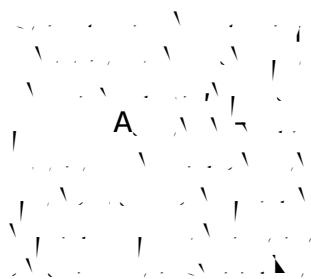


# Love Ca

Funded by



The project commenced with an analysis of existing council datasets and identified 233 targeted individuals, 31 of whom were selected based on self-reported indoor or outdoor cat owners in the area.

Statistics revealed a pre-training survey where 60% of participants had never received a cat safety course, 60% reported previous cat-related accidents, or falls. Notably, 75% of cat owners, while 25% adhere to safety protocols for their pets.

Post-training, a noteworthy finding was that 80% of participants believed in keeping cats indoors, a significant change in perception. Additionally, 70% improved their perception of cat safety measures, while 21% maintained their interest in cat safety. The concept of simplifying safety protocols was also of interest.

Recommendations for future sessions include the need for more online sessions, spreading sessions over several weeks, and content tailored to address specific concerns of cat owners. Leveraging social media for outreach and partnering with influential community members were suggested to amplify engagement.

This project demonstrates the potential for targeted education to bring about changes in cat owners' attitudes and behaviors, aiming to reduce the adverse impacts of cats on Australia's wildlife.