

At Monash, Meg now works with researchers, government and conservation organisations to apply behavioural science to real-world conservation and animal welfare challenges. She is particularly interested in the unintended consequences of well-meaning communication, as well as how thoughtful, evidence-based messaging can build the public's connection with wildlife and encourage behaviours that support conservation, coexistence and animal welfare.

ABSTRACT

Wildlife in the Public Eye: How communication can help (or harm) the animals we care about

The way we talk about wildlife matters. The species we feature, the images we choose and the stories we tell can influence which animals people notice and value, what interactions with wildlife seem normal or desirable, and ultimately how people behave towards animals.

Drawing on research in behavioural science, conservation communication and marketing, this talk will explore how wildlife messaging can have consequences far beyond raising awareness. Communication can reinforce biases towards cute and charismatic species, make close encounters with wild animals seem acceptable, encourage demand for exotic pets or unethical wildlife tourism, and contribute to behaviours that create risks for both animals and people.

But communication can also be a powerful tool for change. The right messages can challenge harmful norms, build empathy for overlooked species, model responsible interactions and motivate conservation action.

Through examples from research and practice, this talk will examine why how we communicate about wildlife matters, and how more thoughtful communication can help turn people's interest in wildlife into behaviours that genuinely benefit animals.



BIO

Dr Gemma Ma is a veterinarian with over 10 years' experience in general small animal practice and shelter medicine. She is currently Senior Manager – Keeping Cats Safe at Home.

Dr Ma graduated with a PhD from the University of Sydney School of Veterinary Science in 2021. Her thesis explored the role of companion animals in human and environmental health.

As a part-time Postdoctoral Research Associate with the Sydney School of Veterinary Science Dr Ma undertakes research into the human-animal bond, dog and cat population management, cat and dog ecology and shelter medicine.

ABSTRACT

Understanding human behaviour in cat management

Cat management would be relatively simple if it were only about the cats. However, cats exist within a complex social and ecological system in which they move between owned and unowned populations and into and out of institutional and commercial settings. Understanding these movements helps identify the points at which people influence outcomes and where intervening is most likely to be effective.

Except for cats and other non-human animals, every stakeholder in cat management is human and all can be considered a “target audience” of human behaviour-change approaches. Effective cat management depends on understanding and influencing the behaviour of the stakeholder groups most directly involved: cat caregivers, councils, institutional settings (shelter, pounds and rescue groups), and the veterinary profession. Cat caregivers themselves comprise two distinct groups: cat owners and caregivers of unowned cats. These groups differ in their capability, motivations and legal status. They also experience different barriers to doing the things we would like them to do.

This presentation explores how human behaviour change principles can be applied across all aspects of cat management. Central to this approach is identifying target audiences and clearly defining the behaviours we want people to adopt. Behavioural science frameworks, including COM-B, the Stages of Change, and related behaviour-change models, provide practical ways to understand human behaviour as well as guidance on the tools and initiatives that are most likely to be effective. By applying these approaches within a systems framework, cat management programs can increase their effectiveness and deliver better outcomes for cats, their caregivers, the environment and communities.

BIO

Kathryn Jurd has worked in the criminal justice system in NSW for over 20 years, as a researcher, academic and practitioner. She spent nearly a decade as a solicitor with the NSW Office of the Director of Public Prosecutions before serving as RSPCA NSW General Counsel from 2017 to 2026. In February 2026 she accepted a commission as an Acting Judge on the NSW Local Court.

Kathryn is also currently a PhD Candidate at UNSW Law and Justice. As a practitioner she has prosecuted hundreds of animal cruelty cases, including several high-profile and precedent creating matters: *Kadir v the Queen*; *Grech v the Queen* [2020] HCA 1 (the greyhound live baiting cases); and *Brighton v RSPCA NSW* [2023] NSWSC 1653.

Kathryn's PhD examines sentencing practice in NSW animal cruelty cases before and after significant maximum penalty increases for animal cruelty offences in 2021. Her research programme addresses two gaps identified in the literature - a 'welfare gap' between the standards of acceptable treatment established by animal welfare science and the minimum requirements set by statute. The second gap is asserted to exist between the minimum statutory requirements and the outcomes achieved through regulatory intervention, known as the 'enforcement gap'.

ABSTRACT

Bridging the welfare and enforcement gaps: criminal law as a driver of behaviour change in animal cruelty in NSW

The criminal law is a blunt tool as a driver of behaviour change. However, its role as a primary mechanism for standard setting is undeniable, particularly in regulatory contexts, like animal welfare, where the goal of regulation is often not to remove harm or risk, but to mitigate it to an acceptable level. Interestingly, and with very few exceptions, there are no persuasive calls to retain the status quo for animal protections in Australia (or elsewhere).¹ *The Prevention of Cruelty to Animals Act 1979* (NSW)² is over 47 years old, and the statutory framing comes, in part, from English drafting and caselaw over two hundred years old.³ Using the concept of welfare oriented sentience, and a case example – *RSPCA NSW v Nicholas Seafood Traders* - this presentation will examine the role of the criminal law in acting as an impetus for behaviour change.

This talk will focus on concepts such as:

- the role of statutory objects in statutory interpretation;
- the importance of properly defining the animals as the subject of minimum standard protections;
- expert evidence in animal cruelty prosecutions;
- the role of private members bills in the absence of wholesale regulatory change;
- test cases as a driver of change; and
- sentencing in the summary jurisdiction.

¹ Peter John Chen, *Animal Welfare in Australia: Politics and Policy* (Sydney University Press, 2016) 18.

² *Prevention of Cruelty to Animals Act 1979* (NSW) 1979 ('POCTAA').

³ *An Act to Prevent the Cruel and Improper Treatment of Cattle 1822* (UK), 3 Geo IV 1822 c 71 (webpage, 15.06.2026) <<https://archive.org/details/statutesunitedk10britgoog/page/n436>>



BIO

Dr Karen Luke is co-founder of Changing Rein, an equine welfare consultancy and podcast she established with Irish equine veterinarian Meta Osborne. Her work applies systems thinking to persistent horse welfare problems, helping people identify the barriers and opportunities for change — for themselves, their organisations and their horses.

She led the development of the Horse Welfare 12 (HW12) framework, a systems-based approach to diagnosing welfare issues in complex environments, published in the Journal of Applied Animal Welfare Science and presented at the UFAW Centenary Conference in London in 2026.

Karen holds a PhD in psychology from CQUniversity, where her human behaviour change research examined the relationship between horse welfare and rider safety and satisfaction. Her passion is eventing and she coached at Pony Club for many years.

In July 2026 she and Meta convened an oversubscribed workshop at Naas Racecourse in Ireland, bringing grooms, stable staff and trainers into the same room as vets, welfare charities and senior racing executives. The workshop sparked several industry collaborations and produced an evidence library and a field guide to the HW12 framework, both free at changingrein.com.au.

Karen works with organisations in several countries, with a particular interest in the leverage points beyond the individual owner, where welfare change is often decided.

ABSTRACT

Ripples that don't reach the shore: a systems approach to horse welfare

Horse welfare has no shortage of evidence. We know what tight nosebands do to horses, what confinement costs them, and what obesity means for their health and longevity. That knowledge has been published, publicised, and turned into guidance — yet practice has shifted far less than the evidence would predict. This is not, principally, a knowledge problem.

This presentation asks why well-designed interventions so often lose momentum before they change anything, and what a systems lens reveals that individual behaviour change models cannot. Drawing on the Horse Welfare 12 framework and Meadows' leverage points, this talk examines how rules, judging incentives, coaching norms, land use, and commercial structures hold current practice in place — and why the people best placed to shift a practice are frequently not the people we target.

Nosebands, housing and equine obesity serve as worked examples, including cases where intervention produced compliance rather than change, or disengagement rather than dialogue. The framework is diagnostic rather than prescriptive. Offering a way of locating where a system protects a practice, so that effort is directed where the leverage is greatest.

Attendees will leave with a way of interrogating their own sector: not who needs to change, but what holds practice in place, and who has the power to shift it.

DR GRACE CARROLL

Lecturer in Animal Behaviour and Welfare, School of Psychology, Queen's University Belfast



BIO

Dr Grace Carroll is a Lecturer in Animal Behaviour and Welfare at the School of Psychology, Queen's University Belfast. Her research focuses on improving animal welfare by understanding and changing human behaviour. She applies behavioural science frameworks, particularly the COM-B model and Behaviour Change Wheel, to address challenges across livestock and companion animal welfare.

Her recent work has examined routine tail docking and outdoor farming systems for pigs, climate change mitigation in agriculture, small mammal welfare and farriery practices. She works closely with industry and charities to develop practical, evidence-based interventions that improve animal welfare.

ABSTRACT

Behaviour change approaches for tackling persistent pig welfare issues

Persistent pig welfare challenges cannot be solved through technical solutions alone because they are strongly influenced by human behaviour. This presentation will draw on findings from the PigTail and OneWelPig projects to demonstrate how behavioural science can support meaningful improvements in pig welfare.

Using the COM-B model and Behaviour Change Wheel from Health Psychology, the talk will explore the barriers and facilitators influencing practices such as routine tail docking and the adoption of higher welfare pig farming systems. Findings from farmers, veterinarians and other stakeholders will be presented. The presentation will discuss how these findings can be translated into practical, evidence-based interventions and policy recommendations.



BIO

Dr Mandy Errington is an experienced animal ethics and compliance professional with decades of experience, and expertise developed across private veterinary practice, government, research, higher education, and industry. She is Principal of EthiQualia, a consultancy that promotes the welfare of animals used for scientific purposes through risk evaluation, governance systems, and compliance monitoring. Established in 2022, EthiQualia has worked with leading scientific research organisations all over Australia. Supporting people and animals – connecting to a Culture of Care.

Mandy has served on several Animal Ethics Committees and worked as both a clinical veterinarian and Animal Welfare Officer in biomedical research institutions and universities. She is a member of the National Health and Medical Research Council Animal Welfare Committee, the Australian Institute of Company Directors, and the Animal Welfare and Medicine and Management of Laboratory Animals chapters of the Australian and New Zealand College of Veterinary Scientists.

Mandy holds a Bachelor of Veterinary Science (Honours), a Master of Science in International Animal Welfare, Ethics and Law from the University of Edinburgh, and postgraduate qualifications in Regulatory Methods. She is a trained auditor, accredited reviewer of scientific animal use in New Zealand, and experienced board director.

ABSTRACT

Who Cares? Connecting to a Culture of Care in Animal Research: Supporting People, Animals and Ethical Outcomes.

Establishing a culture of care within institutions using animals for scientific purposes is a recognised condition of the social licence. A culture of care supports animal welfare, promotes human wellbeing - underpinning public confidence in animal research. Members of ethical review bodies including Animal Ethics Committees (AECs), through the provision of ethical oversight, act as guardians of animals used in these activities.

Australian AECs are a critical safeguard for the welfare of more than 13 million animals used for scientific purposes each year. While there is growing awareness in Australia of the importance of establishing cultures of care, little attention has been given to how these principles are applied to AEC members themselves. Preliminary findings from a literature review and 2026 survey of Australian AEC members will be presented, exploring the associations between organisational culture and the effectiveness of ethical oversight. The results indicate that while many institutions demonstrate positive practices in supporting AEC functions, gaps remain in the recognition, resourcing, and support AEC members need to fulfill their responsibilities.

Strengthening institutional accountability, resourcing, training, and psychosocial support for AEC members may improve both human well-being and animal welfare, while reinforcing public confidence in the ethical oversight of scientific animal use.

ASSOC PROF JENNIFER MANYWEATHERS

Associate Professor in Veterinary Epidemiology;
Charles Sturt University and Gulbali Institute



BIO

Dr Jennifer Manyweathers is an Associate Professor in Veterinary Epidemiology at the School of Agricultural, Environmental and Veterinary Sciences at Charles Sturt University. She has worked extensively as a veterinarian in rural practice in Australia, a Questacon science performer and writer, and has undertaken training and lecturing in science and risk communication.

Her interests focus on communication around scientific uncertainty in emerging disease outbreaks and the role that social and cultural insight plays in responses to emergency animal and zoonotic disease outbreaks. Other work includes evidence-based behaviour change approaches to supporting improved welfare, biosecurity and production systems.

ABSTRACT

"Why won't they just vaccinate?": Tools that can help when working with dissenting voices and practices

Many of us have experienced the challenges that can arise when working with people who approach tasks and decisions differently from us. When animal welfare, production and biosecurity are in the mix, and animals may not be provided with optimum conditions in which to thrive, these feelings can intensify. And yet, for the sake of animal welfare, we need to find a way to make sense of dissenting voices and practices, to maintain communication channels and to support effective and sustainable practice change.

It is helpful to think about what approaches are not effective in supporting work in dissenting spaces. These approaches include the deficit model of science communication, confrontation, ignoring the problem, and expecting all to come on board

Instead, some tools that can be helpful to navigate dissenting voices and practice, both professionally and personally include;

- Understanding risk perception rather than risk
- The theory of Diffusion of innovation
- The behaviour change wheel

Humans are complex beings and navigating relationships and decision-making is the hardest part of any job in the veterinary sciences. Reflecting on these challenges and tools to surviving this contested arena will provide some fresh insights into being able to keep doing our jobs, supporting animal welfare and providing conditions for us and our animals to thrive.

MR MARK CHENERY

Co-Director of Common Cause Australia



BIO

Mr Mark Chenery is an internationally sought after communications expert, trainer and researcher who works with mission driven organisations to apply a values-based approach to community engagement.

His background spans advertising and journalism, as well as leading the community engagement program of an international human rights organisation in Australia.

Since co-founding Common Cause Australia in 2014, Mark has helped lead the organisation's research, training and advisory work. He has trained thousands of campaigners, communicators and fundraisers across Australasia, North America and Europe in the science of values, framing and public persuasion.

Mark specialises in combining discourse analysis, audience research and message testing to develop practical messaging strategies. His work has informed major campaigns and sector-wide shifts in Australia across diverse issues including racism, economic justice and the commercial determinants of health.

His research and training have influenced how many leading mission driven organisations, peak bodies and government agencies communicate on complex social issues. He is known for translating detailed evidence into practical tools, including message guides, toolkits and training programs that support large-scale uptake across sectors.

ABSTRACT

Effective messaging for impact: Communicating across divides to build support for animal welfare

Why do some animal welfare messages inspire action while others provoke defensiveness or simply fail to connect? Research from psychology, communications and the social sciences increasingly shows that facts alone rarely change minds. The way issues are framed—through values, narratives and identity—plays a critical role in shaping how people interpret evidence and whether they become more or less open to change.

This presentation explores how values-based messaging can help animal welfare advocates communicate more effectively with diverse audiences, including people who may not already share their views. Drawing on research and practical experience across social justice, health and environmental issues, Mark Chenery will examine common messaging pitfalls, explain why they backfire, and outline evidence-informed approaches that build understanding, reduce polarisation and strengthen public support. The session will offer practical principles for developing communications that are both persuasive and true to the values at the heart of animal welfare advocacy.



BIO

Dr Lauren Roberts is an animal welfare specialist with over a decade of experience in the not-for-profit sector, spanning law enforcement, behaviour change, and community outreach. While working as an RSPCA Inspector, a pivotal case revealing the link between animal cruelty and family violence reshaped her career, turning her focus firmly toward prevention.

She now leads education and community outreach at RSPCA Victoria, designing behaviour change initiatives that improve outcomes for animals and people alike. Her work includes SafePaws, a program supporting vulnerable people and their pets at the intersection of animal welfare and domestic and family violence; the award-winning Rethink Roaming campaign; and a regional program, Mildura Loves Pets, that reduced both the incidence of canine parvovirus and deaths attributable to the disease.

Dr Roberts holds a PhD from the University of Melbourne. She is a passionate advocate for pet-inclusive support services and for bridging the divide between human and animal welfare.

ABSTRACT

Both ends of the lead

Is this a human problem or an animal problem? On the frontline, this question is a false choice and by keeping them siloed, we fail them both.

Most animal cruelty offences aren't acts of malice, but of neglect. After several years as an RSPCA Inspector, I now lead community outreach and education at RSPCA Victoria, reflecting a broader shift across animal welfare toward preventing animal cruelty and neglect before it occurs.

We cannot improve the welfare of the animal without also considering the person at the other end of the lead. Growing evidence shows how the social determinants of human health i.e., housing, finances, isolation, physical and mental health flow directly through to animal welfare.

Widening the lens to the systemic and environmental factors at play makes lasting welfare gains far more likely than responding to each case in isolation. Communities benefit most when animal welfare works hand in hand with public health, housing, mental health, education, and social support. Deliberate, intentional cruelty is a different matter and demands enforcement, but it is the smaller part of the problem. Above all, we must bridge the divide between human and animal welfare, because it is in that multidisciplinary collaboration where the greatest gains lie.

ASSOC PROF SUSAN HAZEL

School of Animal & Veterinary Sciences,
Adelaide University



BIO

Dr Susan Hazel is a veterinarian with experience in clinical practice, research, public health and academia. Since 2006 she has taught Animal Behaviour, Welfare and Ethics at Adelaide University in the School of Animal & Veterinary Sciences. Susan has supervised more than 50 PhD, Hons and DVM research projects and has over 100 scientific publications.

Central to all of her research is the idea that to improve animal welfare, we need to understand and change human behaviour.

As well as her academic role, Susan sits on the Dog & Cat Management Board of South Australia and the RSPCA South Australia.

ABSTRACT

Dog Bite Prevention in South Australia: Using human behaviour change to get more bark than bite

South Australia (SA) is the only Australian State with a skill-based and government appointed board responsible for animal management, the Dog & Cat Management Board (DCMB). In 2023 the DCMB commenced a world leading program to reduce the impact of dog bites in the community. The program was designed using a framework based on human behaviour change.

The first campaign, Good Dogs Have Bad Days, aimed to increase public awareness that any dog can bite. A survey run in conjunction with the campaign demonstrated short-term changes in people's attitudes to dog bites and provided foundational knowledge of common attitudes and/or behaviours that could be targeted in future campaigns. An additional research component surveyed a representative sample of South Australians to determine incidence of dog bites in the community as a baseline and for future monitoring of the success of the program.

A follow-up campaign in 2026, Step Back, with a catchy jingle educates people on giving dogs space to avoid a potential bite. The program, with its emphasis on human behaviour change anchored by research, provides essential information on target behaviours relating to dog bite risk and in the future is likely to reduce the impact of dog bites.

DR VANESSA ROHLF

Clinical counsellor and consultant, private practice,
and Research Fellow, La Trobe University



BIO

Dr Vanessa Rohlf is a researcher, clinical counsellor and former veterinary nurse whose work focuses on the wellbeing of people who care for and work with animals. She holds a PhD in Psychology and a Master of Counselling and Psychotherapy and has more than 20 years' experience across animal care, research, counselling and education.

Vanessa's research explores the intersection between human wellbeing, human-animal relationships and animal welfare, with particular interests in occupational stress and wellbeing in animal-care professionals, caregiver burden, grief and loss, and trauma-informed care. Her work has been published internationally and has contributed to understanding the psychological demands experienced by veterinary and animal welfare professionals and companion-animal caregivers.

Alongside her research, Vanessa provides counselling, training and wellbeing programs for people and organisations across the veterinary, animal welfare, conservation and animal-care sectors. She is passionate about translating research into practical approaches that support the wellbeing of people who care for and work with animals, so they can continue to care well.

ABSTRACT

Supporting the people who support the animals: Human wellbeing as part of animal welfare

People are central to animal welfare. Across homes, veterinary practices, animal welfare organisations and other animal-care settings, the wellbeing, experiences and resources of the people responsible for animals can shape their capacity to provide care, navigate difficult decisions and respond to animals' needs.

Yet caring for animals can carry significant emotional, practical and psychological demands. Animal-care professionals may experience high workloads, repeated exposure to grief and loss, emotionally challenging interactions, moral stress and burnout. Companion-animal caregivers can similarly experience substantial emotional, financial and practical demands, particularly when caring for animals with complex health or behavioural needs.

Drawing on research across animal-care professionals, companion-animal caregivers and human-animal relationships, this presentation explores the interconnectedness of human and animal welfare. It considers how trauma-informed approaches may help us better understand and support people experiencing distress, including both those who work within animal-care services and those who access them. Trauma-informed care recognises the widespread impacts of trauma and embeds this understanding into organisational policies, practices and interactions. The presentation will introduce key principles of trauma-informed care, consider the emerging evidence base, and explore what a trauma-informed approach might look like across animal-care settings.



BIO

Dr Siobhan Mullan is a veterinary surgeon who has previously worked in mixed and companion animal practices, and has now transitioned away from clinical work to focus on research and teaching to deliver large scale, long term impactful improvements in animal welfare. She is particularly interested in the intersection of animal welfare with other societal priorities such as environmental concerns and how these play out in policy formation.

Siobhan is a foundation diplomate of the European College of Animal Welfare and Behavioural Medicine (AWSEL sub-speciality) which has recognised 120 veterinary EU specialists in AWSEL from across Europe. She is also a member of the Farmed Animal Welfare Advisory Committee (FAWAC) and the Advisory Council on Companion Animal Welfare (ACCAW).

Siobhan has a longstanding interest in Veterinary Ethics, and instigated and wrote a monthly 'Everyday Ethics' column in the veterinary journal 'In Practice' from 2006-2016. She is also a co-author of the book 'Veterinary Ethics - Navigating Tough Cases'.

ABSTRACT

The wins in animal welfare science and the 'whys' behind them

Animal welfare science is a relatively new field of exploration but has already delivered transformational changes in our understanding of animals' experiences. Following on behind we have seen some major improvements in how animals are kept and treated.

This talk will examine the major advances in animal welfare science and seek to identify the factors that promoted rapid understanding in certain sub-disciplines such that positive conditions can be scaffolded around existing research endeavours. Further, it will evaluate structural aspects that allow for rapid translation of research findings to animal welfare improvements in practice.

Despite the clear need for further progress, there are reasons to be hopeful and ways that we can all influence the future welfare landscape for animals.



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