

# Your Green Dog Walker® Guide



*Mae'r  
ddogfen hon hefyd  
ar gael yn Gymraeg.  
Gweler y dudalen  
Gymraeg ar ein gwefan.  
This document is also  
available in Welsh. See  
Welsh page on our  
website.*



## Introduction

The Green Dog Walkers (GDW) Project has been running in the Falkirk Council area since August 2008. The project was initiated by Community Green Initiative (CGI) of Dunipace, Scotland - in partnership with Falkirk Council Litter Strategy Team. Three years later there are close to 1000 individual Green Dog Walkers pledgers in the Falkirk area.

In 2009 Falkirk Council trademarked and licensed the campaign and it became available in other parts of Scotland and the UK, due to popular demand.

The secret to a successful GDW campaign is the volunteer groups and dog owners who are the ones “on the ground” running the pledge stalls and gathering pledgers. It is for those groups that this booklet has been put together. We hope these tips and creative ideas will be of help to you. We always love to hear from you about your own GDW campaigns, so please keep in touch. And remember to LEAVE ONLY PAWPRINTS!

## How it Works: A Partnership

The more energy one puts into the campaign, the more effective it is as with all things!

### Partnerships Between Local Authorities & Volunteer Groups

The best scenario is for a community volunteer group to work hand-in-hand with their local authority. The group provides the “on the ground” work to sign up pledgers and the council provide the funding for pledge brochures and promotions of the project. It's the community volunteers who do the groundwork of signing on pledgers, running booths at every dog event and fair they can find, engaging children in the project (our best ambassadors!) and doing poo surveys, etc. to see how it's going.

### Active Visibility is the Key

The project works best the more visible and active the wearers are, in neighbourhoods where volunteers really get behind it. In Airth Scotland, for example, the community centre and local dog trainer have taken it on and are happy to report something like a 99% decrease in dog fouling. They told us they can now walk around in Airth without having to keep their eyes on the ground!

### Community Outreach -Schools and Families

We have found that working with the primary schools' eco groups is also highly successful - several schools have bad dog fouling footpaths near the school and are tackling the problem with us. We move this event to a different green park each year and involve the various GDW groups as volunteers in dog agility competitions, stalls on health, behaviour, dog trainers, etc.



## A Two Stage Process

The campaign philosophy is that the first stage is to start shifting public attitudes so that it becomes socially unacceptable to leave dog fouling about; the second stage will be a hoped for reduction in dog fouling. Thus far stage one is going very well in that the dog walkers who DO clean up are quite willing to take the pledge and wear the bandana, e.g., on their wrist, or for their dogs to wear the Green Dog Walkers logo. Obviously stage two will take longer and require further evaluation.



## So, you have a Green Dog Walkers tool kit - now what?

Flintshire County Council provides a Green Dog Walkers Tool Kit to each community organisation which becomes an official GDW group. The tool kit includes a supply of pledge brochures and green doggy bags. GDW group leaders should keep a backpack or large bag always packed and ready to go, devoted to the small stuff. That, with a portable table and banner is the easiest way to walk into a park from your car and set up. If you are having a formal indoor stall, you may want to add a display background board to this, with your publicity materials. You may also want to start a scrapbook of your publicity and photos, to have handy at the stall for folks to browse.

### So Now What?

The key to a successful GDW campaign is active participation. The campaign will not “go live” if you leave the supplies in a closet. You need to take the initiative and just get out there next to a dog walkers’ path, at a school fair, at any local community event that allows stalls for various causes - and start talking to people. The following pages will give you tips on how to run a campaign and pledge stall.

### It Only Takes Two...

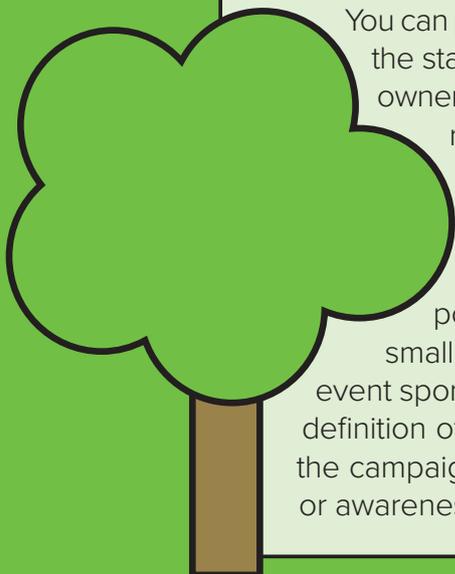
You will want at least a handful of volunteers from your group to take turns running the stalls and demonstrating how to do so to other adults, teens and children in your community who gets involved. But you can start with just two!

### Role Playing

You can practice role playing with each other (take turns being the volunteer running the stall, the friendly “good” dog owner, the hesitant dog owner, the grumpy dog owner, etc.) But the best way to find out how to do it is - just to do it! After you have run your second pledge stall you will be an old hand at it.

### Set Targets

to have at least 3 events annually. An event can be a small pledge stall on a Saturday morning, a PowerPoint presentation to a local school, a poster and/or leaflet campaign, a Green Dog Walkers newspaper column, a small local bark in the park event, or helping with a larger good dog ownership event sponsored by your local authority or dog rescue groups, dog shows, etc. The definition of “an event” is endless, it’s just a way to keep your group thinking about the campaign and always keeping an eye out for possible venues for a pledge stall or awareness raising opportunity.



# Tips on how to run a Green Dog Walkers campaign

## 1. The Number One Rule is “Keep It Friendly!”

Remember the pledge, to never be confrontational when wearing the armband. The best way to approach someone is to preface your message with “We are talking to dog owners who are good about picking up after their dogs, so they can help get the message out to those who are not.” Assume the person you are talking to is a responsible dog owner and the dialogue will go well. If you approach them in a reprimanding tone, it does no good for the conversation nor the overall message of the project.

## 2. Wish Them a Good Day!

Most people are curious, interested and eager to sign up. However, if you do find that the person you are talking to or approaching has an attitude, is confrontational, grumpy or begins offering reasons why they won't or can't pick up after their dog, it is best not to engage or let it escalate - they will always have another excuse. Stay friendly, wish them a good day - and move on!

## 3. Your True Ambassadors

Often after we explain what we are for, the person will smile and say “Oh I already do clean up after my dog,” and start to leave because they don't think GDW applies to them. It's very important, at this moment, to say, “Yes, that's why we need either you or your dog to wear bandana. You can just wear it on your wrist. Your dog would look cute wearing it” or “Yes, it's the GOOD dog owners whom we are asking to sign the pledge, because you can be a good example.” Usually, they will stop then and sign the pledge. Don't let these good dog walkers get away, these are exactly the people you want to take the pledge. They are your ambassadors, to help change attitudes by the nonverbal sign of the bandana. Don't worry about trying to convince dog foulers to come over to your side. They will, later. First start with the ones willing for their dogs to wear bandana, to help with a bit of peer pressure.

## 4. Distributing Pledge Brochures

Arrange to leave cardboard dispensers of the pledge brochure at public places in your community such as the library, one stop shop, vet surgery, pet store, groomer, kennel, trainer classes, and any business which will agree to keep them on the counter.

## 5. Vets are Great Resources!

Vets may be happy to include a brochure in any “puppy packs” they give out to clients the first time they bring in a new puppy for its vaccinations. Or they may be willing to mention the project and hand a brochure to all of their clients. We have found vets are very willing to be involved in the project this way. If you have a newsletter in which you will be publishing Green Dog Walker information, you may ask your vet to write an article about the health hazards of dog fouling in exchange for a small free advert in your paper.

## Basic Tool Kit

- 🦷 A small portable table 1 or 2 chairs or stools
- 🦷 Outdoor banner (don't forget ties!)
- 🦷 Indoor Pop-up banner Pens
- 🦷 Business cards
- 🦷 Dog biscuits
- 🦷 Water bowl and water bottles
- 🦷 Doggie bags
- 🦷 Your mascot dog
- 🦷 Your local authority's publications and pamphlets (on dog fouling laws and enforcement, etc.)
- 🦷 A gazebo is great if you have one!



# Tips on how to run a Green Dog Walkers campaign

## 6. Network Face to Face

The best way to distribute brochures is in person, face to face, one on one. This is because it offers a chance to have a dialogue, to find out about trouble spots in your community, where bins are needed, repeat offender information you can pass along to your dog warden or community safety team, and a way to bring in more volunteers to help your group. Network, network, network!

## 7. Business Cards

Have business cards made up with the Green Dog Walkers' logo on it (or just a green pawprint) and your group's contact information. That helps you talk it up everywhere you happen to be and makes it easy for people to contact you for brochures later. They are also very handy to have in your pocket when walking your dog, if someone asks about the bandana. Alternatively, make sure you always have a brochure or two in your pocket or handbag.

## 8. Set Up a Green Dog Walkers Booth Whenever and Wherever You Can

Saturday morning next to your most popular dog path or in the park, local fairs, including school fairs (we set up outside the door as they enter the school), are a great way to talk to people who are already relaxed and receptive and often have their dog with them. Think of creative ways your booth might fit into theme fairs. For example, we have combined Green Dog Walkers with anti-litter booths at a "health and mental health" fair, with the idea that litter is depressing and clean-ups are good exercise, including dealing with dog fouling; at a heritage fair under the concept that our green spaces are part of our heritage and we need to take care of them, including cleaning up dog fouling. Other obvious venues for a booth are dog shows, bark in the parks, etc. (See "How to Run a Green Dog Walkers Pledge Stall",

## 9. Media

You can "launch" your Green Dog Walker project by calling local paper or newsletters to have a photographer there at your first booth, to announce that your community group has taken on the project. You can include a member of your local authority if you wish and it is good for the "photo opp" to include a couple dogs on leash.

However, experience has shown two things to keep in mind: if you bring in dog volunteers, warn

their owners that the hoped-for photo may or may not end up in the paper (you have no control over what editorial decisions are made). Also don't bring a dog to a photo shoot (or pledge stall) who is unfriendly to other dogs. A battle of dog wits does not make for a good publicity event!

## 10. Green Dog Walkers Columns

Include a regular Green Dog Walkers column or page in your group's newsletter and/or website, and any newsletter/website that will have you! Remember, keep it friendly and non-confrontational!

## 11. Involve the Children

We find that children really get enthusiastic about the Green Dog Walkers project. Keep a toy dog at your pledge stall as a "mascot" to bring their attention (one school's eco group hosted a pledge stall at a school fair; every child brought in a toy dog and put them on display at the booth. It was a great attention grabber!). The children will flock to you and want to name the mascot and end up helping you run the booth. (See "Children, Your Best Allies", Often children are about to get their first puppy and are easily convinced to "start out right" by signing the pledge in advance. Brownies can earn badges by helping with the project. Talk with your school's eco teacher about more creative ways to involve the children in pledge stalls, poster contests, poo surveys, educating the adults, etc. A school's eco group will often "take it and run with it", leaving you with not much more to do than count pledge forms!

## 12. Keep it Friendly

Make sure that any communication that goes out under the logo is always in the friendly, nonconfrontational manner of the project. For example, it would not be used to post notices that were entirely about enforcement or a reprimand from a neighbourhood group to any individual about their dog fouling habits, etc.

These are just some of the ways we have promoted the project from the start. New ones are always coming up and you will think of your own. We would appreciate it if you would let us know of promotional ideas you use that really work, so we can continue to advise all Green Dog Walker project leaders of creative new ideas. Always feel free to call upon the Flintshire County Council Keep Flintshire Tidy project for advice or help.

# Tips on how to run a Green Dog Walkers pledge stall

## 1. Permission

For a pathside stall, you may need to find out who owns the property where you wish to have your stall. Grocery store managers, the council, landowners, etc. Once you go through this process the first time, it gets easier.

## 2. Insurance

If you are a constituted group, no doubt you have public liability insurance. It's a good idea when you are mixing dogs, kids and strangers at a stall. If you haven't gotten it yet, look into that. If your group does environmental work, litter picks and by taking on GDW, you may qualify to join BTCV for a modest fee and then qualify for their inexpensive public liability insurance. [www2.btcv.org.uk](http://www2.btcv.org.uk)

## 3. Safety and Fun in Numbers

A GDW stall doesn't really work with just one person running it (we know, we've tried that!). Always travel in twos at least. It's more friendly and people are more likely to come talk to you and sign up if you already seem "active" by talking with your partner or your child or teenager. Maybe one of you has brought your (friendly, socialized) dog or puppy along - these things help keep the atmosphere friendly and upbeat. One person sitting alone is not too inviting - and in case of the rare confrontive customer, it's best to have a backup.

## 4. Set a Good Example

Wear your bandana while running the stall.

## 5. Don't Just Sit There!

People may be reluctant at first to come over to your stall - they may think you are selling something or going to reprimand them. Take a brochure, approach them as they come near

the area, ask if you can pet their dog, ask the dog's name, chat, be friendly. Be sure to use the magic words, "We are asking responsible dog owners to help us get the irresponsible ones to change their attitude about dog fouling." If you assume you are talking to a responsible owner from the outset, the dialogue will go much better - so that they don't feel they are being singled out or reprimanded. Offer them the brochure to take home and think about and then add that, alternatively, they can sign up right now and get their bandana through the post today. No pressure, give options.

## 6. Enticements

For an outdoor stall where people are likely to come by with their dogs, keep a water dish and water bottle on the ground and a basket of dog treats on the table (the scent draws the dogs to your table). Also bring a supply of dog poo bags - people will come to talk to you just to get their free bags and then you can sign them up. Make your table look fun and friendly.

## 7. Sharing Information

You will find out important things and you can dispense helpful information at the stall. Telling folks where to get their regular supply of free doggie bags is important, talking about the law is helpful. If they want to discuss a lack of bins in a particular area, take notes so you can talk to your local authority about that later. They can also tell you about other hot spots in town where you may want to have a stall. Take notes!



## Formal Stall

The first kind of stall is more formal, it is something you plan for ahead of time when you are invited to, or asked to be part of another event like a bark in the park, dog show, community fair, school fair, etc. It can include, along with brochures, a display board with images from your local authority's GDW campaign and your own collection of photos of your Green Dog Walkers events (always take pictures!). Keep a scrapbook or supply of your publicity and photos and such, so you can always be ready to set up a display.

# Tips on how to run a Green Dog Walkers pledge stall

## 8. Kids

Your best weapon and ally is a kid! Kids love GDW stalls, they will end up helping you talk to people and pet their doggies. Get a toy dog mascot - either a green one (try ebay) or one you can put a green bandana on. Kids gravitate to talk about the mascot, give it a name, adopt it (but not to take it home!). Even adults will stop to joke with you about your mascot. Brownies can earn badges by helping you run the stall. A stall on the badly-fouled path near your primary school may work to engage the pupils also. You might involve them in doing a poo survey the same day you have a stall.

## 9. Tool Kit

The basics you need for your pathside stall are: small table, chairs, banner, brochures, pens, business cards, dog biscuits, water bowl and water bottles, doggie bags, your mascot dog, council cards and brochures about dog fouling laws, etc. We find that having a backpack devoted to the small stuff and a small portable table is the best way to walk into a park from your car and set up easily. (If you are having a formal indoor stall, you may want to add a display background board to this, with your publicity materials. You may also want to start a scrapbook of your publicity and photos, to have handy at the stall for folks to browse.)

## 10. Publicity

Think of your stall as a multi-purpose event - not only to sign up pledgers but to bring more attention to the campaign and help educate more and more people. Try to get photos of your stall event, get them in the newspaper or newsletters, see if a photographer will attend from the local paper, etc. With publicity like that, next time people see your stall in the park, they will know more about who you are and be more interested to come talk

to you. Set up a blog about your campaign, go to dog-related chat areas and message boards if you are a computer person, tell folks all about it!

## 11. Legal Stuff

Property owner permissions, council licenses public liability insurance, disclosures if you have kids working the stall with you, etc. Be aware of these things, tick all those boxes! For your own protection and so that the Green Dog Walkers project as a whole never gets a bad rep!

## 12. Dogs at the Stall

It can help to have a friendly dog or puppy with you at the stall outdoors. But make sure you know the dog you bring along is a good ambassador and be prepared to leash or remove the dog from the scene if any dog confrontations loom. Don't bring a dog that tends to aggression - there's no point in setting up a stall with a guard dog! Be careful if setting up near a dog-walker path, don't block people's passage, set yourself to the side so they can pass. Don't force your presence on them, or your dog's. Just be there if they want to stop by. At all times be friendly, courteous and aware.

## 13. Banners

A Green Dog Walkers banner is a handy thing to have. You can have them made up by companies at ebay for about £35, a six-foot banner that will last many seasons in all weather. If you need more information on suppliers, or if you need the logo or artwork, email us at: [keepflintshiretidy@flintshire.gov.uk](mailto:keepflintshiretidy@flintshire.gov.uk)

If you need help, advice or have other great stall ideas to share with us, please contact us!



## Pathside Stall

The second kind is the "pathside" stall, which you can set up informally, instantly, on a whim or by making a quick phone call to the property owner get permission. Or you may set up a schedule to run a pathside stall every Saturday for a month, hitting different parks in your community.

Set these up next to dog walking paths in the park, near activity centres (the best time is Saturday morning for a couple hours), near libraries, entrances to grocery stores (where people often park their dogs), at footpaths where there is a particular problem, etc. We try to set them up in a different place each time, to get new pledgers and new attention to the project.

## Children, Your Best Allies

Engaging the children is an important part of the Green Dog Walkers attitude-shifting campaign for two reasons: (1) they are our future dog owners and will take the GDW message into their adult life, and (2) they will take this issue on with great enthusiasm and creativity.

Since the dog fouling issue has the “ewww” factor and the Green Dog Walkers has the logo “mascot” doggie, you will find them eager to help.

Through the school’s eco group/teacher, involve them in poster design, poo surveys, presentations, letters to the editor, etc. A GDW campaign can bring attention to specific dog fouling areas near the school grounds (many primary schools have a serious problem on the path next to the school, as parents often walk the child to school with the dog in tow).

An enthusiastic member of your GDW group can arrange to talk to the school’s assembly - perhaps teaming up with a community safety officer or vet to help talk about enforcement, fines, health risks - as an initial way to engage the children.

Visit the school’s parent group and see if they will take part in the campaign, setting up a pledge stall at a school fair.

Do role playing with a team of children (4 to 6 is good, perhaps from the eco group) on how to run a pledge stall, letting the children take turns pretending to be a good and bad dog owner.

Then let the children run the pledge stall at the school spring and/or Christmas fair. Someone in a dog costume is a good touch – also great to have the children bring in their toy doggies from home to display at the stall wearing armbands and collars.

Involvement in the campaign can also help your school get its Green Flag.



## Fake Poo Recipe

To dramatise the problem, kids love to make fake poo for photographs. There are recipes on the Internet. Here’s one basic method we have used.

### Recipe:

- 🦷 Chocolate spread
- 🦷 Peanut butter (chunky)
- 🦷 Dirt with bits of grass/leaves mixed in
- 🦷 Mix til the right consistency. (Don’t mix too much or the chocolate gets runny.)
- 🦷 Put in a freezer bag, cut a one inch hole in a corner and squeeze the fake poo out from there into shapes.

**Make sure there is adult supervision and clean the mess away after your photo shoot.**

**Don’t leave it where dogs might eat it - chocolate is toxic to them.**

**Keep away from small children.**

**Caution: could stain furniture.**



## Monitoring/Evaluation

Part of your responsibility as a group taking on a Green Dog Walker project is to do surveys and evaluations. This is not as onerous as you might think, and if you involve the children, it can be fun as well as educational. Remember, the surveys may seem silly but they are very important!

**First Survey:** Choose an area or group of areas you will monitor over the next year, where you know a lot of dog-walking goes on. Nearby parks, green spaces, streets, etc. As you first launch your Green Dog Walker project - either before or around the same time as you first begin to sign up pledges - do a "poo count" and record the results. Then make up a wee chart to record the number and the date. Involve other volunteers in other neighbourhoods and you can get surveys done of different parts of your town.

**Second Survey:** Six months later, walk along the same area and do another count. Add those numbers and dates to your chart, to compare with how it looked six months ago.

**Final Survey:** Six months later, do it again. Now you have a survey from before your campaign began, during it and at the end of the first-year pilot.

Don't be discouraged if the numbers at first seem to indicate less success than you hoped; on the other hand, if they show an amazing fast "success", don't get too excited! Several factors can be involved, such as weather, are people walking certain areas more or less due to available daylight hours, etc. It really will take at least a year to see how results look "on the ground".

The other part of the survey is the monitoring of dog bin collections. You will want to work with your Local Authority on this part. Try to set up a schedule with them for the council to do surveys on the use of the dog bins in the area where you are running the campaign. Hopefully you will find that the bins are being used more, which is a good indicator! You can set up to have those surveys done every month or quarterly, whatever you prefer. And keep track of that too.

Whether it is the local authority or another funding source, at the end of your first year you may be called upon to report results of the GDW project. These surveys can be very helpful to you in providing true indications of success.

**Questionnaires:** Another part of survey/analysis is to send out questionnaires to your pledgers. We recommend you do this six months after the project starts and then again at the end of the year. We are happy to provide you with a sample survey questionnaire if you email us at [keepflintshiretidy@flintshire.gov.uk](mailto:keepflintshiretidy@flintshire.gov.uk).

**Involving the Children:** A few of ways we made the poo counts fun, while helping document and provide visual materials for our displays at booths, and our scrap book:

We find that children like to help with this part of the job. We purchased some golf counters from ebay - very inexpensive - and took some children on a walk along dog paths with us. Keep an eye on their counting, make sure they don't get carried away with enjoying the clicking sound of the counters! Make sure they only click if they really see a dog poo.

**Wee Flags:** Make up a set of flags (we used laminated pieces of the GDW logo and attached them to long green garden sticks) and find an area with a lot of dog poo on the ground. Have the children stick the flags in the ground next to (not in!) the dog poo. Take a picture to show how dramatically bad it is! At six months, do it again at that spot, to see if there is improvement or to show people it's still bad and they need to shape up!

**Coloured paint or sand:** Some schools have a bad problem with footpaths near the school. Their eco groups have led projects whereby the children help people see how bad it was using spray paint (biodegradable).

**Fake Poo:** Children love making Fake Dog Poo and it can be useful to dramatise the situation without actually working near "the real thing".

**If you think of other fun, creative ways to involve the children in the poo counts, please let us all know!**

## We try to stay open to ideas as they come, and to follow these simple guidelines:

### Teamwork!

Teaming up with other services, agencies and groups helps broaden the campaign so you reach more and more people. Think of ways to involve others and be responsive to their invitations!

### Listen To What The People Want!

If there is something that you as an ambassador would like to wear to promote GDW, please let us know! Dogs owners love their “dog gear” and their dogs can be ambassadors too!

### Acknowledge Your Volunteers!

Think of ways to motivate and thank your volunteers for time and energy spent signing up pledges!

### Keep a Sense of Humour in the Campaign!

*“Properly trained, a man can be dog’s best friend.”*

Corey Ford



## Resources

The following websites have further information on the Green Dog Walkers Campaign and Licensing to Local Authorities:

[www.falkirk.gov.uk/greendogwalkers](http://www.falkirk.gov.uk/greendogwalkers)

[www.cgiscotland.org](http://www.cgiscotland.org) Green Dog Walkers page (The quarterly publication ‘New Leaf News’ can also be accessed at the CGI website, which runs regular GDW articles and announcements).

[www.cgiscotland.org/Page/green\\_dog\\_walkers.html](http://www.cgiscotland.org/Page/green_dog_walkers.html) (Video Clip from Crufts TV)



Sign up to your local Green Dog Walkers campaign at:

<https://flintshire.gov.uk/greendogwalkers>



Tell us how you got on and tag us in your photographs on the Keep Flintshire Tidy Facebook page: <https://www.facebook.com/KeepFlintshireTidy>



leave only pawprints...<sup>®</sup>