



Human Behaviour Change for Life

Veterinary Welfare Training Programme

By Animals Asia

CASE STUDY

© Animals Asia

Project Background

Animals Asia's Veterinary Welfare Training Program emerged from a passionate team dedicated to improving animal welfare but struggling to transform their numerous ideas into cohesive, impactful initiatives. As a small, driven group, they recognised the need for strategic guidance to turn their vision into a structured, measurable approach.

Challenges and Opportunities

The veterinary team faced several key challenges:

- Organising multiple project ideas into a coherent strategy
- Establishing clear, measurable outcomes
- Ensuring alignment with long-term organisational objectives
- Developing a systematic approach to project implementation

HBCL's human behaviour change expertise offered a unique solution. By applying specialised techniques, they helped the team reimagine their approach to project planning and impact measurement.

Our Collaborative Approach

Working closely with the Animals Asia team, HBCL employed a tailored strategy:

- Conducted in-depth sessions to unpack existing ideas and goals
- Developed a framework for defining and measuring project impacts
- Created tools to align activities with short, medium, and long-term objectives

- Simplified complex behavioural change concepts to ensure team-wide understanding

The process wasn't without its challenges. As the client noted, the technical language initially posed difficulties, especially for non-native English speakers. HBCL responded by adapting their approach, using simpler language and providing concrete examples to ensure clear communication.



© Animals Asia





Client Perspective

"We are dedicated to improving the welfare of animals under veterinary care, with a particular focus on recognizing and treating pain effectively. While we had many ideas and projects underway, we needed expert guidance to move forward strategically and measure our impact.

Working with HBCL has been a wonderful experience. Their team helped us develop an organized, structured approach to our projects, incorporating clear measurements of impact and outcomes. This process allowed us to focus on what truly matters, aligning our efforts into a cohesive short-term, medium-term, and long-term plan."

-Mandala Hunter-Ishikawa, Animals Asia

Moving Forward

The Animals Asia veterinary team will now implement their new approach across:

- Future training events
- Ongoing veterinary welfare projects
- Organisational meetings and strategic planning

By integrating these impact-measuring techniques, they aim to create more

targeted, effective interventions that directly improve animal welfare.

Reflections

The project highlighted the power of collaborative behaviour change approach. By breaking down complex goals into measurable strategies, organisations can transform passionate ideas into meaningful, impactful actions.

