

CASE STUDY

So what's new in Purina's existing in-school programmes?

Italy's **A Scuola di Petcare initiative**, an educational programme on pet care dedicated to primary school children, has been running since 2004. The 2017/2018 school year saw it delivering more than 3,000 classes around Italy. Every year a class contest is run and the theme for 2017/2018 was "A Fantastic Adoption", where children created their own story about a fantastic adoption. The first ten classes won a lesson with a dog trainer and his dog while the first 20 classes won an **ENPA distance adoption** donated by Purina. An ENPA distance adoption means the class can adopt their own *mascotte* (pet) – a pet supported by Purina while it is awaiting adoption.

Also in 2018, as part of a drive to refresh the programme's look and feel we launched our new digital toolkit at www.ascuoladipetcare.



Promote responsible pet ownership programmes for children



Aprender Juntos es Mejor is a **Spanish** primary school programme begun in 2015 to teach primary school children about responsible pet ownership. The programme focusses on responsible pet ownership and reading sessions together with assistance dogs. The goal is to show the real benefits of learning together with dogs in terms of better attention and concentration, increased self-esteem, motivation and social abilities, decreased anxiety and stress, and to encourage healthy reading habits.

Typical Pet Care lessons are structured around a kick-off session where a discussion takes place on responsible pet ownership and the benefits pets provide to our society. An illustrated story is distributed to all children. Then a reading session with dogs usually takes place. The aim is to encourage the habit of reading and show the positive effects that dogs can have on children when learning together. The lesson finalises with tutors explaining the learning benefits of pets in class. More than 5,000 children in 11 Spanish cities have participated in the programme since its inception.

