



PROTECT YOUR POOCH CAMPAIGN

17TH – 30TH MAY 2021

Our supporters have told us that they are increasingly concerned about **dog theft**.

In response to this we have launched a **PROTECT YOUR POOCH** campaign to run from the **17th – 30th May**.

The campaign will run on our social channels and we have designed a **poster** which can be printed and displayed within your local community.

We will also be running a **Dog Theft Webinar on 27th May, 5pm**.

Neighbourhood Watch Network is a charity registered in England & Wales, CIO no: 1173349

PROTECT YOUR POOCH

Keep them:



1. SECURE
2. IN SIGHT
3. SEARCHABLE

AND HELP MAKE
PET THEFT
A SPECIFIC OFFENCE

Find out more on
ourwatch.org.uk/ProtectYourPooch





PROTECT YOUR POOCH CAMPAIGN

17TH – 30TH MAY 2021

The PROTECT YOUR POOCH campaign encourages people to keep their pets:

- **SECURE**
- **IN SIGHT**
- **SEARCHABLE** and to
- **HELP MAKE PET THEFT A SPECIFIC CRIMINAL OFFENCE.**

The Met Police and Crimestoppers are backing our SECURE, IN SIGHT and SEARCHABLE message.

More information on the campaign can be found on www.ourwatch.org.uk/protectyourpooch.

You can support the campaign by acting on our advice and sharing our messages in the following ways...



PROTECT YOUR POOCH CAMPAIGN

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Print [this poster](#) and display it in your community

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PROTECT YOUR POOCH

Dog theft is on the rise and we are urging the public to keep their dogs **SECURE**, **IN SIGHT** and **SEARCHABLE**, and to help make pet theft a **SPECIFIC OFFENCE**.

Keep them:

- 1. SECURE** (pets are easily stolen from unsecured gardens if left unattended)
- 2. IN SIGHT** (when out and about keep them close and practice good recall)
- 3. SEARCHABLE** (to support quicker recovery if they go missing keep them microchipped, tagged and up to date photos)

AND HELP MAKE PET THEFT
A SPECIFIC OFFENCE

Find out more on all of the above and more at
ourwatch.org.uk/ProtectYourPooch





PROTECT YOUR POOCH CAMPAIGN

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Share any of the below images on your local Whatsapp groups to raise awareness.

Click on them to download them.

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PROTECT YOUR POOCH

AND HELP MAKE PET THEFT A SPECIFIC OFFENCE

At present, dog theft is not defined as a specific crime, with dogs classed as 'property' under the Theft Act 1968

Find out more on ourwatch.org.uk/ProtectYourPooch



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PROTECT YOUR POOCH

Keep them SECURE

Secure your property and garden. Pets are easily stolen from a garden when left unattended, even if for just a few minutes.

Find out more on ourwatch.org.uk/ProtectYourPooch

Supported by  **CrimeStoppers.**
Speak up. Stay safe.



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PROTECT YOUR POOCH

Keep them IN SIGHT

Never leave your dog unattended in public places and ensure they learn good recall.

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PROTECT YOUR POOCH

Keep them SEARCHABLE

Ensure your dog is microchipped and you keep your details up to date.

Find out more on ourwatch.org.uk/ProtectYourPooch

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PROTECT YOUR POOCH

Attend our dog theft webinar with special guest speaker Katy Bourne - Police and Crime Commissioner for Sussex, along with speakers from Crimestoppers, Metropolitan Police and Neighbourhood Watch

27th May, 5pm

Find out more on ourwatch.org.uk/ProtectYourPooch

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Speak up. Stay safe.





PROTECT YOUR POOCH CAMPAIGN

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Attend our online Dog Theft webinar on 27th May, 5pm

The webinar will be led by Neighbourhood Watch Network with speakers from the Met Police and Crimestoppers, as well as special guest speaker Katy Bourne, PCC for Sussex.

It will be held on Zoom. To book your place, click [here](#).

About guest speaker Katy Bourne, PCC for Sussex

Katy Bourne is in her third term as Police and Crime Commissioner (PCC) for Sussex. She was first elected in 2012, re-elected in 2016 and again in 2021. The PCC's role is to hold the Chief Constable to account for the performance of the Force; effectively making the police answerable to the communities they serve.

Katy is responsible for setting the strategic direction and priorities for Sussex Police through the Police & Crime Plan. This includes setting the police budget and local police precept – the amount residents pay for policing in their council tax. She also has a statutory duty to deliver community safety initiatives including Restorative Justice and crime reduction grants, along with commissioning support services for victims of crime.

Her genuine passion and commitment to making a difference has won her praise from successive Home Secretaries and Prime Ministers and in June 2019 she was awarded an OBE in the Queen's Birthday Honours.



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Help make pet theft a specific criminal offence

We are asking our supporters, for the first time, to lobby for a change in the law to help make pet theft a **SPECIFIC CRIMINAL OFFENCE**.

At present, dog theft is not defined as a specific crime, with dogs classed as 'property' under the Theft Act 1968. If caught, the penalty for stealing pets is generally a small fine or suspended sentence, with the Pet Theft Reform campaign reporting that in recent years only 1% of dog theft crimes have led to a prosecution.

At the moment many police forces are unable to distinguish between theft of a dog and theft of other property therefore the true extent of dog theft cannot be understood.

You can campaign by signing a petition (closing on 20th May) or writing to your MP.

Find out more on ourwatch.org.uk/protectyourpooch.



PROTECT YOUR POOCH CAMPAIGN

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Share the campaign on social media

The easiest way to share our campaign is to follow us on ourwatch.org.uk / [Facebook](#) / [Twitter](#) / [Instagram](#) / [LinkedIn](#) and share our campaign posts.

If you would like to post directly from your own accounts, please use #ProtectYourPooch in all your posts and see suggested schedule and links to the images on the next 2 slides.

Please note: The Met Police and Crimestoppers will be supporting us in the **SECURE, INSIGHT** and **SEARCHABLE messaging only**. We have co-branded those assets and suggest tagging them in those posts **only**.



PROTECT YOUR POOCH CAMPAIGN

17TH – 30TH MAY 2021

SOCIAL MEDIA SUGGESTED WORDING - WEEK 1

	Mon 17th	Tues 18th	Thurs 20th	Fri 21st
Key message	PROTECT YOUR POOCH	HELP MAKE PET THEFT A SPECIFIC CRIMINAL OFFENCE	ATTEND OUR DOG THEFT WEBINAR 27th	KEEP THEM SECURE
Link to images	Twitter / Facebook	Twitter / Facebook	Twitter / Facebook	Twitter / Facebook
Twitter (and LinkedIn)	<p>Dog owners are increasingly concerned about dog theft. To protect your dog, see our top tips on how to keep your dog SECURE, IN SIGHT and SEARCHABLE and reduce your chances of becoming a victim of dog theft. #protectyourpooch. https://www.ourwatch.org.uk/protectyourpooch</p>	<p>Did you know dog theft is not defined as a specific crime, with dogs classed as 'property' under the Theft Act 1968. Help make dog theft a specific criminal offence by SIGNING THIS PETITION closing on 20th May. #protectyourpooch https://petition.parliament.uk/petitions/560216</p>	<p>Worried about dog theft? Learn more about how to PROTECT YOUR POOCH at our webinar -> 27th May, 5pm run by Neighbourhood Watch, Katy Bourne – PCC for Sussex, Met Police and Crimestoppers. Book your place here -> ourwatch.org.uk/webinars #protectyourpooch</p>	<p>#Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE. Visit ourwatch.org.uk/protectyourpooch for trusted advice and top tips on how to keep your dog SECURE, supported by Met Police and Crimestoppers.</p>
Facebook (and Instagram)	<p>Dog owners are increasingly concerned about dog theft.</p> <p>To help keep your dog safe [tag Neighbourhood Watch] have launched a PROTECT YOUR POOCH campaign highlighting simple and memorable things you can do to reduce your chance of becoming a victim of dog theft. Neighbourhood Watch is encouraging dog owners to keep their dog SECURE, IN SIGHT AND SEARCHABLE, and help make dog theft a SPECIFIC criminal offence. #protectyourpooch https://www.ourwatch.org.uk/protectyourpooch</p>	<p>Did you know dog theft is not defined as a specific crime, with dogs classed as 'property' under the Theft Act 1968.</p> <p>To help change the law, Neighbourhood Watch is encouraging the public to sign a petition to make dog theft a specific criminal offence. https://petition.parliament.uk/petitions/560216</p> <p>Additionally, you could write to your parliamentary representative letting them know how they can help. All details can be found on ourwatch.org.uk/protectyourpooch #protectyourpooch</p>	<p>Worried about dog theft? Neighbourhood Watch, Katy Bourne – Police and Crime Commissioner for Sussex, Met Police and Crimestoppers have joined forces to deliver an online PROTECT YOUR POOCH webinar on 27th May, 5pm.</p> <p>Book your place here -> ourwatch.org.uk/webinars #protectyourpooch</p>	<p>#Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE.</p> <p>Pets are easily stolen from a garden when left unattended, even if for just a few minutes. Front gardens are very vulnerable. Fit a bell or gate alarm to any rear or side gates; the gates should be secured with British Standard locks, locking bolts or closed shackle padlocks.</p> <p>Visit ourwatch.org.uk/protectyourpooch for more trusted advice and top tips on how to keep your dog SECURE, supported by Met Police and Crimestoppers.</p>



PROTECT YOUR POOCH CAMPAIGN

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SOCIAL MEDIA SUGGESTED WORDING - WEEK 2

	Mon 24th	Tues 25 th	Thurs 27 th	Fri 28 th
Key Message	KEEP THEM IN SIGHT	KEEP THEM SEARCHABLE	ATTEND OUR DOG THEFT WEBINAR 5PM	PROTECT YOUR POOCH
Link to images	Twitter / Facebook	Twitter / Facebook	Twitter / Facebook	Twitter / Facebook
Twitter (and LinkedIn)	<p>Worried about your dog being stolen? Visit ourwatch.org.uk/protectyourpooch for trusted advice on how to #Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE. Supported by Met Police and Crimestoppers</p>	<p>#Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE. Visit ourwatch.org.uk/protectyourpooch for trusted advice and top tips on how to keep your dog SEARCHABLE. Supported by Met Police and Crimestoppers.</p>	<p>Worried about dog theft? Learn more about how to PROTECT YOUR POOCH at our webinar -> 27th May, 5pm run by Neighbourhood Watch, Katy Bourne – PCC for Sussex, Met Police and Crimestoppers. Book your place here -> ourwatch.org.uk/webinars #protectyourpooch</p>	<p>To protect your dog, see our trusted advice on how to keep your dog SECURE, IN SIGHT and SEARCHABLE and how to help make pet theft a SPECIFIC CRIMINAL offence. Share this post to reach communities. #protectyourpooch https://www.ourwatch.org.uk/protectyourpooch</p>
Facebook (and Instagram)	<p>Worried about your dog being stolen?</p> <p>Varying the times and routes you take when walking your dog, and be careful of strangers asking you a lot of questions when you are walking your dog – they could be distracting you to make it easy for them to steal your dog.</p> <p>Visit ourwatch.org.uk/protectyourpooch for trusted advice on how to #Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE. Supported by Met Police and Crimestoppers</p>	<p>#Protectyourpooch by keeping your dog SECURE, IN SIGHT AND SEARCHABLE.</p> <p>Make sure your dog is microchipped by the time it is 8 weeks old, and the details are correct on any of the recognised pet registration databases.</p> <p>Visit ourwatch.org.uk/protectyourpooch for more trusted advice and top tips on how to keep your dog SECURE, supported by Met Police and Crimestoppers.</p>	<p>Worried about dog theft? Neighbourhood Watch, Katy Bourne – Police and Crime Commissioner for Sussex, Met Police and Crimestoppers have joined forces to deliver an online PROTECT YOUR POOCH webinar on 27th May, 5pm.</p> <p>Book your place here -> ourwatch.org.uk/webinars #protectyourpooch</p>	<p>Dog owners need to be aware of scammers who see missing dog posters and use this information to contact the owners and offer to return the dog for money - but of course, they never had the dog in the first place and the owners are at risk of losing not only their pet but their money too.</p> <p>Visit ourwatch.org.uk/protectyourpooch to see our trusted advice on how to keep your dog SECURE, IN SIGHT and SEARCHABLE and how to help make pet theft a SPECIFIC CRIMINAL offence.</p> <p>#protectyourpooch https://www.ourwatch.org.uk/protectyourpooch</p>