

The story of a pandemic



When they suffer, we suffer.
We need to #LiveKinder now
to prevent the next pandemic.

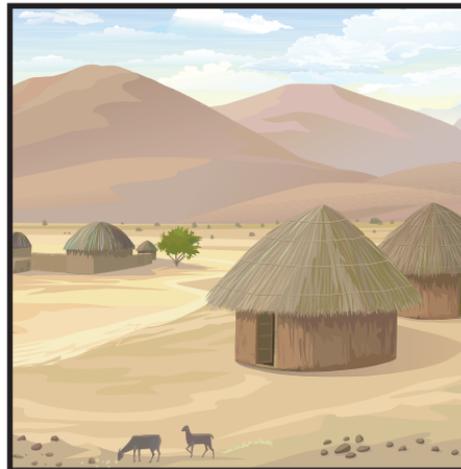


Our story begins with the natural world.
All humans & animals rely on a healthy planet to survive. Our global population has put huge pressure on the planet.

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Live animal markets expose humans to deadly zoonotic diseases. Unhygienic practises and stressful conditions for animals has allowed viruses to mutate & jump from animals to humans, and spread worldwide.

International trade and travel make it is easy for viruses to spread quickly. In just three months, COVID-19 was global. Masks, social distancing, and strategic lockdowns tried to halt the spread, and now mass testing and vaccination programmes are the recommended solution to slowing the spread and protecting us from severe & long-term effects.



What can we do to prevent the next pandemic?

We can all #LiveKinder in just five simple steps:

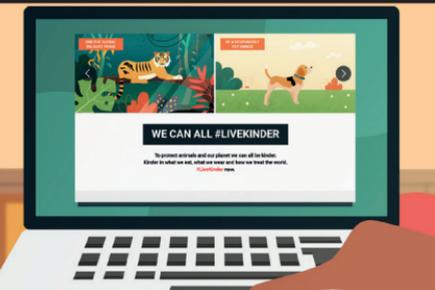
1. Pledge to going meat free for a day, or even more!
2. Travel Kind and become an animal-friendly traveller
3. Wear it Kind and show more compassion in fashion
4. Be a responsible pet owner and consider adoption
5. Sign petitions, take action to make change happen!

We can all Live Kinder. Kinder in what we eat, kinder in what we do and kinder in how we treat animals and the planet.

#LiveKinder



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What are the global powers doing about it?

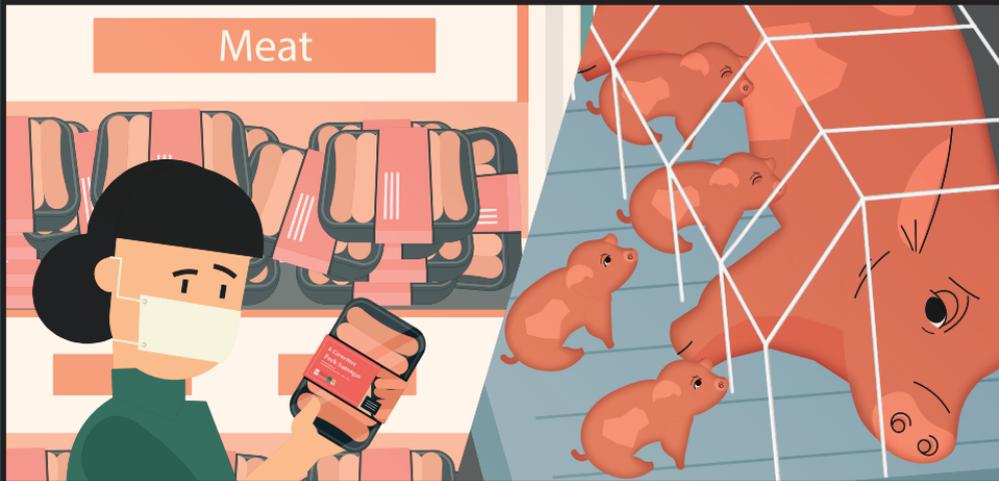
Since the outbreak of COVID-19, global powers have been calling for global pandemic prevention plans. The World Health Organization published their report in early 2021 showing live animal markets in Wuhan, China as the likely source of the coronavirus pandemic. Since this time, they have proposed an International Treaty on Pandemics, which would focus on early detection and prevention of pandemics, ensuring universal access to medical supplies, and integration of the 'One Health' approach, which addresses food safety, antibiotic resistance, and the emergence of zoonoses. EU leaders agreed to work on a pandemic treaty and the G7 leaders also highlighted this in recent talks.

Most pandemic prevention plans focus on early detection and vaccine development, rather than tackling the root cause: our disastrous relationship with the natural world and its inhabitants, whether they be in the wild or farmed. We need a reset. **When they suffer, we suffer.**



We need a new 'One Welfare' approach

The 'One Welfare' framework makes the link between human wellbeing, animal welfare and environmental wellbeing, complementing the existing 'One Health' approach. The 'One Welfare' framework must be incorporated into policymaking to not only recognise the interconnections between humans, animals, and environmental health, but also to encompass welfare, wellbeing, and conservation. These are crucial elements that must be addressed in all pandemic prevention strategies and laws.



Preventing the next pandemic

To prevent the next pandemic all Governments must:

1. Support the transition to food and agricultural systems that are more animal and environmentally friendly
2. Commit to banning high-risk practices, including the commercial wildlife trade, the dog and cat meat trade and fur farming



SCAN ME

We need prevention.

Not just preparation.



Animal Welfare. Worldwide.

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. For more than 30 years, **FOUR PAWS** has worked tirelessly to create sustainable solutions for animals in need, by changing consumer behaviour, driving legal change and building effective partnerships to improve the ways in which animals are treated.

Animal welfare. Worldwide.

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