



Who let the cat out?

Overcoming barriers to cat containment

Dr Lynette McLeod
School of Psychology





animals

Animals 2019, 9, 555; doi:10.3390/ani9080555

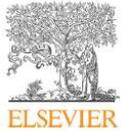


Review

Change the Humans First: Principles for Improving the Management of Free-Roaming Cats

Lynette J. McLeod ^{1,*} , Donald W. Hine ¹ and Aaron B. Driver ²

Journal of Environmental Management 161 (2015) 63–71



Contents lists available at [ScienceDirect](#)

Journal of Environmental Management

journal homepage: www.elsevier.com/locate/jenvman



Review

Applying behavioral theories to invasive animal management:
Towards an integrated framework



Lynette J. McLeod ^{a,*}, Donald W. Hine ^a, Patricia M. Please ^{a,b}, Aaron B. Driver ^{a,c}

Preventive Veterinary Medicine 122 (2015) 339–344



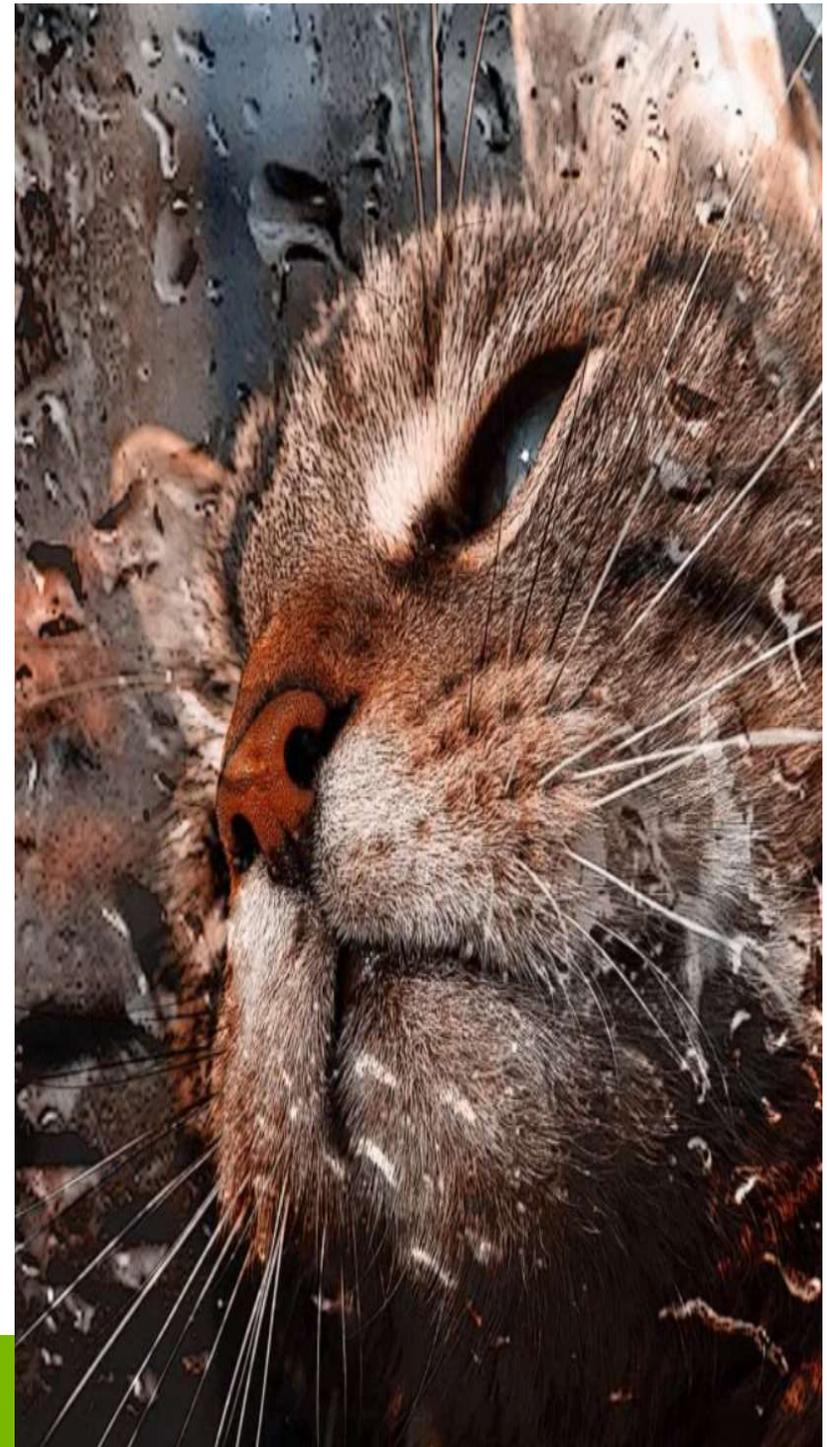
Contents lists available at [ScienceDirect](#)

Preventive Veterinary Medicine

journal homepage: www.elsevier.com/locate/prevetmed

Born to roam? Surveying cat owners in Tasmania, Australia, to identify the drivers and barriers to cat containment

Lynette J. McLeod ^{a,*}, Donald W. Hine ^a, Andrew J. Bengsen ^b

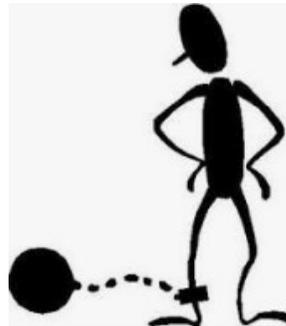


Key to effective intervention is selecting right tool for the job

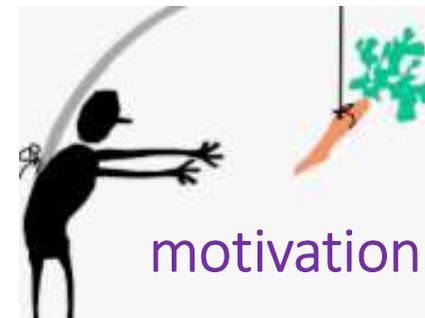


- Educate
- Train
- Help / support

opportunity

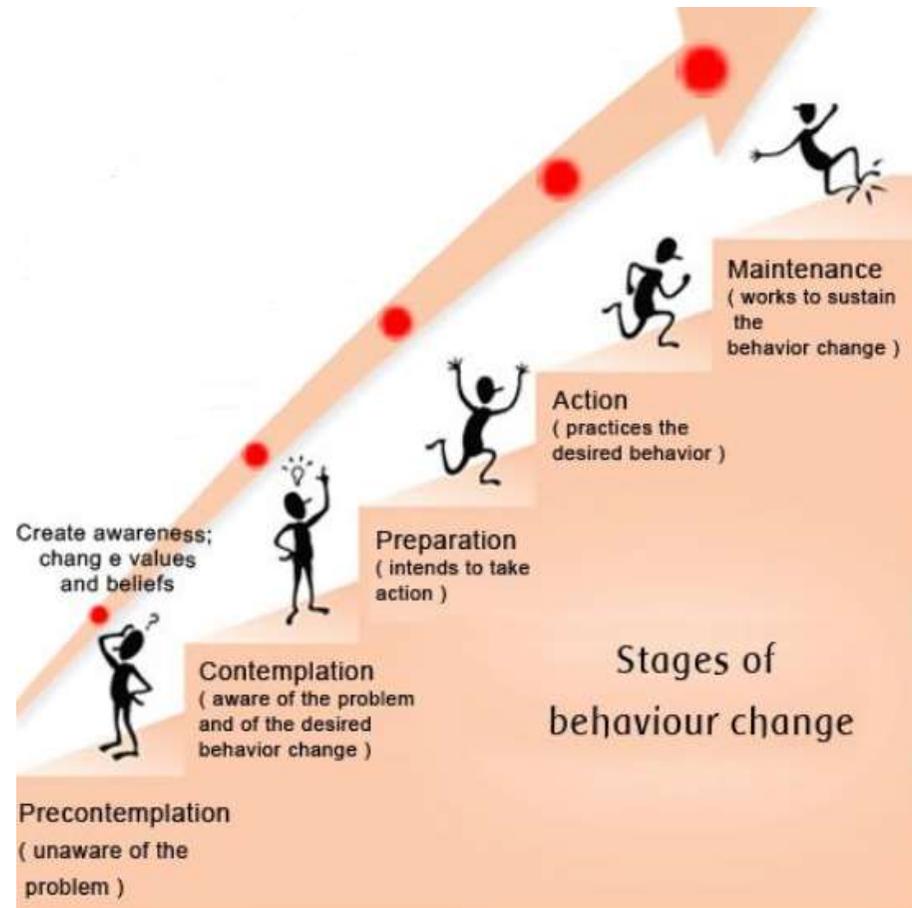


- Restructure environment
- Offer / provide
- Enable
- Prompt
- Constrain



- Inform / discuss
- Persuade
- Model / demonstrate
- Incentivise
- Coerce

Behaviour changes over time





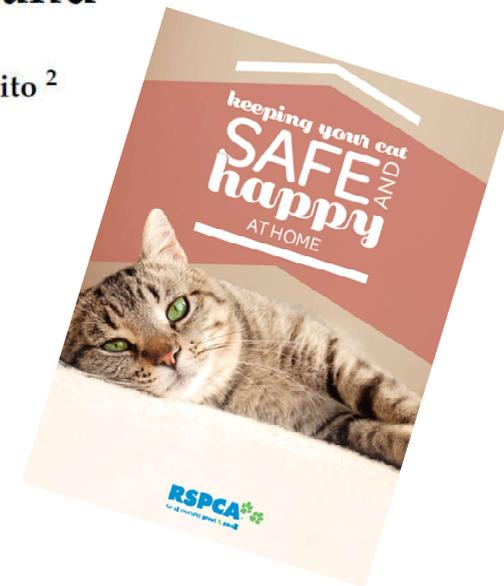
animals *Animals* 2020, 10, 1214; doi:10.3390/ani10071214



Article

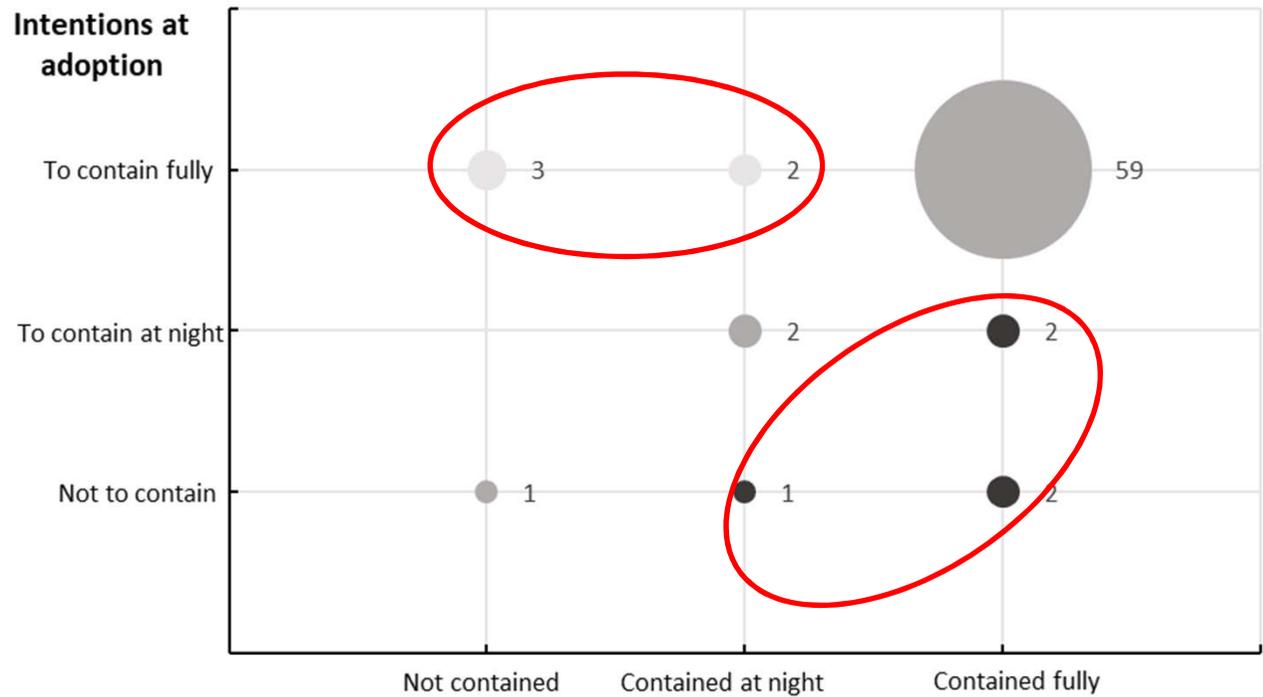
Understanding the Relationship between Intention and Cat Containment Behaviour: A Case Study of Kitten and Cat Adopters from RSPCA Queensland

Lynette J. McLeod ^{1,*} , Di Evans ², Bidida Jones ^{2,3}, Mandy Paterson ⁴  and Sarah Zito ²





Intentions at adoption

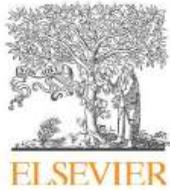


Containment of adopted cat at 8 weeks



Barriers / drivers and appropriate tools

- Family / visitors not closing doors
- Signs / stickers to remind
- Cat dashing out when door opened
- Offer support to train cat using reward-based distraction technique
- Believe cats need to be outside for wellbeing
- Demonstrate success of other cat owners in their area
- Offer support to design / build suitable option for their circumstances

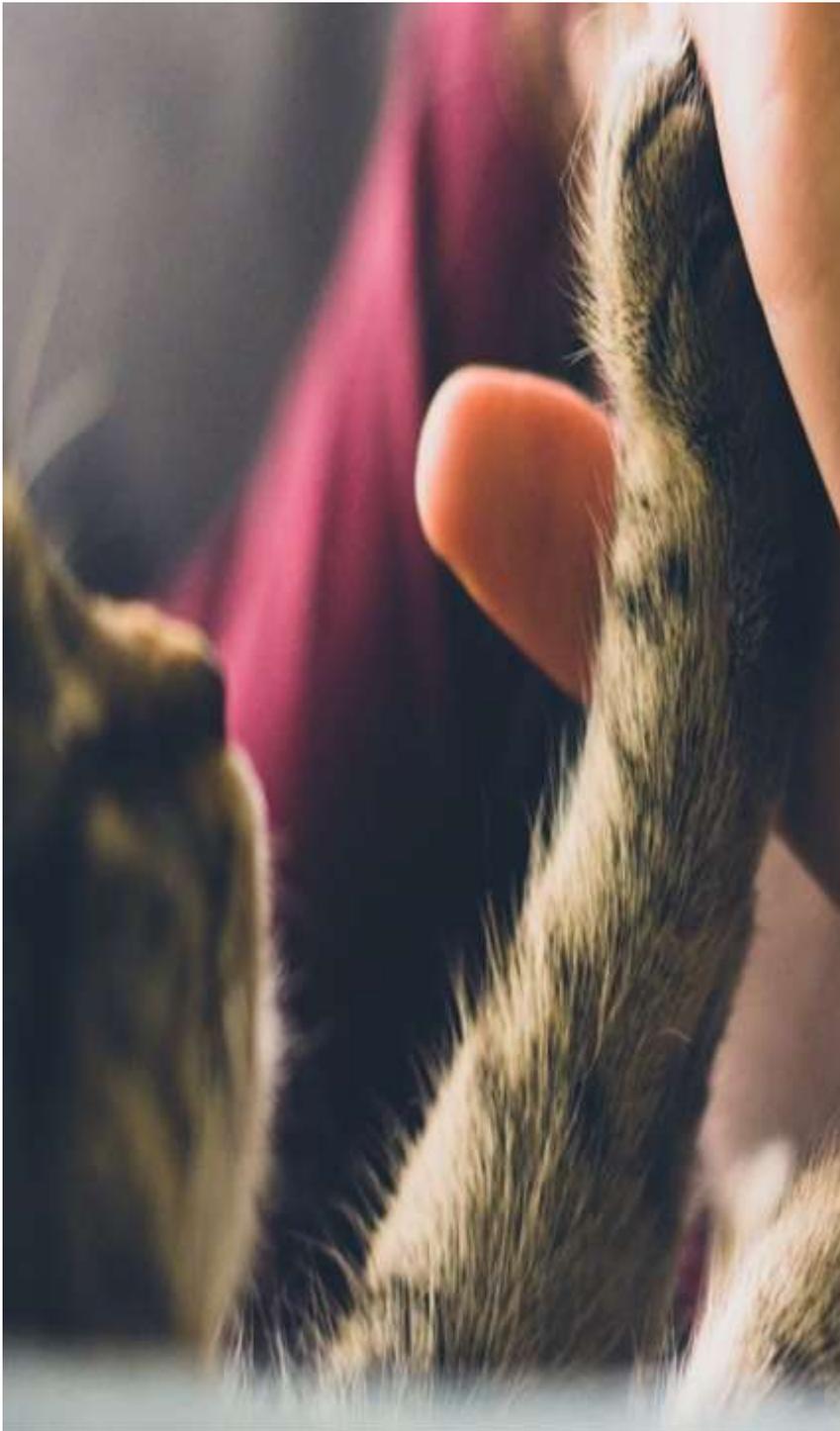


Assessing the impact of different persuasive messages on the intentions and behaviour of cat owners: A randomised control trial

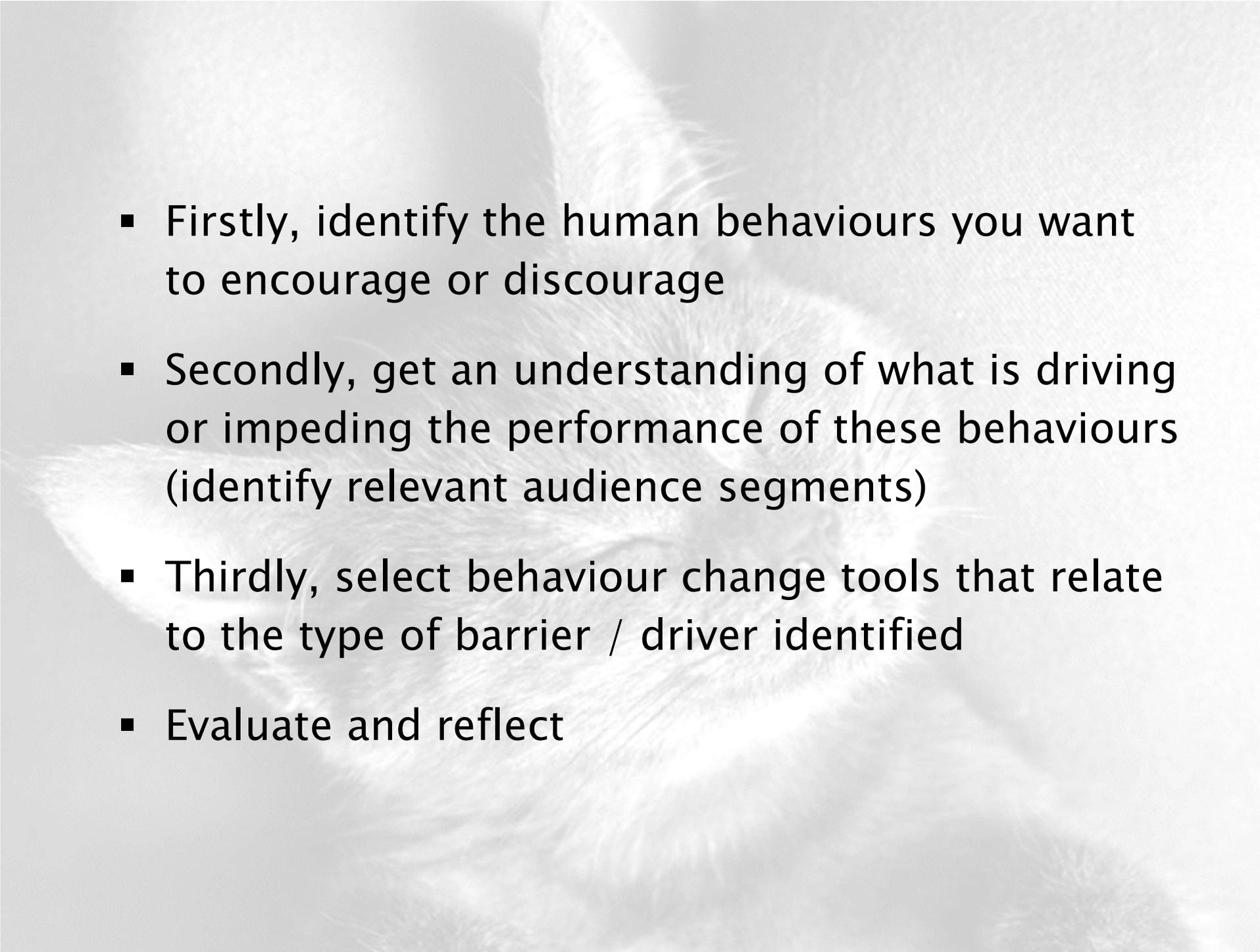
Lynette J. McLeod^{a,*}, Donald W. Hine^a, Andrew J. Bengsen^b, Aaron B. Driver^{a,c}

- Randomised control trial – 521 cat owners
- 3 treatments
 - ‘Wildlife loss’ frame
 - ‘Cat benefit – happy at home’ frame
 - Neutral control message
- 2 outcomes
 - Intention to act
 - Behaviour adoption after 6 weeks





- Both messages increased owners' motivation & response efficacy compared to control
- Higher levels of motivation and response efficacy predicted increased intentions and behaviour adoption
- Response efficacy of 'happy at home' was strengthened by cat owner's bond to their pet

- 
- Firstly, identify the human behaviours you want to encourage or discourage
 - Secondly, get an understanding of what is driving or impeding the performance of these behaviours (identify relevant audience segments)
 - Thirdly, select behaviour change tools that relate to the type of barrier / driver identified
 - Evaluate and reflect