

BROOKE PAKISTAN NEWSLETTER

1st Quarter FY 2025-26



GOAL 01

Transforming equid welfare in communities,

During the first quarter of FY 25-26, Brooke Pakistan has successfully reached 3,099 communities through direct intervention by Community Equine Welfare Teams, positively impacting 83,577 owners/users by promoting behavior change. The human behavior change activities in the favor of equine welfare has led to benefit 101,604 working equines. Brooke not only educates communities on compassion and husbandry practices but also enables them to establish connections with Brooke-trained animal healthcare providers.

In Q1, 39 tree plantations, 43 Shade and Shelter, 179 First Aid kits, and 111 Water facilities were provided in the equine owning communities across Pakistan. This approach ensured increased access to essential services, encouraged community participation, and reinforced sustainable welfare practices across target areas.

Brooke Pakistan has trained 46 Community Change Agents (CCAs), including 42 men and 4 women, who serve as frontline advocates for humane equine care. Selected from within equine-owning communities, these individuals are equipped with practical skills in basic animal healthcare, compassionate handling, and peer education. Their role extends beyond providing treatment, as they also promote long-term behavior change through ongoing engagement. Even in remote areas, CCAs ensure the continuity of welfare-friendly practices. The inclusion of female CCAs, though currently limited, marks a meaningful step toward more inclusive and gender-responsive community engagement.

To address widespread harmful practices and promote safe animal healthcare, Brooke Pakistan conducted 65 targeted sessions with local quacks and 85 awareness sessions with animal owning communities. These engagements focused on raising awareness about the risks associated with unqualified treatment and encouraging communities to seek care from Brooke trained animal healthcare practitioners.

Furthermore, 43 joint forums were organized, bringing together both community members and local quacks to foster dialogue, challenge harmful norms, and build trust in qualified services. This inclusive approach has enhanced stakeholder understanding and laid the groundwork for more sustainable, welfare-oriented healthcare practices at the grassroots level.

Strengthening Livelihood Interventions

Brooke Pakistan has successfully completed the initial Program Quality Standards (PQS) across all six Livelihood Projects in Brick Kilns. This included the development of key frameworks such as the Vulnerability and Situation Analysis, Gender Analysis, Policy and Institutional Analysis, Community Needs Assessment, and Theory of Change. These were shaped through initial meetings with communities, enabling a comprehensive understanding of the local context, existing gaps, and opportunities for sustainable intervention. Field teams gathered critical ground-level data to ensure these tools are context-specific and actionable. Together, they form a solid foundation for ensuring quality and relevance in future hard interventions.



Livelihood Workshop at Faisalabad

In parallel, livelihood training was cascaded in the Faisalabad and Lahore regions, engaging all regional teams, including Social Mobilizers and Community Animal Healthcare Officers (CAHOs). The sessions aimed to enhance team understanding and capacity to apply livelihood strategies effectively in their field contexts.

helping them to thrive and become more resilient.



Changing Harmful Practices: From Quack to Advocate

Brooke Pakistan is actively working to transform the harmful practices of local quacks, with 103 currently engaged across project areas. A powerful example comes from Chakwal's coalmines, where donkeys endure grueling conditions and were once treated with dangerous substances like battery acid and used oil.

Mr. Haleem Khan, a former untrained practitioner at Mine #16, used such methods believing he was helping. After attending Brooke's awareness sessions, he adopted humane wound care practices using antiseptics, clean bandages, and allowing animals to rest.

Now, Mr. Khan is not only treating animals with care but is also advocating for better practices among fellow miners. His transformation has led to healthier donkeys, reduced suffering, and growing awareness within the coalmining community showing how one informed individual can drive lasting change.



Awareness session in Chakwal

Linking Equine Communities with Livelihoods in Tharparkar

Sukaar has launched a livelihood project across 200 villages in Tharparkar, forming Farmer Enterprise Groups (FEGs) of 10 households each. These feed into Farmers Marketing Collectives (FMCs) and a Value Chain Ambassador (VCA) Group to strengthen market access and income generation. In collaboration with WHH, the FEGs are supported for agriculture-based microenterprises and food security. As part of this effort, Brooke Pakistan introduced its equine welfare project to FMC members, ensuring that the critical role of working equines in rural livelihoods is recognized and supported. This integration aims to improve both human and animal well-being by linking welfare with economic development.



Brooke introducing its equine welfare project to FMC members

Compassionate handling

This quarter, Brooke Pakistan deepened its work with communities to embed humane treatment of working animals into daily practices. In 196 communities, teams introduced simple but powerful behavior-change activities, such as encouraging owners to name their animals, a step shown to foster empathy and reduce physical punishment. To enhance animal comfort, 53 rolling pits were constructed, offering donkeys and horses a safe space for natural behaviors like rolling.

Brooke also engaged influential voices, conducting 40 community dialogues with religious scholars, social activists, and public representatives to promote kindness as a shared value. Meanwhile, creative engagement with children through 22 art competitions and 5 puppet shows helped plant early seeds of compassion. 27 Healthy animal competitions are also organized to motivate the community and create healthy competition among peers. Together, these interventions are not just improving animal welfare they're nurturing a culture of respect, care, and responsibility across generations.



Ending Hobbling Through Sustainable Solutions in Tharparkar

In collaboration with the Sukaar Foundation, Brooke Pakistan has addressed the issue of hobbling in Tharparkar a harmful practice once used to prevent animals from damaging seasonal crops. Over the past two years, through continuous awareness efforts, communities have transitioned from hobbling to the use of animal-friendly halters. To sustain this shift, skill-building sessions were conducted, enabling locals to produce halters offering a humane solution and an added livelihood opportunity.

This quarter, the intervention was reviewed through the lens of Human Behaviour Change (HBC) to assess its long-term impact. Focus Group Discussions revealed a notable improvement in the community's capability and motivation to adopt better practices. However, social opportunity influences from peers and community norms remain as key barriers to fully eliminating old habits.



Women group demonstrating their halter making skills



Collective Actions

This quarter, 10 new Community Revolving Funds (CRFs) were established, bringing the total to 154 active CRFs. These funds enable equine-owning communities to address urgent needs, such as purchasing rations during kiln closures, accessing medical care, or arranging farrier visit, promoting both human and animal welfare through collective support. Additionally, 3 new animal ration hubs were set up, increasing the total to 59. These hubs ensure access to affordable, quality fodder within villages, enhancing animal nutrition and reducing reliance on inconsistent feed source.

Support for Equine-Ownning Families Under the SPHF Project

In Q1 FY 2025-26, 395 equine-owning families benefited from the Sindh People's Housing for Flood Affectees (SPHF) Project across Khairpur, Jacobabad, and Larkana/Kamber Shahdadkot (KSK).

- In Khairpur, 134 families-initiated house reconstruction, with 17 from BK and WP communities already completing their homes.
- In Jacobabad, 109 beneficiaries received their installments; 12 completed their houses, while 97 are under construction.
- In Larkana/KSK, 152 families began construction, with 21 completions from brick kiln and work place communities.



Brooke Pakistan providing housing support to the equine-owning family

This housing support is significantly improving the living conditions of equine owning families affected by floods.

GOAL 02

Influence the visibility and inclusion of equid

During Q1, Brooke Pakistan made meaningful progress in advancing policy change, building industry partnerships, and institutionalizing equine welfare in key systems.

■ Brick Klin MoU

Renewal of a five-year MoU with the Brick Kiln Owners Association formalizes ongoing collaboration, enabling sustained policy engagement and improved welfare practices for working equids.



■ Coal Mine MoU

MoU with the Coal Mine Owners Association positions Brooke as a technical partner, creating new opportunities to influence welfare practices in a critical yet underserved sector.

■ Policy Inputs in Punjab and KP

Brooke submitted inputs on KP's draft rules under the Animal Welfare Act 2024 and proposed a new animal welfare chapter for inclusion in the Punjab Animal Health Act 2019.

Youth & Education Advocacy – PGGG Collaboration: Brooke and the Pakistan Girl Guides Association (PGGA) co-hosted a youth advocacy meeting in Lahore, engaging educators, parliamentarians, and PGGG youth. Young leaders shared stories of awareness campaigns in their colleges. Legislators expressed support for including animal welfare in educational materials and committed to further dialogue. With outreach to over 21,000 students in three years, the partnership is gaining traction.

Political Advocacy for Sindh Animal Welfare Bill

Brooke Pakistan held a focused advocacy meeting with members of the Sindh Assembly to discuss the draft Animal Welfare Bill. The team shared technical recommendations aligned with international standards and addressed enforcement gaps. Parliamentarians responded positively and committed to a follow-up consultation involving departments such as Livestock, Wildlife, and Local Government.



Brooke's ongoing field partnerships were highlighted to strengthen institutional trust, and civil society support added further credibility. The bill remains under review, but the meeting created political momentum and set the stage for formal consultations and multi-departmental collaboration.

Technical Review of Khyber Pakhtunkhwa Animal Welfare Rules

Brooke Pakistan reviewed the draft rules developed under the Khyber Pakhtunkhwa Animal Welfare Act 2024. The technical team provided written feedback to ensure alignment with practical equine welfare needs, including recommendations on enforcement mechanisms, standards for transport and handling, and penalties for cruelty.

This engagement ensures that working animals, especially equids, are reflected in the implementation phase of the law. The Livestock Department acknowledged the input and committed to incorporating the suggestions where feasible.

needs in policy and practices at all levels.



Community Awareness and Field Intelligence on Donkey Skin Trade

Brooke Pakistan has initiated early community awareness efforts to inform donkey owners about the risks of the donkey skin trade, emphasizing how it has harmed livelihoods in other regions. Parallel to this, a structured field data collection exercise is underway.

Through our field teams, we are monitoring trends in donkey sales, transport, unfamiliar buyers, pricing shifts, and any emerging slaughter or holding facilities. Community feedback is being captured to understand local perceptions, rumors, and concerns. Relevant government offices at district level are also being approached to gather additional information. This grassroots intelligence will help detect early warning signs, guide our advocacy messaging, and support timely action before the trade takes root in Pakistan.

National Consultation on Pandemic Fund and One Health Units

A high level national consultation was held in Islamabad to begin implementing Pakistan's Pandemic Fund. Led by the Ministry of Health, the event brought together officials from WHO, FAO, ADB, NIH, and provincial authorities to plan the establishment of One Health units across the country. These units aim to improve pandemic prevention, surveillance, workforce capacity, and emergency response by integrating human, animal, and environmental health sectors. Brooke representatives held a follow-up meeting with FAO to understand the rollout process. Currently, NGOs are not part of the initial consultations, but space for broader collaboration may emerge as provincial structures take shape. The National Institute of Health (NIH) will serve as the Secretariat for the One Health initiative.

Strengthening Local Animal Welfare Systems

A multi-stakeholder meeting hosted by Brooke in Faisalabad and Brooke Lahore led to a significant policy shift, with the civil society organizations working on animal rescue and advocacy and Livestock Department agreeing to provide treatment facilities for working equines along with other animals in emergency cases. The formation of a coordination group was agreed to enhance collaboration across government and civil society. This process-driven engagement has strengthened local response systems and set the foundation for sustained institutionalized animal welfare efforts in the region.

Emergency Rescue for Animals – Partnership with Rescue 1122

Brooke Pakistan Multan team convened a coordination meeting with Rescue 1122 and the Punjab Livestock Department to improve emergency response for equines during floods, road accidents, and other crises. Rescue 1122 shared their experience of rescuing over 2,500 animals and birds but noted challenges with handling large animals.

Brooke offered technical training, and the Livestock Department agreed to deploy mobile vet services during emergencies. The meeting resulted in proposals for a formal collaboration that may lead to official integration into government systems.



Brooke Pakistan Team with Rescue 1122 officials

GOAL 03

Develop sustainable animal health systems that

Healthy animals mean healthy livelihoods. Brooke Pakistan is working to ensure that working horses, donkeys, and mules receive not just immediate care, but also long-term, sustainable health services. From training local animal health providers to inspiring the next generation of vets, our efforts are shaping a future where compassionate and competent care is always within reach.

■ Healthcare That Reaches Thousands

This quarter, Brooke teams directly provided over 2,500 treatments, while our trained Animal Health Practitioners (AHPs) went further, delivering over 42,000 treatments. Skilled farriers also played their part, providing more than 100,000 hoof care services to working equids across the country.

■ Training and Mentorship in Action

We welcomed 27 new Animal Service Providers (ASPs) into the Brooke-trained fraternity, ranging from para-vets and farriers to basic agents. In addition, 42 existing ASPs received refresher training to strengthen their skills. Regular mentoring visits (over 1,400 this quarter) are helping raise standards in service delivery, with ASPs now showing a 77% improvement in practical skills compared to last year.

■ Inspiring Tomorrow's Veterinarians

Brooke partnered with Veterinary Training Institutes to reach faculty members and DVM students through nine interactive sessions. From hands-on training in compassionate handling to digital learning tools like the Animal Welfare & Ethics Padlet and the Academy for Working Equids app, we are helping shape young vets into confident, capable, and compassionate professionals.

■ Celebrating World Veterinary Day

On April 26, 2025, we proudly joined the world in celebrating World Veterinary Day under the theme "Animal Health Takes a Team." Events across six regions brought together policymakers, livestock departments, training institutes, equine owners, and communities. With seminars and awareness walks, the day highlighted how teamwork between vets, para-vets, farriers, and owners is the true recipe for healthier animals, and stronger communities.

"Every healthier animal means a family with stronger livelihoods"

While overall ASPs' skills quality of practices has improved, there is still room for enhancement, especially among AHPs trained last year and this year, needing more frequent engagement with mentoring visits for better performance.

Celebrating World Veterinary Day with UVAS



Training the AHPs, ASPs and farriers



meet the immediate and future needs of animals.



CH4L: Kindness in Every Touch

Brooke Pakistan training session with VTIs and partner groups

Since, the Global CH4L (Compassionate Handling for Life) Workshop with Sophie Hill, Brooke Pakistan teams have cascaded the learning across all six regions, Veterinary Training Institutes, and partner groups – using interactive materials and the Virtual CH4L Padlet to spread skills in gentle, humane animal care. The journey continues: this August, two Brooke Pakistan staff will attend the next Global CH4L Workshop to strengthen their competence and confidence, bringing back fresh insights for even better equine welfare.

Helping Animal Health Providers Do Better

Behind every healthier horse, donkey, or mule is a dedicated animal health provider. This quarter, Brooke Pakistan supported hundreds of vets, para-vets, and farriers through mentoring visits, giving them the guidance and confidence to deliver better care with compassion.



An animal service provider walks towards Brooke Pakistan Team

The results are encouraging: animal service providers (ASPs) showed a drastic improvement in practical skills, and more equids, compared to last year, now have access to essential healthcare. Most providers are already performing well, with nearly 8 out of 10 reaching a "Good" score. For those still learning, especially newer trainees, continued mentoring will help them grow stronger in their practice.

- 940 Mentoring Visits carried out under the AHMF rubric with AHPs (64 Brooke Associates, 233 Govt. Vets, 117 Private Vets, 308 Govt. Para-vets, 218 Private Para-vets) to strengthen skills, confidence, and compassionate service delivery.
- 77% Average Skills Practice achieved by ASPs this quarter (Q1–2025/26), up from 72% last year.
- 17% Animals Accessing Essential Healthcare Resources, compared to 14% in the same period last year.
- 77.83% of AHPs now fall into the Good Score Category, showing consistent quality improvement.
- 5% AHPs Unsatisfactory / 17% Require Improvement – mainly newly trained providers needing continued AHMF engagement.
- Medicine Kit Content & Maintenance Score: 36.17%, identified as an individual AHP-level gap rather than a systemic shortage of veterinary medicines.

Stronger Steps Through Better Shoeing

Global Farriery Programme (FMF)

For working horses, donkeys, and mules, healthy hooves are everything. This quarter, Brooke Pakistan carried out 490 mentoring visits with trained farriers to sharpen their skills in safe shoeing and trimming. The results are encouraging; 75% of farriers are now delivering acceptable safe shoeing services, a rise from 69% last year. Access to proper kits and tools has also grown, with 34% of farriers now equipped compared to 25% previously. The focus remains on the five critical elements of safe shoeing from crafting shoes in the right sizes to ensuring a perfect fit. Brooke's master farriers are leading by example, mentoring street farriers and sharing techniques that reduce pain and prevent injuries. Every improvement means animals walk easier, work better, and live healthier lives.



Brooke Pakistan master farrier shows how it should be done to the street farriers

Medicines That Matter

This quarter, Brooke Pakistan made essential treatments more accessible for working animals. Through 86 meetings with medicine storekeepers and 37 regional meetings with livestock departments, 30 vet stores now stock equine-specific and multispecies medicines. As a result, 17% of animal service providers have access to essential resources, up from 14% last quarter, while kit maintenance scores improved to 35% from 31% last year. With more pain relief and antibiotics available where they're needed, equine owning families can now count on quicker, better care for their animals.

Turning Research Into Real Change

At Brooke Pakistan, research is not just knowledge, it is action. This quarter, findings from our participatory studies have directly improved the lives of working animals and the communities that depend on them.

- In Tharparkar, harmful hobbles are being replaced with soft rope halters, protecting donkeys from painful wounds.
- In Bahawalpur, research on packsaddle injuries was shared in a multi-stakeholder workshop with AHPs, academia, and community members, sparking dialogue on safer practices.
- Findings from the Disaster Risk Management (DRM) Survey were officially shared with the Livestock Department and PDMA Sindh. DG Livestock Dr. Hizbullah Bhutto and PDMA's Dr. Ajay Kumar, endorsed the research and expressed readiness to collaborate on future interventions.

■ **Looking forward:** Next quarter, Brooke Pakistan will host an In-Country Harnessing Workshop (August 16), send two staff members to the Global CH4L Workshop in the UK, and celebrate SPOS Equine Education Scholar Dr. Irfan Maqsood's visit to the UK for BEVA Congress and RVC placement.

In Action, In Impact, In Pictures

Every frame speaks of hope and care



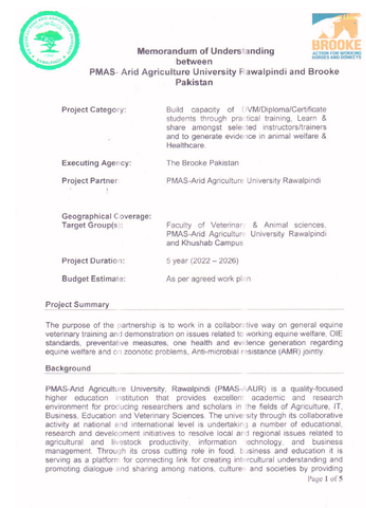
A Historic First for Equine Education in Pakistan

For the first time in Pakistan's history, equine health now has a place in formal higher education. After sustained advocacy and collaboration, Brooke Pakistan and Arid Agriculture University Rawalpindi's Khushab Campus have launched a six-month Diploma in Equine Health and Management.

This groundbreaking program, approved by the university's higher authorities, will train students in the science and care of working horses, donkeys, and mules, giving them the skills to improve animal welfare and support the communities that rely on them. The inaugural batch begins on 1st September, marking a milestone moment for both education and equine care in Pakistan.



PMAS Arid Agriculture University, Rawalpindi, Admission advert



MoU between Brooke Pakistan and the PMAS Arid Agriculture university

Building Change Through Partnerships

DRM Work Through Partners

Kitchen Gardening Kits Distributed to Women Farmers

With support from the On-Farm Water Management (OFWM) Program, SRSO distributed 100 Kitchen Gardening (KG) kits including 29 to equine-owning women in District Larkana. Each drip irrigation kit promotes food security and income, while beneficiaries received demonstrations on harvesting and using kitchen gardening to enhance household nutrition and livelihoods.

Solar Home Systems Distributed to Equine-Owning Families

Under the Sindh Solar Energy Project, the Sindh government and SRSO distributed 550 solar systems across five districts, benefiting 138 equine owning families supporting energy access for marginalized communities and fostering rural development.

Water Management and Equine Welfare in Tharparkar

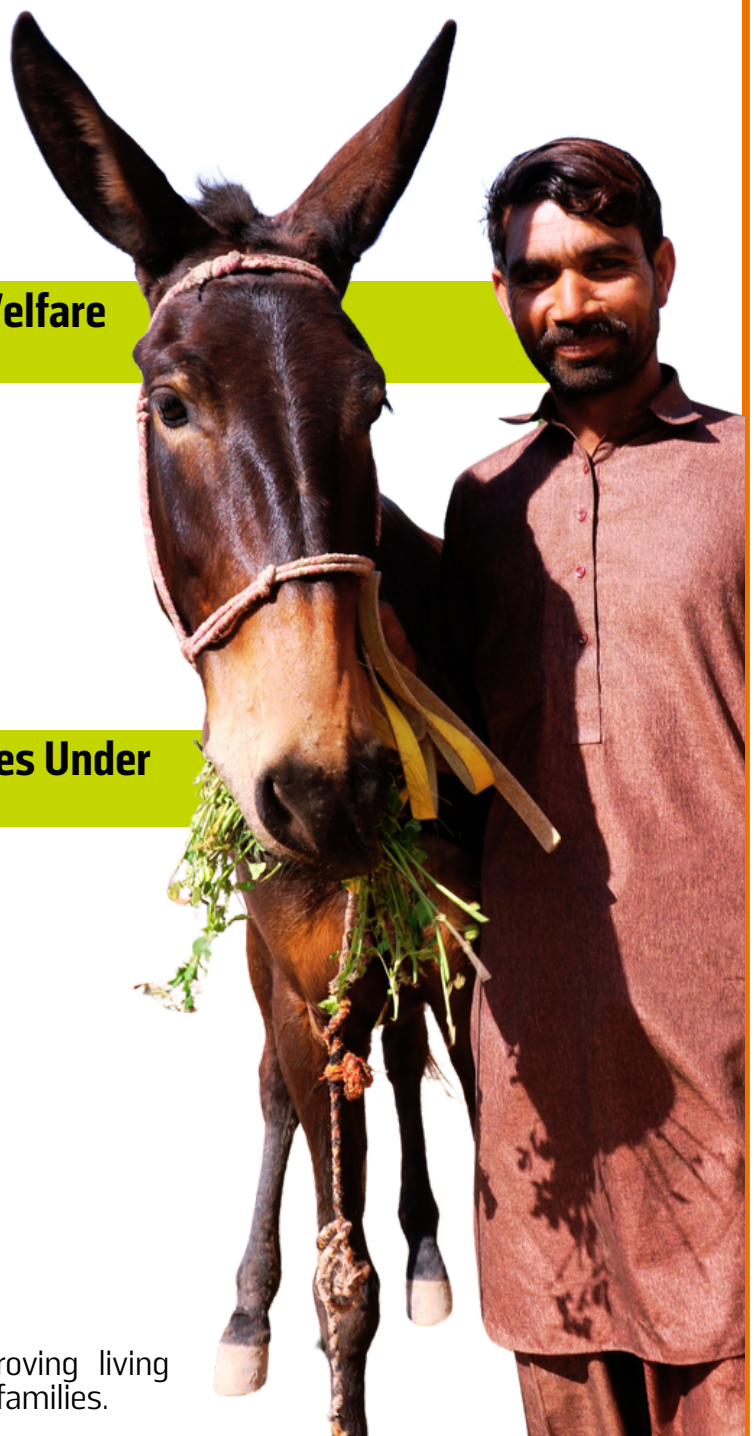
In Tharparkar, Brooke and Sukaar Foundation addressed water wastage and equine welfare by constructing dedicated donkey water troughs around tanks, including in Sayansar and Bilawal Otho village. This reduced water loss, improved access for donkeys, and promoted a healthier, more humane environment.

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This housing support is significantly improving living conditions for flood-affected equine-owning families.





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