FACTORS INFLUENCING THE EFFECTIVENESS OF ANIMAL WELFARE PROGRAMES IN KENYA

A CASE OF KENYA SOCIETY FOR THE PROTECTION AND CARE OF ANIMALS (KSPCA)

BY

PAULINE MUMBI GATHANGA

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DECLARATION

This research project report is my original work and has not been presented for academic purposes in any other university.

Signature.....….....Date: …….....

Pauline Mumbi Gathanga

Reg. No: L50/62654/2011

This research project report has been submitted with my approval as university supervisor.

Signature…….....……Date: …….....……

Dr. Harriet Kidombo

Senior Lecturer, School of Continuing and Distance Education,

University of Nairobi

DEDICATION

I dedicate this study to my father, Charles Gathanga, my mother, Terry Gathanga, my brothers Alex, Joseph and Brian and to all my friends and colleagues at work.

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ACRONYMS AND ABBREVIATIONS

ANAW - Africa Network for Animal Welfare

AWAKE - Animal Welfare Kenya

AWSC - Animal Welfare Science Centre

EU - European Union

FAWC - farm animal welfare council

FGD - Focus Group Discussion

GDP - Gross Domestic Produce

KENDAT - Kenya Network for Dissemination of Agricultural Technologies

KSPCA - Kenya Society for the Protection and Care of Animals

KWS - Kenya Wildlife Service

ABSTRACT

This research was undertaken to investigate and analyse the factors that influence the effectiveness of animal welfare programmes in Kenya. The descriptive survey research design was employed and data was collected by means of questionnaires administered to all the 46 employees of the Kenya Society for Prevention and Care of Animals (KSPCA), which was the case of study. Observation and focused group discussion were also used. The objectives of the study were; to determine the influence of level of training and awareness of animal welfare in the community on the effectiveness of animal welfare programs, to establish the influence of culture on the effectiveness of animal welfare programs, to assess the influence of level of government support and legislation on the effectiveness of animal welfare programs, to determine the effect of rise of demand for animal products on the effectiveness of animal welfare programs. The findings indicated that the level, influence and impact of training is high and the groups reached are many. 87.0% of the respondents agreed with that. The methods of training were found to be appropriate but this need to be improved on since 25.0% of the respondents admitted that the methods were not appropriate. However, community participation was noted to be low with 90.0% admitting that. Cultural factors have a strong influence in the effectiveness of animal welfare programs, myths, traditions and religious practices were noted to influence people's attitude towards animals, a fact that was admitted by over 92.0% of the participants. It was noted that KSPCA as an organisation has been actively involved in animal policy formulation and implementation and law enforcement on animal welfare issues. It has also contributed to the increase of high quality products from animals. Over 95.0% of the participant agreed with that. In addition, the study found that the demand for animal products is increasing with readily available markets for animal products. The rise in demand has an impact on the effectiveness of animal welfare programmes, a fact that was supported by over 90.0% of the respondents. The study recommends that the government and various stakeholders should team up and ensure that laws, policies and practises governing animal welfare issues are formulated and adhered to so as to ensure that the rights of animals are respected. It will also be very important to incorporate animal welfare issues in education curriculum. This will sensitize the citizens on animal welfare issues from a tender age.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Animal welfare is a multi-faceted issue which implies important scientific, ethical, economic and political dimensions. According to the Farm Animal Welfare Council (FAWC), animal welfare is about the state of physical and mental wellbeing of animals and is also referred to as an animal's "quality of life". In a legal sense, animal welfare is safeguarded by a duty to care for animals we are responsible for. Three main criteria are considered to contribute to an animal's welfare, ability for good feelings, ability for good health and ability for natural behaviour. The requirements for good welfare are described as animals simply "being healthy and having what they want". Whichever definition is used, it is generally accepted that animals have feelings and that these feelings are influenced by the situations that the animals live in and encounter. Because of the major role that humans have in determining those situations for animals in production systems, humans have a clear obligation to not only minimize the potential for poor welfare but also attempt to provide good welfare. There is no doubt that animal welfare is currently an important area of public concern and consumer surveys have shown an interest and desire for more information about the welfare status of food products. This requirement is being met in a variety of ways from legislation to producer bodies and retailer led farm standards and product labels.

The treatment of animals is an area in which codes of conduct and descriptions of good practice exist. Even amongst groups of people whose objective was to kill animals, there have long existed unwritten codes of conduct concerning what actions were or were not permissible. For example, as discussed by Serpell (1996), people using guns and dogs to hunt mammals or birds would expend energy and resources trying to ensure that firstly, animals were shot in a way likely to kill quickly and secondly, that shot animals were found and killed rather than being left to die slowly. More recently, codes of practice relating to animals kept for food production and other purposes have been produced by various organisations.

Traditionally, a traditional hunter plumbs the depth of his intellect - his capacity to manipulate complex knowledge. But he also delves into his animal nature, drawing from intuitions of sense and body and heart; feeling the windís touch, listening for the tick of

moving ice, peering from crannies, hiding himself as if he were the hunted. He moves in a world of eyes, where everything watches - the bear, the seal, the wind, the moon and stars, the drifting ice, the silent waters below. He is beholden to powers greater than his own.

Animal use is common in Africa, a region that accords little priority on animal protection in comparison to economic and social development. There is rampant animal welfare abuse as a result of neglect, malicious physical injury, starvation, confinement, use of inappropriate modes of transportation/transportation facilities, manhandling during transportation, overcrowding, overloading, overworking, inhumane treatment at slaughter/slaughter facilities, inhumane treatment during capture, branding and inappropriate working tools, among others. Animal welfare abuse has been occasioned by: inadequate legal and policy provisions, inadequate capacity to monitor and minimize cruelty to animals, limited animal extension services and inadequate training in animal welfare and supervision of service providers.

Kenya' is not somewhere immediately synonymous with 'animal welfare' in the general psyche. With population explosion, urbanization and consumerism catching up, animals are easy prey for human greed. They are soft targets for anyone trying to make a quick buck, and prime candidates for exploitation. Today even healthy, young animals are killed for leather, meat and tallow. Calves are kept hungry and emaciated, while the cow's milk is sold in the markets for human consumption. Chicken are kept in cramped batteries, either for the eggs or for slaughter. Slaughter animals are made to walk thousands of miles to slaughterhouses, or carted in trucks / tempos packed like sardines, with the result some of them die of suffocation before they reach their destination

1.1.1 Animal Welfare Organizations

There are organizations concerned with protecting animals within the boundaries of the country and some extend their activities to other African countries. These include Kenya Society for the Protection and Care of Animals (KSPCA), which is tasked with looking after the welfare of all domestic animals and helping in enforcing the Prevention of Cruelty to Animals Act. The organization exists to promote the protection of all kinds of animals, prevent cruelty to all animals and to rescue and relieve animals from all manner of suffering (KSPCA, 2012).

Africa Network for Animal Welfare (ANAW) which focuses on the humane treatment of all animals for human welfare. The organization promotes the understanding and appreciation that animals are sentient beings; they have feelings, emotions and respond to psychological and physiological changes in the environment (ANAW, 2012).

Kenya Wildlife Service (KWS) is a Kenyan state corporation that was established in 1990 to conserve and manage Kenya's wildlife. It is established under an Act of Parliament Cap 376 (The Wildlife Conservation and Management Act) with the mandate to conserve and manage wildlife in Kenya and to enforce related laws and regulations. It manages the biodiversity of the country, protecting and conserving the flora and fauna (KWS, 2012)

Kenya Network for Dissemination of Agricultural Technologies (KENDAT) promotes sustained rural and peri-urban development through advancing capacity for smallholder farmers across all components of the agricultural value-chains. In the Animal Welfare department, KENDAT with the support of The Brooke Hospital for Animals of UK advances capacity for humane utilization of draft animals with particular attention to the highly neglected donkey. The Heshimu Punda (Respect the Donkey) Programme advances practical community knowledge transfer efforts in donkey health and husbandry management, preventive care and policy influencing, among other livelihood interventions (KENDAT, 2012).

In spite of their efforts, there still remain major problems facing animals in Kenya. This has been contributed by various factors. These include; temporal changes in the actual numbers of animals used or abused in different contexts; changes in financial resources spent on animals; changes in the numbers and characteristics of organizations and individuals involved in, or supportive of, animal protection; changes in the amount of attention given to animals and animal-related issues in the media, and the growth and evolution of animal protection laws and regulations. It is on this basis that this study sought to examine the factors influencing the effectiveness of animal welfare programmes in Kenya.

1.2 Statement of the Problem

The attainment of good welfare for animals requires provision both for their physical and psychological well-being. An animal is in a good state of welfare if (as indicated by scientific evidence) it is healthy, comfortable, well nourished, safe, able to express innate behaviour,

able to have normal social contact with others of the same species, and if it is not suffering from unpleasant states such as pain, fear and distress. Good animal welfare requires disease prevention and veterinary treatment, proper housing, management, nutrition, humane handling and humane slaughter/killing.

The suffering of animals is currently a universal problem; it exists in all countries and regions; in spite of the existence of animal welfare organisations and the laws on animal welfare. Large amount of research has been carried out about animal welfare problems involving very specific fields of interest, such as the development of welfare assessment methods in different environments, as well as more fundamental questions relating to the biological bases of welfare and stress (Basset, Buchanan, Mckinely and Smith, 2003). Literature on the effectiveness of animal welfare programmes remains sparse and disparate. In order to establish an informed position on the effectiveness of animal welfare, this study sought to fill in gaps by exploring factors that influence the effectiveness of animal welfare programs in their various projects of preventing animal suffering. By specifically focusing on the influence of level of training and awareness of animal welfare in the community on the effectiveness of animal welfare programs; the impact of culture on the effectiveness of animal welfare programs; the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs and the effect of rise of demand for animal products on the effectiveness of animal welfare programs.

1.3 Purpose of the Study

The major aim of the study was to determine the factors that influence animal welfare programs in Kenya.

1.4 Research Objectives of the Study

The study was guided by the following objectives;

a) To determine the influence of level of training and awareness of animal welfare in the community on the effectiveness of animal welfare programs.
b) To establish the influence of culture on the effectiveness of animal welfare programs.
c) To assess the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs.

d) To determine the effect of rise of demand for animal products on the effectiveness of animal welfare programs.

1.5 Research Questions

The research was designed to provide answers to the following research questions;

a) What is the influence of level of training and awareness of animal welfare in the community on the effectiveness of animal welfare programs?
b) What is the influence of culture on the effectiveness of animal welfare programs?
c) What is the influence of level of government support and legislation on the effectiveness of animal welfare programs?
d) What is the effect of rise of demand for animal products on the effectiveness of animal welfare programs?

1.6 Significance of the Study

The study was able to bring out the main areas of concern in animal welfare issues that will enable individuals, workers, policy makers and legislators to plan for the future policies and ways of dealing with the challenges for effective animal welfare protection. The animal welfare programmes which may take the form of industry or government standards, other government regulatory requirements, industry-operating practices, is no longer seen as merely a means of food production, but also has multiple dimensions: ethical, scientific, economic and political. Addressing animal welfare, therefore, enables the pooling of scientific knowledge and other expertise, which allows for better knowledge of best practice generally or foundation standards for better policy-making. This will benefit the stakeholders by making them more efficient and effective in their programs.

1.7 Delimitation of the Study

In order to keep the study manageable, this study sought to analyze the factors influencing the effectiveness of domestic animal welfare programmes in Kenya and specifically the KSPCA. The study respondents were men and women who were 18 years old and above who care for animals.

1.8 Limitations of the Study

The research instrument gave varying data depending on the individual perception and feelings. The shortcoming was addressed by applying both quantitative to qualitative approaches to research.

Due to changes in legislation on animal welfare issues, technological dynamism, urbanisation administrative and personnel changes within animal welfare organisations, approaches to animal welfare issues may change within a short time, rendering the research findings obsolete. Also the study was done in Nairobi where the resources are adequate as compared to other areas. This means that the results may not be generalised to rural and remote areas with inadequate resources.

1.9 Assumptions of the Study

It was assumed that the respondents would be available for the research and that they possessed relevant knowledge that would help the researcher to make accurate conclusion. This was actually confirmed following the high rate of return and the information they provided was adequate and it enable the researcher to make accurate, valid and reliable conclusions.

1.10 Definition of Significant Terms

Animal: The term "animal" is defined differently depending on the aims and purposes of the legislation or other regulation. This study adopts example, the centre piece animal welfare law in New South Wales, the Prevention of Cruelty to Animals Act 1979 which defines an animals as "a member of a vertebrate species including any amphibian, or bird, or fish, or mammal (other than a human being), or reptile.

Animal welfare: The physical and psychological state of an animal as regards its attempt to cope with its environment (Broom, 1986). An animal is in a good state of welfare if (as indicated by scientific evidence) it is healthy, comfortable, well nourished, safe, able to express innate behaviour, able to have normal social contact with others of the same species, and if it is not suffering from unpleasant states such as pain, fear and stress.

Humane care: As used in this study means those actions taken to assure that laboratory animals are treated according to high ethical and scientific standards. Implementing a humane care program, and creating a laboratory environment in which humane care and respect for animals is valued and encouraged, underlie the core requirements of the *Guide* and the system of self-regulation it supports (Klein and Bayne, 2007).

Welfare programs: These are organized activities geared towards enhancing animal welfare.

1.11 Organization of the Study

This study encompasses five chapters. Chapter one looks at the background information to the study, the statement of the problem, the research objectives and questions, purpose and significance of the study, assumptions, limitations and delimitations of the study and definition of significant terms. Chapter two is a review of literature on animal welfare programmes both locally and internationally. Literature on the identified factors is also sampled in this chapter. Chapter three focuses on the methods of carrying out the research study. It covers the research design, target population, sample and sampling techniques, methods of data collection, research instruments, validity and reliability of the instruments, operational definition of variables, methods of data analysis and the ethical considerations of the research. . Chapter four covers data presentation, analysis and interpretation. Chapter five focuses on the summary of findings, discussion of the findings, recommendation and lastly suggestions for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter indicates the ideas relevant to the subject under study relating to the other studies and is briefly discussed to provide the foundation of the proposed study. In order to clarify the problem of the study and variables, careful review of literature and studies must be done. The literature survey on different dimensions of topic under study is presented in the following sections; theoretical framework that guides the study, level of training and awareness of animal welfare in the community and effectiveness of animal welfare programs, impact of culture on the effectiveness of animal welfare programs, level of government support and legislation on animal welfare and effectiveness of animal welfare programs, rise in demand for animal products and effectiveness of animal welfare programs, conceptual framework, knowledge gaps and finally the summary of the chapter.

2.2 Theoretical Framework

This study is premised on Kantians theories. Kant developed a highly influential moral theory according to which autonomy is a necessary property to be the kind of being whose interests are to count directly in the moral assessment of actions (Kant, 1983, 1956). According to Kant, morally permissible actions are those actions that could be willed by all rational individuals in the circumstances. The important part of his conception for the moral status of animals is his reliance on the notion of *willing*. While both animals and human beings have desires that can compel them to action, only human beings are capable of standing back from their desires and choosing which course of action to take. This ability is manifested by our wills. Since animals lack this ability, they lack a will, and therefore are not autonomous. According to Kant, the only thing with any intrinsic value is a good will. Since animals have no wills at all, they cannot have good wills; they therefore do not have any intrinsic value.

Kant's theory goes beyond the worldview/religious theories by relying on more general philosophical arguments about the nature of morality. Rather than simply relying on the fact that it is "natural" for rational and autonomous beings to use non-rational beings as they see fit, Kant instead provides an argument for the relevance of rationality and autonomy. A

theory is a Kantian theory, then, if it provides an account of the properties that human beings have and animals lack, that warrants our according human beings a very strong moral status while denying animals any kind of moral status at all. Kant's own theory focused on the value of autonomy; other Kantian theories focus on such properties as being a moral agent, being able to exist in a reciprocal relation with other human beings, being able to speak, or being self-aware.

2.3. Level of Training and Awareness of Animal Welfare in the Community and Effectiveness of Animal Welfare Programs

The primary goal of humane education is to manipulate human perceptions of animals so as to improve attitudes and behavior towards them. Given that these kinds of educational interventions have been employed for well over a century, there have been surprisingly few successful attempts to evaluate their outcomes in terms of sustained improvements in animal-related attitudes and behavior (Ascione, 1992; Ascione & Weber, 1996; Coleman et al., 1998). As suggested by Ascione (1997) there is a considerable need to develop reliable and valid methods for evaluating humane education programs by measuring short- and long-term changes in attitudes and behavior toward animals. Ideally such methods would be designed to generalize across different species and different animal-related issues, and be readily adaptable to different cultural contexts.

While according to the EU; it is not possible to determine the extent to which communication actions have raised stakeholder and public awareness and responsibility towards animal welfare, but there has been a high level of public engagement in consultations linked to animal welfare legislation. The EU has supported events, online resources and policy consultations. Surveys suggest that there is significant public interest in animal welfare issues and there were high levels of public engagement in EU consultations linked to reviews of legislation. However, partly as a result of a lack of monitoring information, there is little evidence from which to determine the impact of EU communications on stakeholders and public awareness and responsibility towards animal welfare.

It continues to explain that the size of the communications task is large, given the number of consumers and stakeholders and their current levels of awareness, and EU resources are limited. This calls for a strategic approach which focuses effort on areas and issues where EU communication efforts can deliver most added-value. A variety of different organisations are

involved in communications activities at different levels and to different audiences, and the European Commissions role needs to be defined within this landscape. An animal welfare communications strategy, identifying the priorities for targeting the EUs limited resources.

Increased awareness of animal welfare is a welcome trend for Professor Paul Hemsworth, Director of the Animal Welfare Science Centre (AWSC), a partnership of the University of Melbourne, Monash University, The Ohio State University, and the Victorian Department of Primary Industries. An AWSC key program targets work on the human-animal interaction to improve animal welfare. In addition, Professor Hemsworth is a member of the AAWS Animals in Research and Teaching Working Group and the Research and Development Working Group:

The relationship between knowledge of animals, and people's attitudes and behavior towards them is complex. Kellert & Berry (1980) found that the least knowledgeable sectors of the American population tended to have predominantly negative or indifferent attitudes to animals that tended to focus on materialistic or instrumental considerations. Involvement in any kind of animal-related activity (including consumptive ones) was associated with higher knowledge scores, especially if these activities were recreational (e.g. bird-watching, hunting, fishing, etc.) rather than occupational (e.g. farming). Greater knowledge, however, isn't necessarily always associated with more positive attitudes. A study of attitudes to wolves among hunters and non-hunters in Sweden, for example, found that hunters had the most knowledge of wolves but also the most negative attitudes towards them (Ericsson & Heberlein, 2003). Knowledge of how animals are used for different purposes (e.g. biomedical research or intensive farming) can also provoke concern for their welfare, although in interviews many people will admit to avoiding such information for fear of finding the knowledge emotionally and ethically disturbing (Knight & Barnett, 2008).

Current engagement in non-consumptive, affectionate interactions with animals is generally associated with greater concern for their welfare (Serpell, 1996). Similarly, early (childhood) exposure to affectionate/affilliative relationships with animals (especially pet keeping) appears to predispose people to develop greater concern for animal welfare later in life, while the opposite seems to apply to those exposed to consumptive, coercive or abusive childhood interactions with animals (Ascione, 1993; Paul 2000; Paul & Serpell, 1993; Tallichet & Hensley, 2005). Lockwood (2005) noted that the majority of animal protection supporters and activists are either current or former pet owners, and has also demonstrated that survey

respondents who obtained high scores on a 'Pet Lovers Index' questionnaire were also highly supportive of animal protection. In a study of veterinary students, Serpell (2005) found that childhood pet ownership not only predicted caring attitudes to animals in general but also professional choices regarding the types of animals students wished to work with in future.

Such findings suggest that the experience of keeping pets, and the formation of social attachments with particular animals, promotes greater empathy for animals in general and more pronounced concern for their welfare Myers (2007). One author even claims that affection for pets is the, "primary portal to compassion and concern about a wide array of animal protection issues" (Lockwood, 2005). The results of these kinds of studies also point to the active suppression of affective/empathic responses to animals among animal-users or abusers, and/or to a more exclusive focus on instrumental or utility considerations among these groups (Ascione, 1993; Serpell, 1996). It is, however, extremely difficult to isolate the direct influence of animal exposure from the possible confounding effects of social pressures, and parental attitudes and modeling when interpreting such findings (Ascione 1993; Paul and Serpell 1993; Schenk et al. 1994).

2.4 Impact of Culture on the Effectiveness of Animal Welfare Programs

According to Serpell and Paul (1994), human animal relations are diverse across cultures. Culture determines which animals are seen suitable for human nutrition (e.g. dogs in Asia but not in Europe anymore), how much human beings are allowed to interfere with lives of animals (e.g. Buddhism and Hinduism know absolute or relative inviolability of animals), which pets are used as animals etc. Culture is not given for all times and human animal relations change. The latter is exemplified by the fairly recent emergence of factory farming. Animal welfare is gaining increased recognition as an important element of commercial livestock operations around the world. This has wide-ranging implications for an industry with complex historical and cultural roots. Animal welfare reflects the ethical imperative and social expectation that any use of animals for the benefit of humans should minimise suffering of the animals involved. Welfare is related to health and wellbeing. However, it extends beyond survival to also consider the quality of an animal's life (Schenk et al. 1994).

Substantial cross-cultural differences in attitudes to animals have been amply documented in the literature (Douglas, 1966). Animals, both specifically and collectively, carry quantities of cultural and symbolic baggage that greatly influence how people regard them and treat them.

These cultural factors include historical attitudes, religious and ideological beliefs and values and various culture-defining practices.

Historical analyses of people's attitudes to animals suggest that, although attitudes change gradually over time, they may also persist long after they have ceased to be culturally or practically relevant. Modern attitudes sometimes reflect these historical legacies. For example, although the wolf (*Canis lupus*) has long since ceased to be a significant threat to human life and livelihood in most of the northern hemisphere, wolves - or at least the idea of wolves - still inspire negative attitudes for many people (Kellert, 1985, Ericsson and Haberlein, 2003). Religious and ideological beliefs and values may promote particular attitudes toward animals - both generally and specifically. The Judaeo-Christian worldview that animals were divinely created to serve human interests represents an example of a materialistic value orientation toward animals promoted by religious ideology (Serpell, 1996). The special sanctity of cows among Hindus in India, and the unclean, 'taboo' status of pigs among Islamic and Judaic cultures, provides examples of religious effects on species-specific affective responses to animals (Harris, 1978; Douglas, 1966).

Animals also acquire peculiar significance through their association with various culture-defining practices or rituals. The unusually positive status of bulls in Spain, for instance, derives from their central role in the definitively Spanish bullfight or *corrida*, and all the various social and cultural meanings embodied by this highly ritualized activity (Marvin, 1988). Similarly, modern Japanese reluctance to discontinue the practice of whaling, despite strong opposition from non whaling countries, is based on a centuries-old cultural tradition of eating whale meat (Hamazaki and Tanno, 2001). Unfortunately, foreign opposition to these culture-defining practices often provokes fiercely nationalistic sentiments that tend to reinforce the original attitudes and behavior (Shuxian et al., 2005).

Socio-cultural values and norms are continually reinforced by the ways in which animals are represented (or misrepresented) in art, language, literature, science, the media, and so on (Baker, 1993). The symbolic and metaphorical potency of animals as exemplars of human attributes and behavior has long been recognized by social scientists, and there can be little doubt that they continue to exert powerful effects on the ways in which people think about animals and their exploitation (Douglas, 1966; Leach, 1964; Levi-Strauss, 1966).

The extensive use of animals in product advertising exemplifies this phenomenon. Even the language used to describe animals tends to reinforce culturally constructed roles (Dunayer, 1997). Classifying cows, pigs and poultry as 'food animals' or 'production animals', for instance, inevitably constrains people to thinking about them from an instrumental perspective. Monitoring changes in these kinds of cultural representation of animals may provide another method of measuring progress in animal welfare (Lockwood, 2005).

Our understanding of the socio-cultural origins of cruelty and kindness to animals would benefit greatly from well-designed cross-cultural studies of animal-related attitudes, beliefs and values. The development of appropriate methods to access this kind of information from people of widely different linguistic, educational and cultural backgrounds represents a significant challenge but, judging from recent work by environmental psychologists (e.g. Schultz et al., 2003; DeGroot and Steg, 2005), it is an achievable goal that would amply repay the effort involved. The development of a set of standardized instruments for measuring attitudes to animals and animal-related issues cross-culturally would also provide valuable tools for monitoring local, national, and global progress in animal welfare.

2.5 Influence of Level of Government Support and Legislation on Animal Welfare Programs

The KSPCA is the only organisation currently lobbying and responding to the issues of cruelty and abuse of animals. KSPACA works under Cap 360 (Prevention of Cruelty to Animals Act (criminal act of 1963, revised 1983, based on British law) and is part of the Animal Welfare Kenya committee that is mandated to change the law so that animal welfare issues can be incorporated in the draft. The Act gives the KSPCA the possibility of entering property, confiscating suffering animals and working with the police to bring court cases against offenders (Marc, 2009).

KSPCA has introduced humane slaughter in abattoirs and many of the busier slaughterhouses are now using captive bolt pistols. These pistols have bullets which explode inside and push a bolt into the animal's skull, thereby rendering it unconscious. In the past, these pistols were rather expensive and therefore hardly used. The KSPCA imports blank ammunition for humane slaughter with captive bolt pistols (Marc, 2009).

In Australia, Leach (1964), reports that the government and the livestock export industry are working cooperatively their trading partners to address post-arrival welfare concerns and to improve the transportation, handling and slaughter practices of livestock in overseas markets. The department is jointly funding a number of projects with the live export industry to improve infrastructure and training to promote better animal handling and slaughter practices. Australia is the only country that requires specific animal welfare outcomes for livestock exports. This involvement in this trade provides an opportunity to influence animal welfare conditions in importing countries.

Federal, state and private regulations and policies have been created to protect animals. Animal protection and welfare organizations have an obligation, both to animals and their supporters, to make efficient and effective use of their limited resources. Ensuring that these resources are deployed appropriately to bring about significant and sustained improvements in animal welfare requires an empirical, evidence-based approach to evaluate overall progress in animal welfare and to determine which policies and practices protect animals most effectively and when (Dawkins, 2006).

The attainment of good welfare for animals living in captivity requires provision both for their physical and psychological well-being. Owing to the public outcry associated with Ruth Harrison's book on intensive farming practices "Animal Machines" (1964), the British government established a committee to address issues of intensive husbandry methods of farm animals (Brambell, 1965). In considering pain and discomfort as well as stress, the committee recommended that farm animals should at least have the freedom "to turn around, to groom themselves, to get up, to lie down and to stretch their limbs" (Brambell, 1965). This recommendation was later revised by the Farm Animal Welfare Council (1992), and has since been embraced and adopted by organizations interested in promoting the welfare of other species living under a variety of environmental conditions.

Freedom from thirst, hunger and malnutrition - by ready access to fresh, clean water and a diet to maintain full health and vigour; Freedom from discomfort - by providing an appropriate environment, including shelter and a comfortable resting area; Freedom from pain, injury and disease - by prevention, rapid diagnosis and treatment; Freedom to express normal behaviour - by providing sufficient space, proper facilities and company of the animal's own kind; Freedom from fear and distress - by ensuring conditions and treatment which avoid mental suffering.

Animal welfare policies and practices should be justified by good scientific evidence that they actually work to reduce animal suffering. The development and adoption of valid, reliable and standardized measures of progress in animal welfare represents an essential stage in the evolution of this evidence-based approach to animal protection. Since no single measurement on its own is likely to provide a reliable indicator of welfare improvement or change, the most successful and compelling evidence of progress will probably involve combinations of measures at the different levels of assessment - i.e. the animal, its environment and associated human attitudes and behaviour. The choice of precisely which measures to include in any particular progress evaluation should be determined by considerations of feasibility given the circumstances 'on the ground' and the species of animals involved.

2.6 Effect of Rise of Demand for Animal Products and Effectiveness of Animal Welfare Programs

The livestock sector is increasingly organized in long market chains that employ at least 1.3 billion people globally and directly support the livelihoods of 600 million poor smallholder farmers in the developing world (Thornton *et al*., 2006). Keeping livestock is an important risk reduction strategy for vulnerable communities, and livestock are important providers of nutrients and traction for growing crops in smallholder systems. Livestock products contribute 17 per cent to kilocalorie consumption and 33 per cent to protein consumption globally, but there are large differences between rich and poor countries (Rosegrant *et al*. 2009).

Livestock systems have both positive and negative effects on the natural resource base, public health, social equity and economic growth (World Bank, 2009). Currently, livestock is one of the fastest growing agricultural subsectors in developing countries. Its share of agricultural GDP is already 33 per cent and is quickly increasing. This growth is driven by the rapidly increasing demand for livestock products, this demand being driven by population growth, urbanization and increasing incomes in developing countries (Delgado, 2005).

The global livestock sector is characterized by a dichotomy between developing and developed countries. Total meat production in the developing world tripled between 1980 and 2002, from 45 to 134 million tons (World Bank, 2009). Much of this growth was concentrated in countries that experienced rapid economic growth, particularly in East Asia,

and revolved around poultry and pigs. In developed countries, on the other hand, production and consumption of livestock products are now growing only slowly or stagnating, although at high levels. Even so, livestock production and merchandizing in industrialized countries account for 53 per cent of agricultural GDP (World Bank, 2009). This combination of growing demand in the developing world and stagnant demand in industrialized countries represents a major opportunity for livestock keepers in developing countries, where most demand is met by local production and this is likely to continue well into the foreseeable future. At the same time, the expansion of agricultural production needs to take place in a way that allows the less well-off to benefit from increased demand and that moderates its impact on the environment.

2.7 Conceptual Framework

The study looks at the factors influencing the effectiveness of animal welfare programs in Kenya. These include training and awareness among the staff and the community around, cultural factors, government and legislation, demand for animal products, management support and staff knowledge and expertise and economic factors. These have been summarized in conceptual framework as shown in Figure 1.

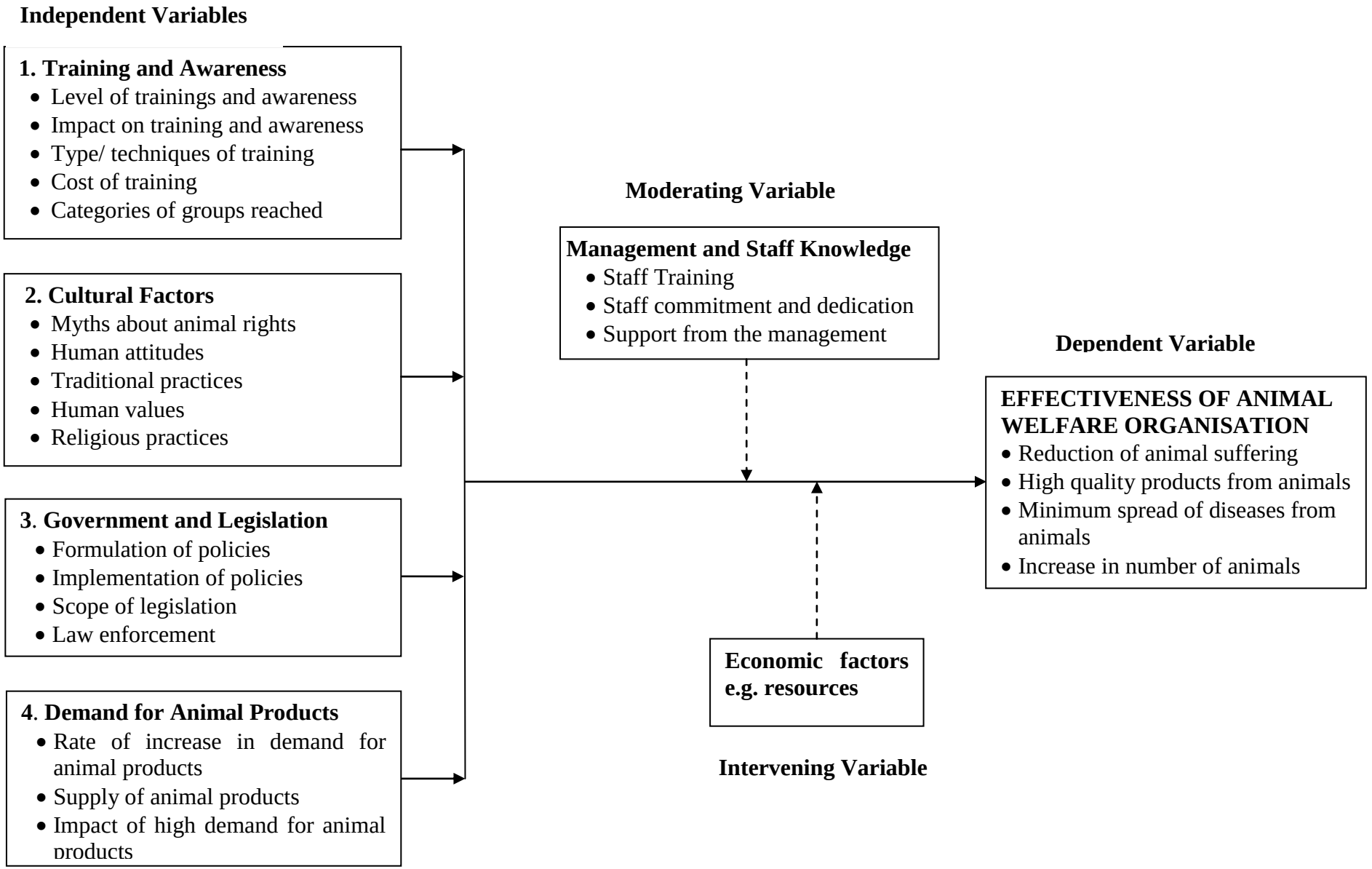

Figure 1: Conceptual Framework

2.8 Knowledge Gap

Taking into account all the complex aspect involved in the concept of welfare, it could be stated, according to Webster (1994), that "the welfare of an animal is determined by its capacity to avoid suffering and sustain fitness." This means that the welfare of organisms depends on many factors linked to the environment where they live and to their biological role and position. Though there is large amount of research that has been carried out about animal welfare problems involving very specific fields of interest, such as the development of welfare assessment methods in different environments, as well as more fundamental questions relating to the biological bases of welfare and stress. In order to establish an informed position on the effectiveness of animal welfare, this makes this study unique as it seeks to fill in gaps by exploring factors that influence the effectiveness of animal welfare programs in their various projects of preventing animal suffering by determining the influence of level of training and awareness of animal welfare in the community and effectiveness of animal welfare programs; establishing the impact of culture on the on the effectiveness of animal welfare programs; assessing the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs; determining the effect of rise of demand for animal products and effectiveness of animal welfare programs.

2.9 Summary of Chapter Two

This chapter has looked at other scholarly and literature works from different renowned and distinguished scholars and authors on animal welfare programmes and there effectiveness. It started by highlighting the theoretical framework guiding the study followed by a detailed discussion of the identified factors that influence the effectiveness of the animal welfare programs. These factors are in agreement with the observations of many scholars and authors as already highlighted. The conceptual framework which is a diagrammatic representation of all the identified variables (i.e. factors influencing the effectiveness of animal welfare programs) and how the interact and link with each other. The final section of this chapter highlights the knowledge gaps that have been identified and what the study will be aiming to fill.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter examines the research methodology that was used in the study. It is discussed under the following sub-topics; research design, target population, sampling procedure, data collection methods and procedures, instrumentation, reliability and validity of data collection instruments, operational definition of variables, methods of data analysis and ethical considerations.

3.2 Research Design

The study was based on descriptive research design. Creswell (1994) states that descriptive method of research is to gather information about the present existing condition. The purpose of employing this method is to describe the nature of a situation, as it exists at the time of the study and to explore the cause/s of particular phenomena. This kind of research design was prompted by the desire to obtain first hand data from the respondents to formulate rational and sound conclusions and recommendations for the study. The data will be cross-sectional. The mixed methods approach, involving both qualitative and quantitative methods will be used.

3.3 Target Population

A target population is a small portion of the population selected for observation and analysis (Best and Kahn, 1989). A population can be defined as an entire set of relevant units of analysis or data. It can be referred to as the aggregate of all the cases that conform to some designated set of specifications. Borg and Gall (1989) argues that the target population are all the members of a real or hypothetical set of population, events or objective to which a researcher wishes to generalize the results of the study. Target population is considered as the population to which a researcher wants to generalize the results of the study.

The target population for this study was composed of the staff of KSPCA. The selected household was the Karen KSPCA centre, Nairobi. There are 46 staffs at the centre who formed the target population.

3.4 Sample Size and Sampling Procedure

This study used census as the method of data collection. All the staffs of KSPCA were selected for data collection. This was because the size of the population was small hence sampling technique could be used in this case.

3.5 Methods of Data Collection

The source of data for the study was an empirical survey using a structured questionnaire. Naremo (2002) argues that the questionnaires will condense all the authentic data against the question in it and is free from distortion at the time of analysis. The sentiments by Naremo (2002) were supported by Mugenda and Mugenda (1999) who emphasized on the use of questionnaires for survey designs. The questionnaires had both closed and open ended questions focusing on the objectives under study. The researcher also undertook focused group discussions to deepen understanding and to add human dimension to impersonal data.

3.6 Data Collection Instruments

The research instruments used were questionnaires, focused group discussions and observations. The questionnaires contained both closed and open ended questions. In open-ended questions the respondents were given room to explain their answers in detail.

The responses to the statements in the questionnaire were hinged on a 4 – point Likert scale ranging from 4 – Strongly Agree; 3 – Agree; 2 – Disagree; and 1 – Strongly Disagree. This is consistent with Raaijmakers et al., (2000) who contend that "Odd numbers of responses were avoided because the mid-point neutral statement of neither agree nor disagree is confused with don't know or not available. The researcher desired that respondents make a definite choice instead of choosing a neutral position. The measurement scales used in the questionnaire were obtained from previous studies on the animal welfare programmes and found them to be valid and reliable measures. Focused group discussions were carried out with selected staffs. Information obtained from focused discussions was used to strengthen the responses obtained from the questionnaires. Focus group discussions added more response to the questionnaire.

3.7 Reliability

Reliability is the consistency of your measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. In short, it is the repeatability of your measurement. A measure is considered reliable if a person's score on the same test given twice is similar. It is important to remember that reliability is not measured; it is estimated (Mustonen and Vehkalahti, 1997).

The split-half technique, according to Babbie (2010), was used to test the reliability of the instrument. Responses were divided using odd numbers for one set and even numbers for the other set. The reliability coefficient was then calculated using the Spearman-Brown prophecy formula as indicated here below:

$$Reliability\ of\ the\ overall\ test = \frac{2 \times reliability\ for\ \frac{1}{2}\ tests}{1 + reliability\ for\ \frac{1}{2}\ tests}$$

3.8 Validity

Validity refers to the appropriateness, meaningfulness and usefulness of the inferences a researcher makes. It is the strength of our conclusions, inferences or propositions. More formally, Cook and Campbell (1979) define it as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion. According to Mugenda and Mugenda (1999), validity is the degree to which a test measures what it purports to measure. It enables the researcher to remove irrelevant, biased and ambiguous questions hence promoting validity.

Validity of instruments refers to the accuracy, clarity, soundness, suitability, meaningfulness or technical soundness of the research instrument. Validity was achieved through pilot study where the irrelevant items were removed. Secondly, the instrument was given to a peer for review and comments and lastly the supervisor for further review and technical input.

3.9 Methods of Data Analysis

This study generated both quantitative and qualitative data. The completed questionnaires were edited to ensure that they are complete and thorough. The qualitative data from open ended questions were coded to enable quantitative analysis. The coded data and the quantitative data was analyzed using descriptive statistics. Data was analyzed by an

inspection and examination of the relationship between the coded data (concepts) in order to determine sequences, process, patterns, trends, and wholes to obtain themes, meaningful analytical units and alternative explanations through relating the findings to the existing conceptual framework. Statistical Package for Social Sciences (SPPS) was used to analyze data in order to establish relationship between the variables. Writing was done using Microsoft word and findings presented in tables.

3.10 Ethical Considerations

Prior to embarking on the study, the researcher sought written permission from the concerned authorities. The questionnaire, which was the main instruments for data collection, was approved by the supervisor before being used in the research. The participants were informed of the purpose of study and assured of confidentiality. No names were required on the questionnaire and participation was voluntary.

3.11 Operational Definition of Variables

A variable is an empirical property that can take two or more values. It is any property that can change, either in quantity or quality.

A dependent variable is a variable whose outcome depends on the manipulation of the independent variables. In this study the dependent variable was effectiveness of animal welfare organisation. Independent variable on the other hand is a variable that is manipulated to cause changes in the dependent variable. In this study the independent variables were training and awareness, cultural factors, government and legislation and demand for animal products. Moderating variables behaves like the independent variable in that it has a significant contributory or contingent effect on the relationship between the dependent and the independent variable. In this study the moderating variables were management and staff knowledge. Intervening variable is a variable that might affect the relationship of the dependent and independent variables but it is difficult to measure or to see the nature of their influence. In this study the intervening variable was economic factors.

An operational definition describes how the variables are measured and defined within the study. It is a description of a variable, term or object in terms of the specific process or set of validation tests used to determine its presence and quantity. It is generally designed to model

a conceptual definition. Table 3.1 is a summary of the operational definition of variables in the study showing the indicators, measure of indicators, measurement scale, tools and type of analysis. Nominal scales were used to investigate the various variables in the study.

Table 3.1: Operational definition of variables

RESEARCH OBJECTIVES	VARIABLE	TYPE OF VARIABLE	INDICATORS	MEASURES OF INDICATORS	DATA COLLECTION METHOD	LEVEL OF SCALE	TYPE OF ANALYSIS	LEVEL OF ANALYSIS
To determine the influence of level of training and awareness of animal welfare in the community and effectiveness of animal welfare programs	Training and Awareness	Independent variable	• Training in animal welfare • Training methods and techniques • Cost implications • Training programmes and frequency	• Acceptable training qualifications • Methods of training • Cost of training • Number of people trained	Questionnaire Observation Records	Nominal	Descriptive statistics	Proportions
To establish the impact of culture on the effectiveness of animal welfare programs	Cultural Factors	Independent variable	• Attitude towards animal welfare • Religious practices • Traditional practices • Human-animal conflict	• Attitude towards animal welfare • Number of religious practices in the community • Number of traditional practices in the community • Human beliefs and animal welfare relationships	Questionnaire	Nominal Ordinal	Descriptive statistics Inferential Statistics	Proportions Correlation
To assess the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs	Government and Legislation	Independent variable	• Animal protection bills • Community Awareness • Details and content of legislation • Law enforcement	• Number of animal protection bills passed • Participation in policy implementation • Scope of legislation • Level of KSPCA involvement in law enforcement	Questionnaire Records	Ordinal	Descriptive statistics Inferential Statistics	Proportions Correlation
To determine the effect of rise of demand for animal products and effectiveness of animal welfare programs	Demand for Animal Products	Independent variable	• Increase or decrease in demand for animal products • Markets for animal products	• Percentage increase or decrease in demand for animal products	Questionnaire	Nominal Ordinal	Descriptive Statistics Inferential Statistics	Proportions Correlation

3.12 Summary of Chapter Three

The chapter dealt with the research methodology, which outlines how the research will be done. It outlined the research design, the population which will be involved in the study and also the methods of data collection and data analysis. The determination of validity and reliability of the study and also the research instruments has been explained. The ethical considerations in the study have been specified. Finally the research variables in the study have identified ways of measuring then has been elaborated.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter presents the research findings obtained from the participants from the Kenya Society for the Protection and Care of Animals (KSPCA), Karen Household, Nairobi, where the study was conducted. The findings of this study generated enough information which can effectively answer the research questions. The survey focused on assessing the influence of level of training and awareness in the household, impact of culture on animal welfare, the influence of level of government support and legislation and the effect of rise in demand for animal products on the effectiveness of animal welfare programmes.

4.2 Response Rate

This study was conducted at the Kenya Society for the Protection and Care of Animals (KSPCA), Karen household. All the forty six (46) staffs at the centre participated in the exercise. A total of 46 questionnaires were therefore administered. Out of these, forty (40) were successfully collected back indicating an 86.95% response rate.

4.3 Descriptive Characteristic of the Respondents

Table 4.1: General characteristics of the respondents

			Gender of the Respondent		Total
			Male	**Female**	
Age of the Respondent	20-30 yrs	Count	7	2	9
		% of Total	17.5%	5.0%	22.5%
	31-40 yrs	Count	12	4	16
		% of Total	30.0%	10.0%	40.0%
	41-50 yrs	Count	8	1	9
		% of Total	20.0%	2.5%	22.5%
	51-60 yrs	Count	3	1	4
		% of Total	7.5%	2.5%	10.0%
	Above 60 yrs	Count	1	1	2
		% of Total	2.5%	2.5%	5.0%
Total		**Count**	**31**	**9**	**40**
		% of Total	**77.5%**	**22.5%**	**100.0%**

4.4 Factors Influencing the Effectiveness of Animal Welfare Programmes

The questions used in the survey, the focused group discussion and observations were aimed at addressing the factors that influence the animal welfare programmes effectiveness. In the questionnaire the participants used a four-point Likert scale (i.e. 4= Strongly Agree, 3= Agree, 2= Disagree and 1= Strongly Disagree) to indicate degree of agreement with the highlighted statement. The results were organized in the following sub-sections; Training and Awareness, Cultural Factors, Government support and Legislation and Demand for animal products.

4.4.1 Training and awareness

Table 4.2: Influence of training and awareness

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
The level of training and awareness on animal welfare issues is high	27.5	60.0	10.0	2.5
The influence of training and awareness on animal welfare issues is high	25.0	60.0	12.5	2.5
The methods and techniques used in training on animal welfare issues is appropriate	15.0	57.5	25.0	2.5
The cost of training animal welfare issues is high	75.0	20.0	5.0	-
The categories of groups reached on animal welfare issues are many	17.5	75.0	7.5	-

60.0% of the respondents admitted that the level of training and awareness on animal welfare issues and its influence was high while 27.5% strongly agreed with the same. Only 2.5% strongly disagreed with that position. 57.5% agreed that the methods and techniques used in training on animal welfare issues were appropriate and 75% agreed that there were many categories of groups reached. However, the majority (95%) of the respondents noted that the cost of training was high. This is summarised in Table 4.2.

Table 4.3: Descriptive statistic of the influence of training and awareness

	N	Range	Mean	Std. Deviation
The level of training and awareness on animal welfare is high	40	3	3.13	.686
Influence of training and awareness is high	40	3	3.08	.694
The training method is appropriate	40	3	2.85	.700
The cost of training animal welfare issues is high	40	2	3.70	.564
Categories of groups reached are high	40	2	3.10	.496
Overall			**3.17**	**0.628**

As indicated in Table 4.3, respondents were in agreement that level of training and awareness on animal welfare issues was high (M=3.13), the influence of training and awareness was high (M=3.08), the training methods were appropriate (M=2.85) and the cost of training was high (M=3.70). In overall, the respondents were in agreement that the influence of training and awareness on the effectiveness of animal welfare programmes was high (M=3.17) with low variability of the scores in the distribution

4.4.2 Cultural Factors

Table 4.4: Influence of culture on the effectiveness of animal welfare programmes

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
There are many myths about animal rights	90.0	7.5	2.5	-
The attitude of people towards animal welfare issues is negative	92.5	7.5	-	-
Traditional practices have a high influence on animal welfare issues	97.5	2.5	-	-
There is a major relationship between human beliefs and values and animal welfare issues	85.0	7.5	5.0	2.5
Religious beliefs have a major influence on the way people treat animals	85.0	12.5	2.5	-

Majority of the participants strongly agreed that cultural factors had a significance influence on the effectiveness of animal welfare programmes. Over 97.0% agreed that there are many myths about animal rights. 85.0% of the respondents believed that there is a major relationship between human beliefs and values and animal welfare issues with 92.5% of the participants strongly agreeing that people have negative attitude towards animal welfare issues. Also both religious beliefs and traditional practices have a significant influence on the effectiveness of animal welfare programmes. Its only 2.5% of the participants who were of the opinion that religious beliefs do not have a major influence on the way people treat animals. This has been summarised in Table 4.4.

Table 4.5: Descriptive statistic of the influence culture on animal welfare programmes

	N	Range	Mean	Std. Deviation
There are many myths about animal rights	40	2	3.88	.404
People have negative attitude towards animal welfare issues	40	1	3.93	.267
Traditional practices have a high influence on animal welfare issues	40	1	3.98	.158
There is a relationship between human beliefs and animal welfare issues	40	3	3.75	.670
Religious beliefs have a major influence on the way people treat animals	40	2	3.82	.446
Overall			**3.87**	**0.389**

The respondents were in agreement that there are many myths about animal rights (M=3.88), people have negative attitude towards animal welfare issues (M=3.93), traditional practices have a high influence on animal welfare issues (M=3.98) and there is a relationship between human beliefs and animal welfare issues (M=3.75). In aggregate, the respondents were in agreement that cultural factors had an influence in the effectiveness of animal welfare programmes (M=3.87) with low variability of the scores in the distribution. The statistical summary of cultural influence is as shown in Table 4.5.

4.4.3 Government support and legislation

Table 4.6: Government support and legislation

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
KSPCA has been actively involved in formulation of some policies on animal welfare issues	10.0	77.5	10.0	2.5
Community residents participate in policy implementation	-	10.0	77.5	12.5
The scope of legislation is wide	-	12.5	42.5	45.0
KSPCA has been greatly involved in law enforcement of animal welfare issues	12.5	82.5	5.0	-

KSPCA has been actively involved in formulation of policies on animal welfare issues. This was agreed by more than 87% of the participants. Only 2.5% felt that the organisation is not doing enough in policy formulation. It has also been involved in law enforcement of animal welfare issues. This was supported by 95% of the participants. However, it was observed that the community does not participate fully in the policy implementation. Only 10.0% of the respondent agreed that the community had some contribution in the implementation of the policies with 90.0% feeling that the community was not doing much in the policy implementation. This has been summarised in Table 4.6.

Table 4.7: Descriptive statistic of the level of government support and legislation

	N	Range	Mean	Std. Deviation
KSPCA involvement in policy formulation	40	3	2.95	.552
Community participation in policy implementation	40	2	1.98	.480
The scope of legislation is wide	40	2	1.68	.694
KSPCA involvement in law enforcement of animal welfare issues	40	2	3.08	.417
Overall			**2.42**	**0.536**

Statistically the results showed that KSPCA as an organization is doing well in matters of animal welfare. The respondents were in agreement that KSPCA was involved in policy formulation (M=2.95) and that KSPCA was involved in law enforcement of animal welfare programmes (M=3.08). They were also in agreement that the community participation in policy implementation was low (1.98) and the scope of legislation was wide (M=1.68). This has been summarized in Table 4.7.

4.4.4 Demand for animal products

Table 4.8: Demand for animal products

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
The rate of increase in demand for animal product is high	90.0	10.0	-	-
There is a wide market for the supply of animal products	90.0	7.5	2.5	-
There is a high impact of rise in demand for animal products.	92.5	7.5	-	-

The demand for animal products is high. 90.0% of the participants strongly agreed that the rate of increase in demand for animal products was high with 10.0% agreeing with the same. There is a wide market for the supply of animal products, a fact that was strongly supported by 90.0% of the participants. Only 2.5% of the participants felt the market for supply of animal products is not wide. Also the majority of the participants strongly agreed the impact of rise in demand of animal products was high. This is summarised in Table 4.8.

Table 4.9: Descriptive statistic of the influence of demand for animal products

	N	Range	Mean	Std. Deviation
The rate of increase in demand for animal product is high	40	1	3.90	.304
There is a wide market for the supply of animal products	40	2	3.88	.404
There is high impact on rise of demand for animal products	40	1	3.93	.267
Overall			**3.90**	**0.325**

The respondents were in agreement that the rate of increase in demand for animal products was high (M=3.90), there was a wide market for the supply of animal product (M=3.88) and that there was a high impact on rise of demand for animal products (M=3.93). In aggregate, the respondents were in agreement that the influence of demand for animal products on the effectiveness of animal welfare programmes was high (M=3.93) with low standard deviation (S=0.325) and low variability in the distribution in the scores in the distribution. This is summarized in Table 4.9.

4.5 KSPCA Performance

Table 4.10: KSPCA Performance

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
KSPCA has contributed greatly towards good welfare of animals	97.5	2.5	-	-
KSPCA has contributed to the increase of high quality products from animals	95.0	5.0	-	-
KSPCA has improved people's lives by reducing animal diseases and increase livestock production	90.0	7.5	2.5	-
KSPCA has saved the lives of many pets, livestock and beasts of burdens	92.5	5.0	2.5	-

As indicated in Table 4.11, the respondents noted that KSPCA has contributed greatly towards good animal welfare (M=3.98), KSPCA has contributed to the increase of high quality products from animals (M=3.95), KSPCA has improved the lives of people (M=3.88) and that KSPCA has saved the lives of many pets, livestock and beasts of burden (M=3.90). In overall, the respondents were satisfied with the performance of KSPCA as an organization as far as its mandate on the animal welfare issues were concerned (M=3.93). The standard deviation (0.290) and the variance (0.095) were low denoting less variability of scores in the distribution.

Table 4.11: Descriptive statistics on the performance of KSPCA

	N	Range	Mean	Std. Deviation
KSPCA has contributed greatly towards good animal welfare	40	1	3.98	.158
KSPCA has contributed to the increase of high quality products from animals	40	1	3.95	.221
KSPCA has improved the lives of people	40	2	3.88	.404
KSPCA has saved the lives of many pets, livestock and beasts of burden	40	2	3.90	.379
Overall			**3.93**	**0.290**

Statistically, the overall mean of the performance of KSPCA in animal welfare management is 3.93 with a standard deviation of 0.290. This clearly shows that the majority of the participants were satisfied by the performance of the organization as far as its mandate on the welfare of animals is concerned. This is summarized in Table 4.11.

4.6 Correlation of Variables

Correlation describes the degree of relationship between two variables. Pearson correlation coefficient (r) is used to measure the strength of association between variables of interest. 2-tail test tests the possibility of a relationship in both directions. This is what has been used in this study. Correlation of the variables was generated from SPSS analysis and is as shown in the following tables.

Table 4.12: Correlation between training and awareness and performance of KSPCA

		KSPCA has contributed greatly towards good animal welfare	KSPCA has contributed to the increase of high quality products from animals	KSPCA has improved the lives of people	KSPCA has saved the lives of many pets, livestock and beasts of burden
The level of training and awareness on animal welfare is high	Pearson Correlation	.502**	.550**	.520**	.542**
Influence of training and awareness is high	Pearson Correlation	.485**	.527**	.491**	.614**
The training method is appropriate	Pearson Correlation	.429**	.448**	.566**	.522**
The cost of training animal welfare issues is high	Pearson Correlation	.489**	.494**	.506**	.696**
Categories of groups reached are high	Pearson Correlation	.360*	.281*	.320*	.464**

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

From Table 4.12 it is clear that there is a positive correlation between training and awareness of animal welfare issues and the performance of KSPCA. Generally this means that training and awareness has a positive influence towards the effectiveness of animal welfare programmes.

Table 4.13: Correlation between cultural factors and performance of KSPCA

		KSPCA has contributed greatly towards good animal welfare	KSPCA has contributed to the increase of high quality products from animals	KSPCA has improved the lives of people	KSPCA has saved the lives of many pets, livestock and beasts of burden
There are many myths about animal rights	Pearson Correlation	.752**	.790**	.686**	.753**
People have negative attitude towards animal welfare issues	Pearson Correlation	.562**	.370*	.386*	.685**
Traditional practices have a high influence on animal welfare issues	Pearson Correlation	1.000**	.698**	.752**	.813**
There is a relationship between human beliefs and animal welfare issues	Pearson Correlation	.666**	.780**	.734**	.606**
Religious beliefs have a major influence on the way people treat animals	Pearson Correlation	.663**	.689**	.728**	.652**

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

There is a strong correlation between cultural factors in animal welfare issues and the performance of KSPCA as shown in Table 4.13. Myths, traditional practices, religious beliefs, human-animal relationship and human attitude towards animals and animal welfare issues have an influence in the performance of animal welfare programmes.

Table 4.14: Correlation between government and legislation and performance of KSPCA

		KSPCA has contributed greatly towards good animal welfare	KSPCA has contributed to the increase of high quality products from animals	KSPCA has improved the lives of people	KSPCA has saved the lives of many pets, livestock and beasts of burden
KSPCA involvement in policy formulation	Pearson Correlation	.572**	.400*	.431**	.465**
Community participation in policy implementation	Pearson Correlation	.330*	.230	.248	.268
The scope of legislation is wide	Pearson Correlation	-.310	-.276	-.423**	-.322*
KSPCA involvement in law enforcement of animal welfare issues	Pearson Correlation	.418**	.321*	.361*	.373*

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

As shown in Table 4.14, KSPCA involvement in policy formulation and law enforcement in animal welfare issues has a strong positive correlation with the performance of the KSPCA. However, the community participation is low and hence the relatively weak correlation. The scope of legislation is achievable but without the participation from the residents, animal welfare programmes may not run successfully.

Table 4.15: Correlation between demand for animal products and performance of KSPCA

		KSPCA has contributed greatly towards good animal welfare	KSPCA has contributed to the increase of high quality products from animals	KSPCA has improved the lives of people	KSPCA has saved the lives of many pets, livestock and beasts of burden
The rate of increase in demand for animal product is high	Pearson Correlation	.480**	.688**	.939**	.356*
There is a wide market for the supply of animal products	Pearson Correlation	.752**	.790**	1.000**	.586**
There is high impact on rise of demand for animal products	Pearson Correlation	.562**	.370*	.862**	.431**

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

Demand for animal products also influences the performance of animal welfare programmes. There is a positive correlation between the demand for animal products and the general performance of KSPCA. For example the high increase in demand for animal products and the wide market for the supply of animal products has greatly improved the lives of people. This is clearly shown in Table 4.15.

4.7 Summary of Chapter Four

The chapter explored an overall 86.95% survey return rate, summary of respondents' gender, age and factors that influence the effectiveness of animal welfare programmes. The factors are; training and awareness, cultural factors, government and legislation and demand for animal products.

Information on the factors was collected using questionnaires, focused group discussions and observations. The questionnaires used four-point Likert scale (i.e. 4= Strongly Agree, 3= Agree, 2= Disagree and 1= Strongly Disagree) to indicate degree of agreement with the highlighted statement. Descriptive statistics such as frequencies and percentages were used in data analysis. The analyzed data was presented in tables. Data from discussions and observation were used to reinforce those obtained by questionnaires.

CHAPTER FIVE

SUMMARY OF FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter consists of summary of the research findings, a discussion of the findings, the recommendations based on the research findings and suggestion for further studies. This research was guided by four objectives which forms the basis of the discussions. The descriptive survey research method was used and questionnaires, focused group discussions and observation methods were used as the data collection methods.

5.2 Summary of Findings

This research was guided by four objectives which are; to determine the influence of level of training and awareness of animal welfare in the community on the effectiveness of animal welfare programs, to establish the influence of culture on the effectiveness of animal welfare programs, to assess the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs and to determine the influence of rise of demand for animal products on the effectiveness of animal welfare programs.

The level of training and awareness on animal welfare issues was found to be high. 87.5% of the participants agreed that the level of training and its influence was high. 85.0% of the staffs at KSPCA confirmed that the influence of trainings was high. The methods and techniques used in training animal welfare issues were appropriate according to 72.5% of the respondents. However, 25.0% of the respondents felt that the methods used were not appropriate. The categories of groups reached on animal welfare issues were many, despite the cost of training being high. Community participation was noted to be very low. 90.0% of the participants agreed that the community around did not participate fully in animal welfare issues.

The mean of the influence of training and awareness was 3.17 meaning that the majority of the respondents agreed that the training and awareness had a significance influence on animal

welfare programmes. There is also a strong positive relationship between training and awareness and performance of KSPCA. Therefore the success and the good performance of the Kenya Society for the Prevention and Care of Animals (KSPCA) can be attributed to the training and awareness programmes on animal welfare issues undertaken by the organisation.

There are many myths about animal rights. This was strongly agreed upon by 90.0% of the staffs at the KSPCA. Also 97.5% of the participants confirmed that traditional practices have a high influence on animal welfare issues. 85.0% of the respondents strongly agreed that religious beliefs had a major influence on the way people treat animals. There is a relationship between human beliefs and animal welfare issues. People have negative attitude towards animal welfare issues according to 92.5% of the participants. The overall mean of the influence of cultural factors was 3.87 showing that culture contributes significantly to the success of animal welfare programmes.

KSPCA has been actively involved in policy formulation. 77.5% of the participants agreed with that and only 12.5% of the participants were of a contrary opinion. 95.0% of the participants also agreed that KSPCA has also been involved in law enforcement of animal welfare issues. However, community participation in policy implementation was noted to be very low. 90.0% agreed that the community did not participate fully in policy formulation with only 10.0% of the participants having a contrary opinion. The scope of legislation was achievable and it was not very wide according to 87.5% of the participants. Statistically, the mean of the government and legislation was 2.42. This shows that more effort must be put to ensure success of animal welfare programmes. The area that was noted to be lagging behind was the community participation.

All the participants agreed that the rate of increase in demand for animal product was high. There was a wide market for the supply of animal products. 92.5% of the participants agreed that there was high impact on rise of demand for animal products. The statistical mean of the demand for animal products was 3.90, meaning that it has a very strong influence in determining the effectiveness of animal welfare programmes. The demand for animal products coupled with the relevant legislation is a driving force that motivates the animal welfare programmes leading to their success.

5.3 Discussion of Findings

The researcher successfully investigated and analyzed the factors; training and awareness, cultural factors, government and legislation and demand for animal products. The findings are discussed in the following sections.

5.3.1 Training and awareness and effectiveness of animal welfare programmes

Increased awareness of animal welfare is a welcome trend. The program targets work on the human-animal interaction to improve animal welfare. Knowledge of how animals are used for different purposes can also provoke concern for their welfare, although in interviews many people will admit to avoiding such information for fear of finding the knowledge emotionally and ethically disturbing (Knight & Barnett, 2008).

This study revealed that KSPCA has done extremely well in training and educating people on animal welfare issues. The impact of the training and awareness is also high. 85.0% of the participants agreed that the influence of training and awareness is high. The categories of the groups reached are high despite the high cost of training. However, as Ascione (1993) noted, it is not possible to determine the extent to which communication actions have raised stakeholder and public awareness and responsibility towards animal welfare. As suggested by Ascione (1997) there is a considerable need to develop reliable and valid methods for evaluating humane education programs by measuring short- and long-term changes in attitudes and behavior toward animals.

72.5% of the participants in this study agreed that the methods and techniques used in training are appropriate. However, 27.5% felt that the methods and techniques are not appropriate in the prevailing conditions. The primary goal of trainings and workshops is to manipulate human perceptions of animals so as to improve attitudes and behaviour towards them. As suggested by Ascione (1997) there is a considerable need to develop reliable and valid methods for evaluating humane education programs by measuring short- and long-term changes in attitudes and behavior toward animals. Ideally such methods would be designed to generalize across different species and different animal-related issues, and be readily adaptable to different cultural contexts.

Serpell (2005) noted that, childhood pet ownership not only predicted caring attitudes to animals in general but also professional choices regarding the types of animals students wished to work with in future. Such findings suggest that the experience of keeping pets, and the formation of social attachments with particular animals, promotes greater empathy for animals in general and more pronounced concern for their welfare Myers (2007)

5.3.2 Cultural factors and effectiveness of animal welfare programmes

There is a negative attitude exhibited by people towards animal welfare issues. Kellert & Berry (1980) found that the least knowledgeable sectors of the American population tended to have predominantly negative or indifferent attitudes to animals that tended to focus on materialistic or instrumental considerations. This study revealed that people have a negative attitude towards animal welfare issues. This was agreed upon by 92.5% of the participants. Animal welfare reflects the ethical imperative and social expectation that any use of animals for the benefit of humans should minimise suffering of the animals involved. Historical analyses of people's attitudes to animals suggest that, although attitudes change gradually over time, they may also persist long after they have ceased to be culturally or practically relevant.

Religious and ideological beliefs and values may promote particular attitudes toward animals - both generally and specifically. The Judaeo-Christian worldview that animals were divinely created to serve human interests represents an example of a materialistic value orientation toward animals promoted by religious ideology (Serpell, 1996). The special sanctity of cows among Hindus in India, and the unclean, 'taboo' status of pigs among Islamic and Judaic cultures, provides examples of religious effects on species-specific affective responses to animals (Harris, 1978; Douglas, 1966). This view has been supported by this study whereby 85.0% of the participants strongly agreed that religious beliefs have a major influence on the way people treat animals.

There is a major relationship between human beliefs and values and animal welfare issues. The relationship between knowledge of animals, and people's attitudes and behavior towards them is complex. According to Serpell and Paul (1994), human-animal relations are diverse across cultures. Culture is not given for all times and human animal relations change. This is supported

by thus study which found that 85.0% of the participants strongly agreed that there is major relationship between human beliefs and values and animal welfare issues.

5.3.3 Government and legislation and effectiveness of animal welfare programmes

Kenyan government policies do not deal with animal welfare. However, there is a Prevention of Cruelty to Animals Act (criminal act of 1963, revised 1983, also known as Cap 360), based on British law. KSPACA works under Cap 360 and is part of the Animal Welfare Kenya committee that is mandated to change the law so that animal welfare issues can be incorporated in the draft. The Act gives the KSPCA the possibility of entering property, confiscating suffering animals and working with the police to bring court cases against offenders (Marc, 2009). This study revealed that KSPCA has been actively involved in formulation of some policies on animal welfare issues. 77.5% of the participants agreed with that position with only 2.5% disagreeing.

The KSPCA is the only organisation currently lobbying and responding to the issues of cruelty and abuse of animals. It has introduced humane slaughter in abattoirs and many of the busier slaughterhouses are now using captive bolt pistols. These pistols have bullets which explode inside and push a bolt into the animal's skull, thereby rendering it unconscious. In the past, these pistols were rather expensive and therefore hardly used. The KSPCA imports blank ammunition for humane slaughter with captive bolt pistols (Marc, 2009).

Community residents need also to participate in implementation of the policies. Broad-based community participation is essential to maintaining an effective and useful animal welfare programmes. However, public participation in comprehensive plan updates is just part of the process. The community also must be involved as the plan is implemented, including opportunities to review proposed updates to regulations and functional plans, as well as to review public and private projects. Different levels of involvement are appropriate at various stages of plan preparation and implementation (Dawkins, 2006). This study revealed that the community does not participate fully in policy implementation. 90.0% of the participants agreed that the community does not participate fully in policy implementation. This can be an impediment in the effectiveness of animal welfare programmes. In addition 87.5% of the participants agreed that the scope of legislation is not wide and it is achievable.

Dawkins (2006) found that federal, state, and private regulations and policies have been created to protect animals. Animal protection and welfare organizations have an obligation, both to animals and their supporters, to make efficient and effective use of their limited resources. Ensuring that these resources are deployed appropriately to bring about significant and sustained improvements in animal welfare requires an empirical, evidence-based approach to evaluate overall progress in animal welfare and to determine which policies and practices protect animals most effectively and when. This study revealed that KSPCA has been greatly involved in law enforcement of animal welfare issues. 95.0% of the participants agreed with that position with only 5.0% having a different opinion.

Animal welfare policies and practices should be justified by good scientific evidence that they actually work to reduce animal suffering. The development and adoption of valid, reliable and standardized measures of progress in animal welfare represents an essential stage in the evolution of this evidence-based approach to animal protection (Marc, 2009).

5.3.4 Demand for animal products and effectiveness of animal welfare programmes

The rate of increase in demand for animal product is high. For example, the livestock sector is increasingly organized in long market chains that employ at least 1.3 billion people globally and directly support the livelihoods of 600 million poor smallholder farmers in the developing world (Thornton *et al*., 2006). Livestock products contribute 17 per cent to kilocalorie consumption and 33 per cent to protein consumption globally, but there are large differences between rich and poor countries (Rosegrant *et al*. 2009). This study revealed that the rate of increase in demand for animal product is very high. 90.0% of the participant strongly agreed with that position.

There is a wide market for the supply of animal products. Most agricultural markets are "perfectly competitive," meaning (ideally) that a homogeneous product is produced by and for many sellers and buyers, who are well informed about prices. The market is characterized by free entry and exit, with producers obligated to be price takers. The large number of sellers creates a situation where one firm does not have the power to influence total supply to an extent that is significant enough to allow the individual to effect changes in price level. In this situation, the intersection of supply and demand determines a market price. On an abstract level, this model

makes sense, but understanding exactly how agricultural products get from a farmer's combine into the supply curve is a more complicated. 97.5% of the participants were of the opinion that there is a wide market for the supply of animal products.

There is a high impact of rise in demand for animal products. Consumers worldwide are driving changes in animal agriculture. Rising consumer income, changing demographics and lifestyles, and shifting preferences due to new information about the links between diet and health all contribute to new demands for foods. At the same time, technological changes in production, processing and distribution, structural change and growth in large-scale retailing, and expansion of trade worldwide have contributed to a rapidly changing market for food products. Changes in demand for meat and other animal products reflect these developments. This study found that the impact of animal products is very high. 92.5% of the participants strongly agreed that the impact is high.

5.4 Conclusion

The researcher investigated the factors and issues related to animal welfare and effectiveness of animal welfare programmes. Given the changing lifestyles, urbanization, overexploitation of recourses and technological dynamism, people must be sensitized on animal welfare issues. Animals have rights also and they should be respected.

Lack of awareness and knowledge regarding animal welfare is a major factor in the continuation of animal cruelty. Education programmes, seminars and workshops facilitate a positive change in people’s attitudes towards animals. These training programs should promote knowledge, understanding, skills, attitudes and values related to human involvement in the lives of animals. They should include the effects on animals’ abilities to satisfy their needs and our responsibilities as a result. They should emphasize that an animal is in a good state of welfare if (as indicated by scientific evidence) if it is healthy, comfortable, well nourished, safe, able to express innate behaviour, and if it is not suffering from unpleasant states such as pain, fear and distress. Good animal welfare requires disease prevention and veterinary treatment, appropriate shelter, management, nutrition, humane handling and humane slaughter/killing. Animal welfare refers to

the state of the animal; the treatment that an animal receives is covered by other terms such as animal care, animal husbandry and humane treatment.

The trainings should help the participant to understand how human actions can affect animals and other living beings and that as a result we owe them a duty of care, to understand that we are frequently faced with moral dilemmas and that people hold different opinions, to acquire skills in effective communication (in order to better explain our ideas and responsibilities), demonstrating appropriate levels of care and of empathy and also to develop and show attitudes of kindness, respect and responsibility.

Perceptions of animal welfare vary between and within countries (e.g. rich vs. poor people, urban vs. rural areas). Citizens and governments are not always aware of animal welfare issues. Religious and cultural views (e.g. Hinduism and Islam) play a major role in animal-welfare perceptions, especially in how animals are treated and slaughtered. Global perceptions seem to follow the way animal welfare has evolved in Europe: starting with attention to (stray) dogs and cat, and issues related to transport and slaughter tend to 'precede' concern about how farm animals are housed. Accordingly, the main issues identified were possibly transportation (e.g. loading and unloading, long travel distances, unsuitable trucks) and the (unprofessional) slaughter of animals.

Government should come up with policies that deal with animal welfare. Currently, government and veterinary policies are programmed to livestock rearing. Their animal welfare emphasis has been on feeding and vaccination without any emphasis on the wider aspects of welfare such as handling, transport and slaughter. Pet animals receive little attention, and are not even included in the veterinary students' curriculum. However, this situation is now changing, as animal welfare is much more in the public eye and "the powers that be" realize that animal welfare is an important subject. It has now been incorporated into the veterinary students' syllabus.

The Animal Welfare Kenya (AWAKE) committee has been in existence for almost two years and has a mandate to change the law, but it does not seem to be acting very quickly. KSPCA is part of the committee and hopes that it will be able to give constructive input to the draft. It should be considered, however, that it is not quite known where the financial input for setting up

the law(s) will be coming from. There is a move to update Cap 360 (Prevention of Cruelty to Animals Act of 1963, revised 1983, based on British law), though this may take some time. The Act gives the KSPCA the possibility of entering property, confiscating suffering animals and working with the police to bring court cases against offenders.

Europe has by far the most elaborate farm-animal welfare legislation in the world. This does not imply that the level of animal welfare is better than in third countries. The EU has legislation, but also has considerable intensive production. In addition, enforcement is an issue in relation to welfare legislation across the globe. Within third countries practices are sometimes good and sometimes less good; this also applies within animal categories (e.g. broilers and layers in South-America compared to Europe). Animal welfare is difficult to measure and that complicates the making of comparisons. Developing countries are using modern techniques to develop their farming practices so that they can become potentially important competitors on Western markets. The main conclusion is that animal welfare is attracting increasing attention at a global level and important opportunities exist to connect economic motives (trade) to ambitions to improve animal welfare.

Consumers worldwide are driving changes in animal agriculture. Rising consumer income, changing demographics and lifestyles, and shifting preferences due to new information about the links between diet and health all contribute to new demands for foods. At the same time, technological changes in production, processing and distribution, structural change and growth in large-scale retailing and expansion of trade worldwide have contributed to a rapidly changing market for food products. Changes in demand for meat and other animal products reflect these developments.

Most agricultural markets are "perfectly competitive," meaning (ideally) that a homogeneous product is produced by and for many sellers and buyers, who are well informed about prices. The market is characterized by free entry and exit, with producers obligated to be price takers. The large number of sellers creates a situation where one firm does not have the power to influence total supply to an extent that is significant enough to allow the individual to effect changes in price level. In this situation, the intersection of supply and demand determines a market price. On

an abstract level, this model makes sense, but understanding exactly how agricultural products get from a farmer's combine into the supply curve is more complicated.

5.5 Recommendations

After discussing the findings of the research, certain recommendations are put forward for future consideration. Animal welfare is a sensitive issue but apparently it is not given the emphasis it deserves. A lot need to be done to see to it animal welfare issues are adopted and respected.

Its is discouraging to find that even up to now there are no government polices that have been set to deal with animal welfare. The only act that is in place is the Prevention of Cruelty to Animals Act (criminal act of 1963, revised 1983, also known as Cap 360), which is based on British law. The Animal Welfare Kenya (AWAKE), the Kenya Society for Prevention and Care of Animal (KSPCA) and the Kenyan government should work together and come up with laws, policies and practises that governing and protects the animal welfare issues.

Animal welfare should also be incorporated in the education system. The syllabus should sensitize on animal welfare issues and not just using animals as specimens in the laboratory. The care for animals should start at a tender age. Experience of keeping pets and the formation of social attachments with particular animals promote greater empathy for animals in general and more pronounced concern for their welfare. Childhood pet ownership not only predicts caring attitudes to animals in general but also professional choices regarding the types of animals they wished to work with in future. It is has been found that almost all animal rights activists were/are pet keepers.

5.6 Suggestions for Further Studies

The study suggests further research to be done on community participation in animal welfare issues. Community participation is paramount in the success of animal welfare programmes. Animal welfare issues should not be left to those people in the animal welfare programmes. All the stakeholders should play their part to see to it that the programmes are successful. However, as this study found out, the community around is not very supportive towards animal welfare

issues. A study therefore needs to be undertaken to identify the reason behind this poor community participation.

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APPENDICES

APPENDIX I: INFORMED CONSENT

Title of Study: Factors Influencing the Effectiveness of Animal Welfare Programes in Kenya: A case of The (KSPCA)

Background

You are being invited to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please take the time to read the following information carefully. Please ask the researcher if there is anything that is not clear of if you need more information.

The purpose of this study is to give an insight in the factors affecting the effectiveness of the animal welfare programes in Kenya; specifically the KSPCA.

Your participation in this study is voluntary. It is up to you to decide whether or not to take part in this study. If you do decide to take part in this study, you will be asked to sign a consent form. If you decide to take part in this study, you are still free to withdraw at any time and without giving a reason. You are free to not answer any question or questions if you choose. This will not affect the relationship you have with the researcher.

Consent

By signing this consent form, I confirm that I have read and understood the information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Signature _____ Date _____

APPENDIX II: QUESTIONNAIRE SURVEY

Questionnaire No._____ Questionnaire checked……

Name of enumerator_____ Date checked……

Date of interview_____

Sub Location……Location…….Division……

SECTION A: BACKGROUND INFORMATION

1.1 Age: 20-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ Above 60 ☐

1.2 Sex: Male ☐ Female ☐

1.3 Occupation……..

1.4 What is the goal and mission of KSPCA .....

1.5What led to the rise of KSPCA .....

1.6 What groups of people does KSPCA target.....

1.7 What are the major animals facing cruelty? (*Please mark in the appropriate box – more than one response is acceptable)*

1.	Pet animals	
2.	Livestock	
3.	Wild animals	
4.	Beasts of burden	
5.	Others (Please specify)	

1.8 What impact has KSPCA made in the welfare of animals in your area? (*Please mark in the appropriate box - more than one response is acceptable)*

1.	Creation of awareness on animal welfare issues	
2.	Reduction on number of death cases in animals	
3.	Reduced cases of cruelty in animals	
4.	Increase in production of animals produce	

SECTION B: FACTORS INFLUENCING EFFECTIVENESS OF ANIMAL WELFARE PROGRAMS

*Please provide the following information by ticking **ONE** answer in the appropriate box you believe best describes your CBO as a whole.*

1. Training and awareness		**1 Strongly Disagree**	**2 Disagree**	**3 Agree**	**4 Strongly Agree**
1.1	The level of training and awareness on animal welfare issue is high				
1.2	The method and technique used in training is appropriate				
1.3	The cost of training animal welfare issues is high				
1.4	The number of people trained on animal welfare issues are many				

2. Cultural factors		1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
2.1	The attitude of people towards animal welfare issues is negative.				
2.2	Religious beliefs have a major influence on the way people treat animals				
2.3	Traditional practices have a high influence on animal welfare issues				
2.4	There is a major relationship between human beliefs and values and animal welfare issues				

3. Government and legislation		1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
3.1	KSPCA has been actively involved in formulation of some policies on animal welfare issues				
3.2	Community residents participate in policy implementation				
3.3	The scope of legislation is wide				
3.4	KSPCA has been greatly involved in law enforcement of animal welfare issues				

4. Demand for animal products		1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
4.1	The rate of increase in demand for animal product is high				
4.2	There is a wide market for the supply of animal products				
4.3	There is a high effect of rise in demand for animal products				
4.4	Good welfare of animals leads to high cost of production				

SECTION C: KSPCA PERFORMANCE

*Please provide the following information by ticking **ONE** answer in the appropriate box you believe best describes your CBO as a whole.*

KSPCA Performance		1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
1.1	KSPCA has contributed greatly towards good welfare of animals				
1.2	KSPCA has improved people's lives by reducing animal diseases and increase livestock production				
1.3	KSPCA has improved peoples attitudes towards animals through education and training				
1.4	KSPCA has saved the lives of many pets, livestock and beasts of burdens				
1.5	KSPCA has contributed greatly to policy formation, implementation and law enforcement on animal welfare issues				

APPENDIX III: FOCUS GROUP DISCUSSION GUIDE.

(This brief is intended to guide debates in the focus group discussions)

a) Influence of level of training and awareness of animal welfare in the community and effectiveness of animal welfare programs
b) Impact of culture on the effectiveness of animal welfare programs
c) Influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs
d) Effect of rise of demand for animal products and effectiveness of animal welfare programs

APPENDIX IV: KEY INFORMANTS GUIDE

a) What is the influence of level of training and awareness of animal welfare in the community and effectiveness of animal welfare programs?
b) What is the impact of culture on the effectiveness of animal welfare programs?
c) What is the influence of level of government support and legislation on animal welfare and effectiveness of animal welfare programs
d) What is the effect of rise of demand for animal products and effectiveness of animal welfare programs