



USAID BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP

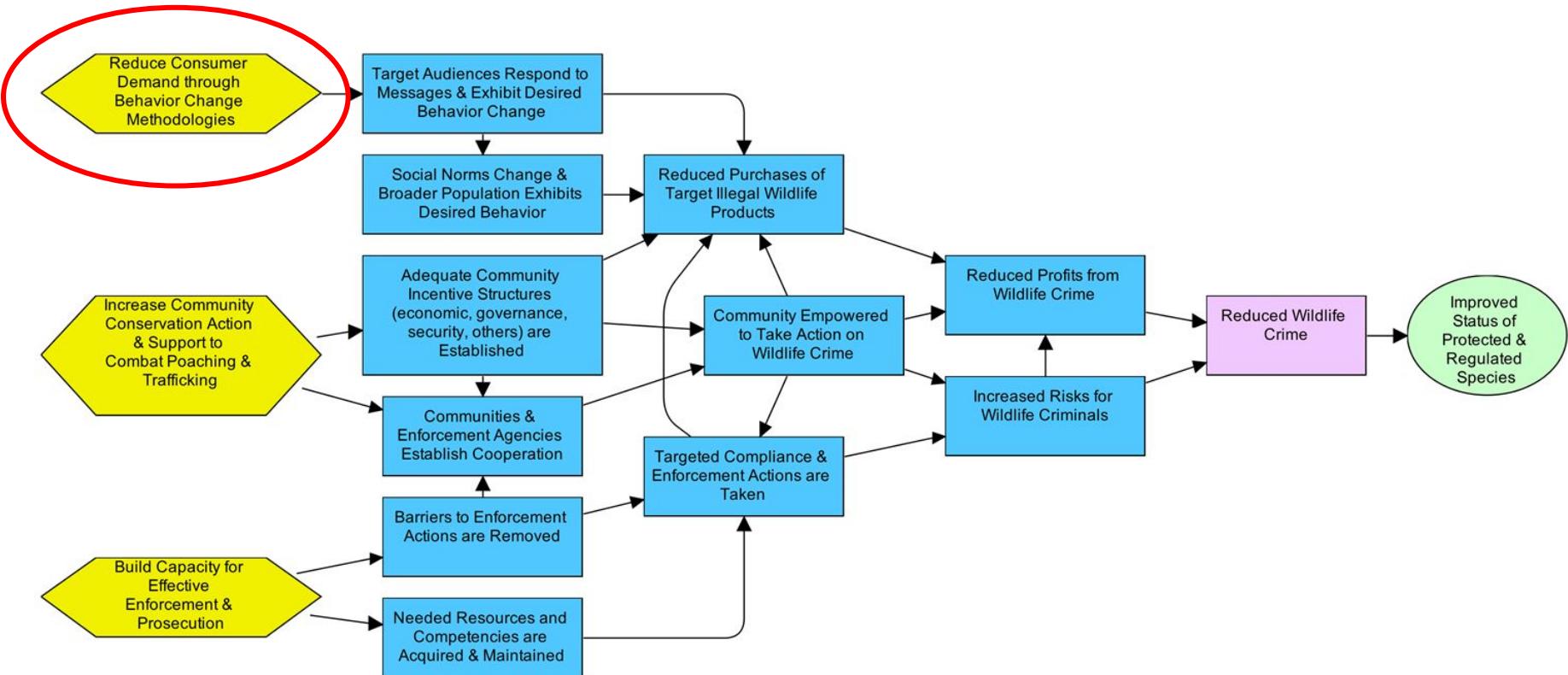
REDUCING CONSUMER DEMAND FOR ELEPHANT IVORY AND TIGER PARTS AND PRODUCTS

*How We Applied the Social and Behavior Change
Communication (SBCC) Planning Process*

USAID Wildlife Asia
December 9, 2020

*This presentation was produced for review by the United States Agency for International Development.
It was prepared by Environmental Incentives, Foundations of Success and ICF for the Measuring Impact II (MI2) Contract.*

USAID's CWT LEARNING AGENDA



USAID's CWT LEARNING AGENDA QUESTIONS:

Reduce Consumer Demand through Behavior Change Methodologies

Guiding question: What does effective demand reduction look like?

- What is the effect of reducing supply of illegal wildlife products as a consumer demand reduction strategy?
- What are the most appropriate metrics and methodologies for monitoring demand reduction activities, especially the link between attitudes and behavior change?
- Are certain messaging strategies more effective than others (i.e., positive messaging, messaging with enforcement information, etc.)?

USAID WILDLIFE ASIA AT USAID'S REGIONAL DEVELOPMENT MISSION FOR ASIA

Activity Focus

- Reduce consumer demand
- Build capacity for effective enforcement and prosecution



Dr. Craig Kirkpatrick
COR - USAID Wildlife Asia

Social and behavior change communication (SBCC):

- Partnerships with IFAW (China), TRAFFIC (Vietnam), WildAid and the Department of National Parks, Wildlife & Plant Conservation (Thailand)
- Nine campaigns in FY 2020: elephant, rhinoceros, pangolin, and tiger

SNEAK PEEK TO THE RESULTS

A review of SBCC processes and methods

- The 5-step “C-Module” planning process
- Case study: The Spiritual Beliefs campaign (Thailand, ivory & tiger parts)
 - Phase I: “A Good Life is Free of Killing”
 - Phase II: “No Ivory, No Tiger Amulets”

Evidence of effectiveness (2020 post-campaign versus 2018 baseline)

- Lower belief in the spiritual benefits of ivory and tiger products
- Higher belief in the social unacceptability of ivory and tiger products
- Reduction by half of individuals saying that they are likely to buy

... And a look at the realities of taking theory into practice

TODAY'S SPEAKERS



Eleanora De Guzman
USAID Wildlife Asia



Chinnapat Chin
USAID Wildlife Asia



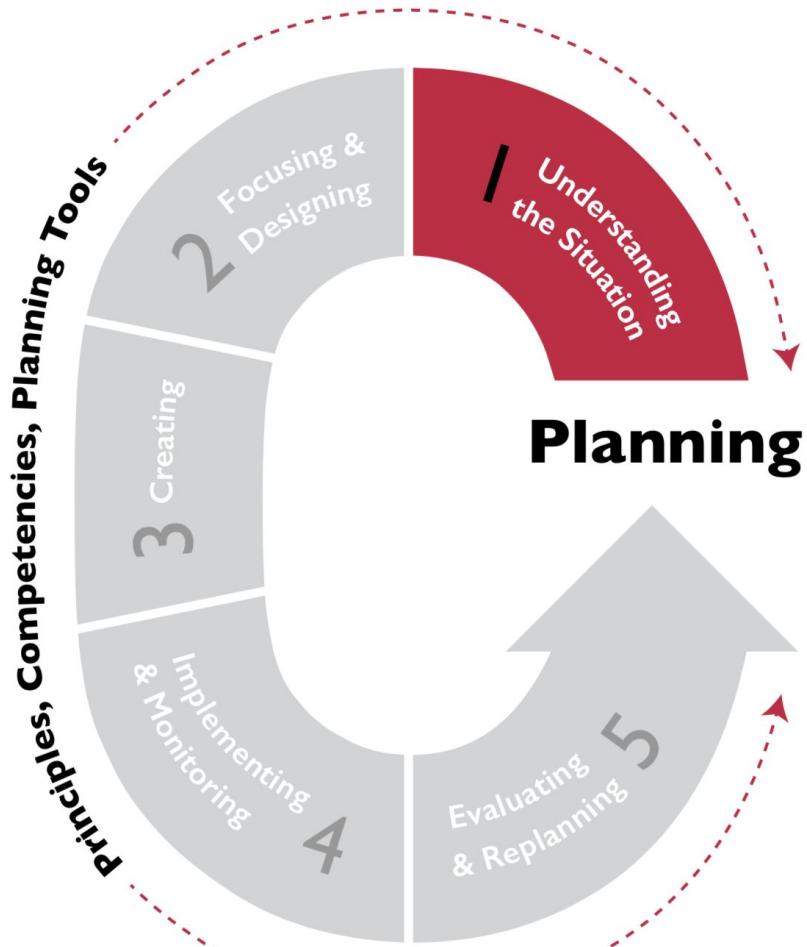
Rabia Mushtaq
WildAid

Social and Behavior Change Communication (SBCC) Planning Process



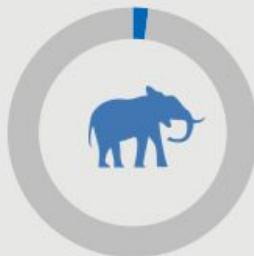
Source: Adapted from C-Modules: A Learning Package for Social and Behavior Change Communication
<https://www.fhi360.org/resource/c-modules-learning-package-social-and-behavior-change-communication>

Step I: Understanding the Situation and Target Audience



USAID WILDLIFE ASIA 2018 THAILAND CONSUMER RESEARCH: SURVEY – CONSUMPTION OF IVORY AND TIGER PRODUCTS

Own or use ivory / tiger products

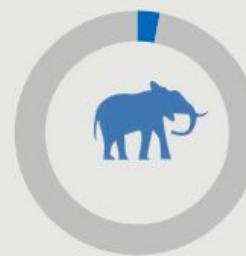


2%



1%

Intend to buy ivory / tiger products



3%



3%

WHAT DRIVES DESIRE FOR IVORY AND TIGER?

**Ivory's perceived Spiritual Benefits
to bring good luck and protect
from harm**



**Tiger's perceived Spiritual
Benefits to bring good luck and
protect from harm**



USAID WILDLIFE ASIA 2018 THAILAND CONSUMER RESEARCH: FOCUS GROUP DISCUSSIONS AND INDIVIDUAL INTERVIEWS INSIGHTS ON SPIRITUAL BELIEFS

- Strongly held, deeply ingrained; handed down from elders, family, religious leaders
- Not to be referred to as “superstitious”; intertwined with Buddhism, the monarchy, the supernatural
- *“You may not believe, but do not disrespect.”*



TARGET AUDIENCE PROFILE –

Users of Ivory and Tiger Products driven by spiritual beliefs

Male, 30-49 years old, affluent. Married with kids. Has at least vocational education. Small business owner, merchant or entrepreneur. Gets info on ivory or tiger products from internet or family, friends, social networks. Buys from physical stores or trusted individual sellers. Purchase range 5,000 - 11,000 THB.



Male



30-49
yrs



Married
with kids



Socio-economic
Status (High /
Middle)



Vocational /
Diploma

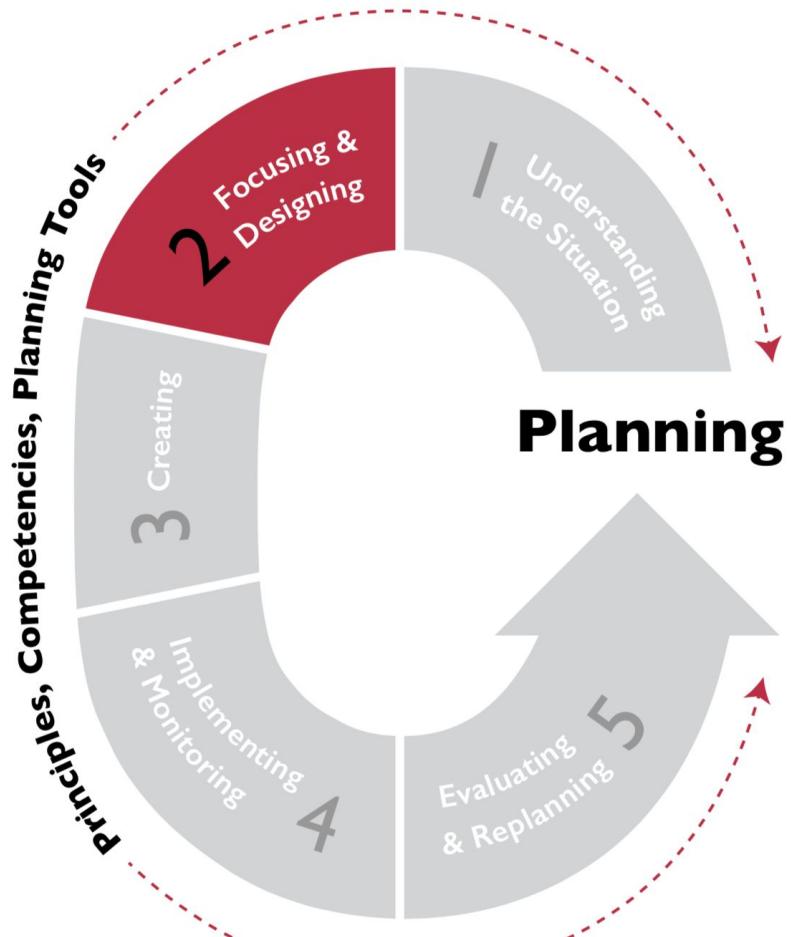


Merchants /
Business Owners

Step 2: Focusing and Designing the SBCC Strategy and Interventions



12/9/2020



SBCC STRATEGY AND INTERVENTIONS TO REDUCE DEMAND

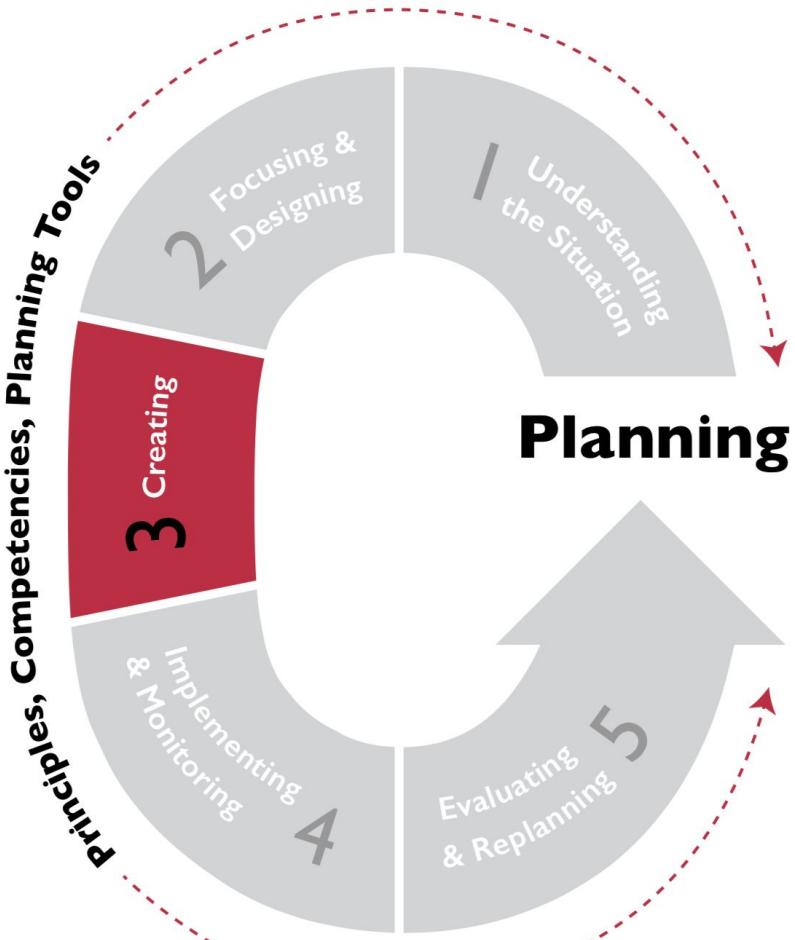
To change attitudes, behaviors and social norms, implement SBCC strategies:

I. Behavior Change Communication (BCC) – directly address and engage current and potential consumers through channels they regularly access

- media (social media)
- out-of-home media in locations that they frequent

2. Social Mobilization – mobilize those who influence beliefs (e.g., Buddhist monks) to expand audience reach and engagement through interpersonal interactions

Step 3: Creating Messages and Materials



Tested two message concepts among ivory/tiger users

May 6 and May 9, 2019



Concept I:

Mood & tone: Bold, hard-hitting, link to killing, “dark”

Tagline:

หยุดพรางชีวิตเค้า
เพื่อชีวิตเรา

Translation: Don't take another life
for our life.

Concept 2: Mood & tone: Positive, affirming, encouraging



โชคดี

ด้วยตัวคุณเอง

Tagline:

1. แค่ล้วนคาดด้วยตัวคุณเอง
2. โชคดีด้วยตัวคุณเอง
3. ประสบความสำเร็จด้วยตัวคุณเอง

Translation:

1. Avoid risk with your own capability.
2. Good luck comes from your own capability.
3. Make your own luck and success

Results - Test of Message Concepts

- **Concept 1 (dark) more appealing, believable and resonating**
- **Concept 2 (positive, affirming) not believable** – amulets are still needed to enhance the chance of success.
- Need **stronger images** to link the consequences of buying ivory/tiger products
- Include **actual products in key visuals**
- Use **keywords that resonate** such as *protection*
- Do not say beliefs are wrong; **raise questions to cast doubt**



Creative concept

Use Message Concept I - question and cast doubt:

- Phase 1 (with WildAid) – question the power to bring good luck
- Phase 2 – question the power to protect from harm
- Use same “Call to Action” for both Phases
- Well-known, credible monks and personalities to deliver message

PHASE I (with WildAid) - “A Good Life is Free of Killing” Campaign Message/Materials

Concept and Message: Cast doubt on the power of ivory and tiger parts to bring good luck.
Message delivered by respected Buddhist monk and two prominent celebrities known for charity work.



“Products that come from killing, are you sure they are auspicious?”



“Stop Buying, Stop Using Products from Ivory and Tiger”

KEY MATERIALS DEVELOPED, PRETESTED AND PRODUCED

1. One 60-second video
2. Three 30-second testimonial videos by influencers
3. Three key visuals
4. Online ad on amulet websites
5. Ads for bus shelters and sidewalks

Video: “A Good Life is Free of Killing”



PHASE 2 - “No Ivory, No Tiger Amulets” Campaign Message/Materials

Concept and Message: Cast doubt on the power of ivory and tiger to protect from harm.
Message delivered by respected Buddhist monk (Venerable Somphong).



“Do you think ivory and tiger fangs can really protect you? They can't even protect their own lives.”



“Stop buying, Stop Using Products from Ivory and Tiger.”

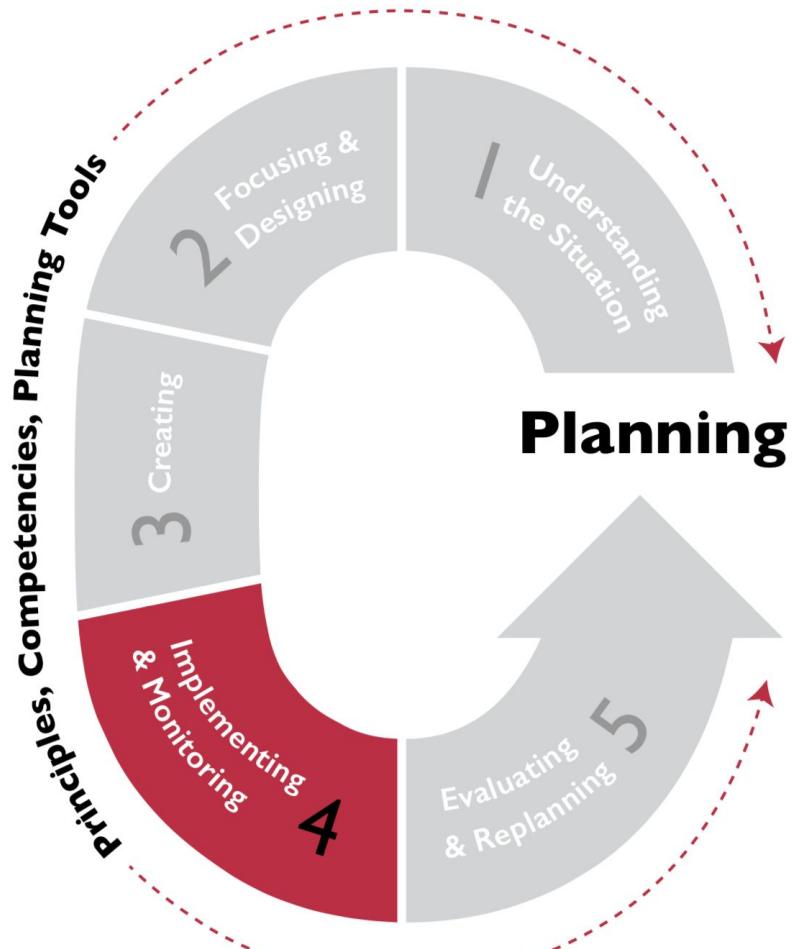
KEY MATERIALS DEVELOPED, PRETESTED AND PRODUCED

1. One 60-second video
2. 30-sec and 15-sec video versions
3. One key visual
4. Ad for tuk-tuk

Video: “No Ivory, No Tiger Amulets”



Step 4 : Implementing and Monitoring



PHASE I (with WildAid) – TARGETED DISSEMINATION



Bus Shelter
Nov 2019 – Feb 2020



Sidewalk
Nov 2019 – Feb 2020

Amulet website
Dec 2019 – July 2020



Facebook, Instagram
Nov 2019 – June 2020

ຫວຍສັຕງບໍາ
WILDAID



Amulet Magazine
June 2020



Newspaper Op Ed
May 29, 2020

PHASE I (with WildAid) – MEDIA RESULTS SUMMARY

PAID MEDIA



+ 22.8 Million Est. Reach
Out-of-home Media



+ 1 Million Views
+ 1.4 Million Engagements
Facebook, Instagram



976,000 circulation
Newspaper OpEd

EARNED MEDIA



+ 22 News Stories Earned
Following Press Launch



+ 280,000 Views
+ 749,000 Engagements
Facebook, Instagram



800,000 circulation
Earned OpEd and one
news coverage

PHASE 2 – TARGETED DISSEMINATION



Tuk Tuk
June 2020



Facebook, Instagram
April 27 – June 21, 2020

A screenshot of the Pantip Online Forum homepage. The top navigation bar includes the Pantip logo and links for 'Desktop Version' and 'Mobile Version'. The main content area features a large banner with the text 'เขี้ยว งา ปักป้องกันได้จริงหรือ?' (Can tusks and ivory really protect us?) and images of an elephant and a tiger. Logos for USAID and TDF are visible at the bottom of the banner. The overall theme of the page is dark purple.

Pantip Online Forum
April – June 2020

PHASE 2 - MEDIA RESULTS SUMMARY



+ 1.9 Million Est Reach
Tuk Tuks



+ 2.6 Million Views
+ 26,000 Engagements
Facebook and Instagram



+ 600,000 Views
Pantip Online Forum

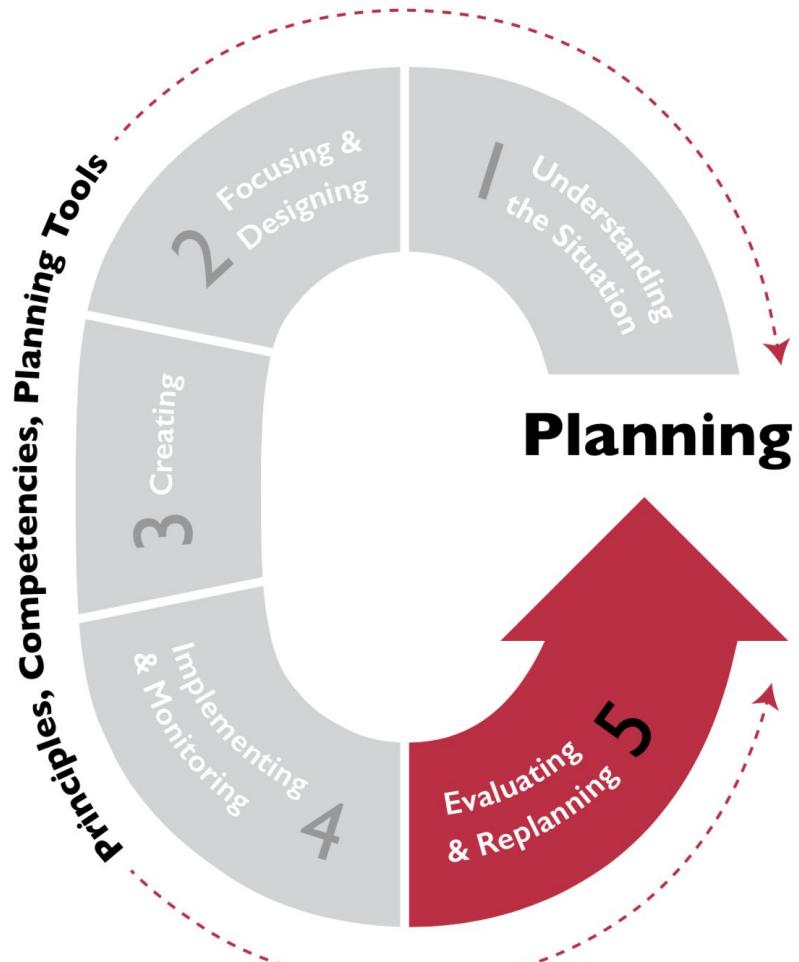
SOCIAL MOBILIZATION - complement BCC Strategy

Partnership with International Network of Engaged Buddhists (INEB)



- October 2020 Workshop - 20 Buddhist monks + 10 nuns from temples in Thailand to echo campaign messaging through dharmas and interactions with followers
- 2 more activities planned in 2021

Step 5 : Evaluating and Replanning



RAPID ONLINE MONITORING SURVEY – July 2020

To determine:

- I. Recall of one or more of the four Thailand campaigns (includes Spiritual Beliefs Phases I and 2)
2. Changes in desired attitudes, social acceptability, and intention to use among those exposed to the campaigns vs. data from similar sample of the 2018 Thailand consumer research

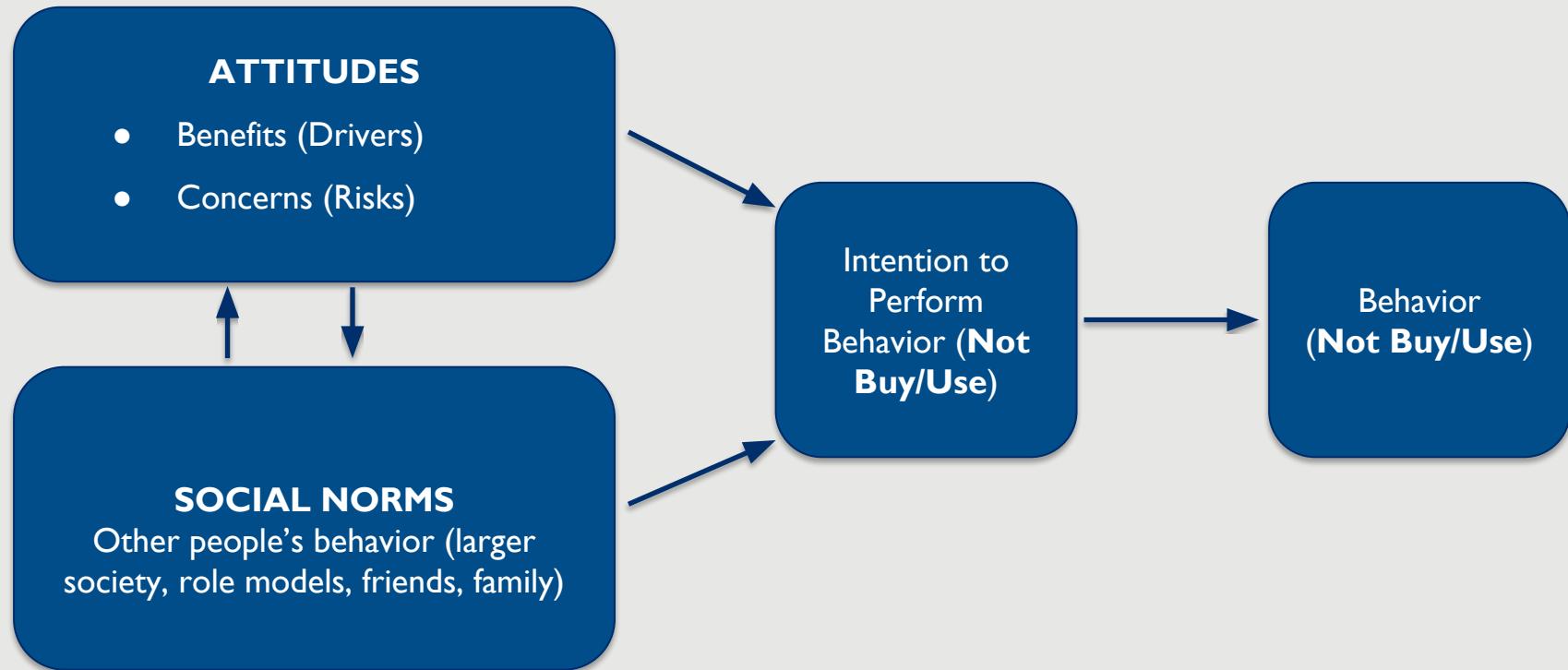
SURVEY DESIGN

Methodology	Online quantitative survey through Survey Monkey
Instrument	Questionnaire with 40 questions, mostly same as 2018 Consumer Research. Questions on ad recall asked last.
Sample (N=421)	<p>Randomly selected based on selection criteria:</p> <ul style="list-style-type: none">• Adults 18 – 49 years old• Living in Bangkok and outskirts for at least 12 months• HH income of at least 35,000 THB per month• Own or bought ivory or tiger products OR had the intention to buy any of these products in the past 3 years <p>Above are same demographic characteristics of current/potential consumers revealed by the 2018 Thailand consumer research</p>
Data collection period	July 2020
Protocol and ethical approval	FHI360 IRB and Chulalongkorn University IRB
Data collection and tabulation	Kanokwan Suwannarong, Ph.D, SUPA 71 Co. Ltd.

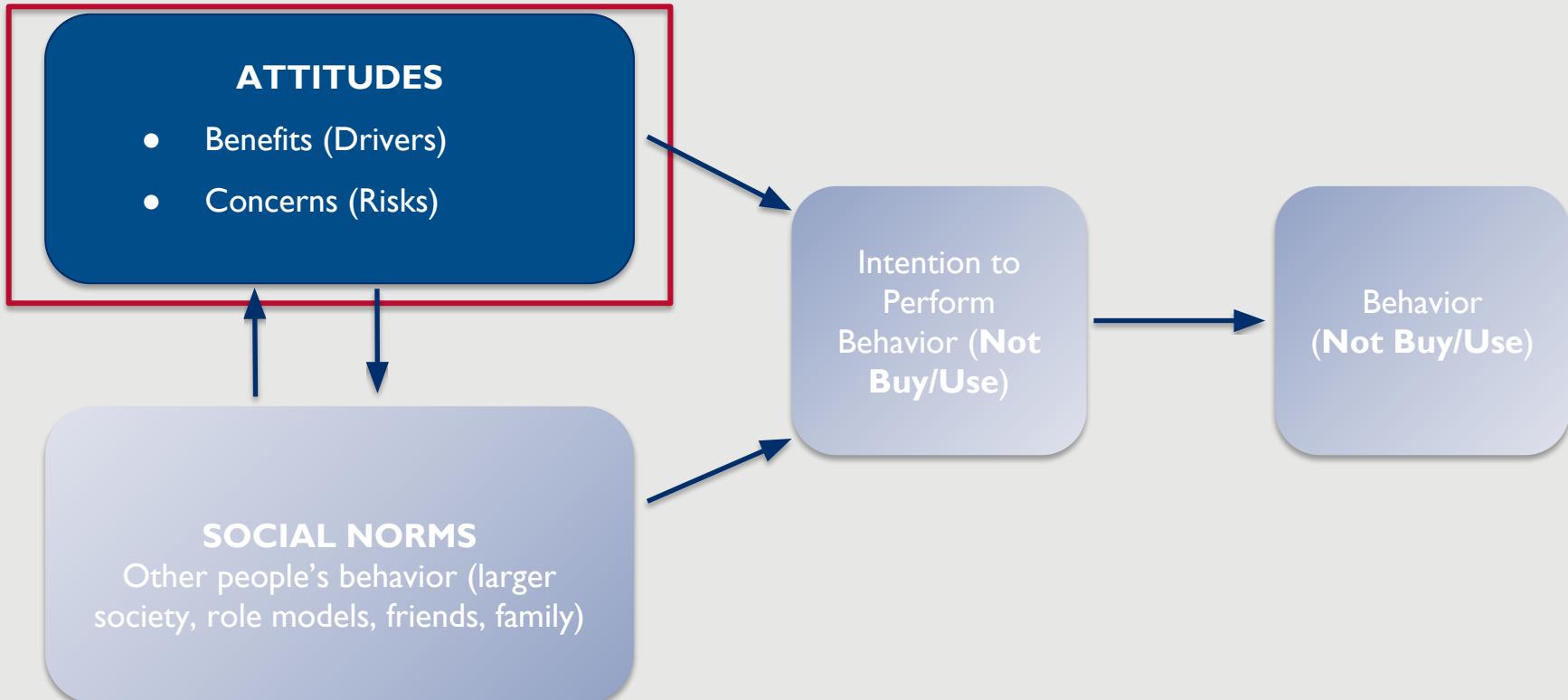
2018 CONSUMER SURVEY AND 2020 SURVEY

	2018 Baseline (N=550 booster)	2020 Round (N= 421)
Consumption Characteristics	45% ivory or tiger owners; rest intenders	70% ivory or tiger owners; rest Intenders

BEHAVIOR CHANGE CONTINUUM (Demand Reduction) – Simplified Model (TOC)



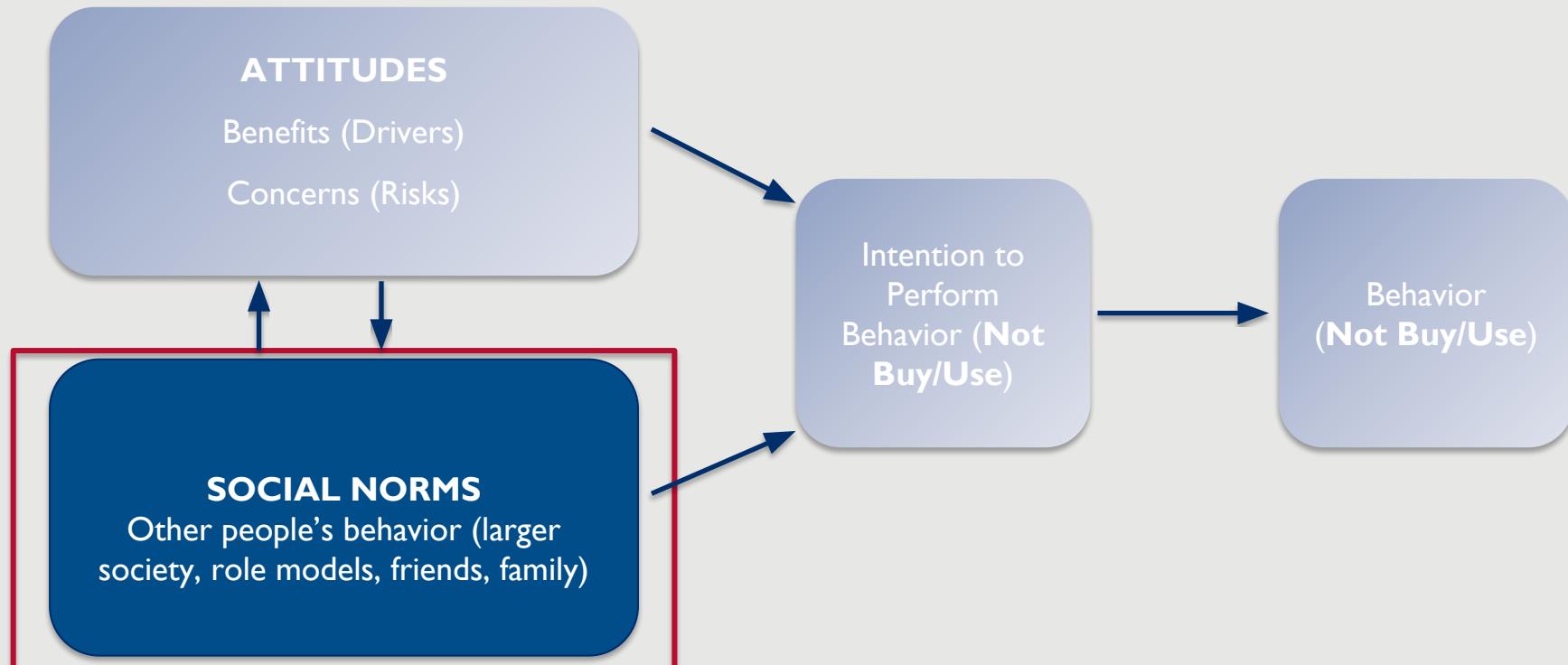
BEHAVIOR CHANGE CONTINUUM (Demand Reduction) – Simplified Model (TOC)



Survey Metrics (Demand Reduction Indicators)

Attitudes	Same Questions as asked in Baseline
Spiritual beliefs – ivory and tiger	<p>Reduce Perceived Benefit (Decrease Agreement):</p> <ul style="list-style-type: none">• Ivory/tiger products bring good luck/fortune• Ivory/tiger products protect from evil/harm <p>Increase Perceived Concern (Increase Agreement):</p> <ul style="list-style-type: none">• Ivory/tiger's spiritual power is unfounded• Ivory/tiger products are associated with cruelty and extinction of elephants/tigers

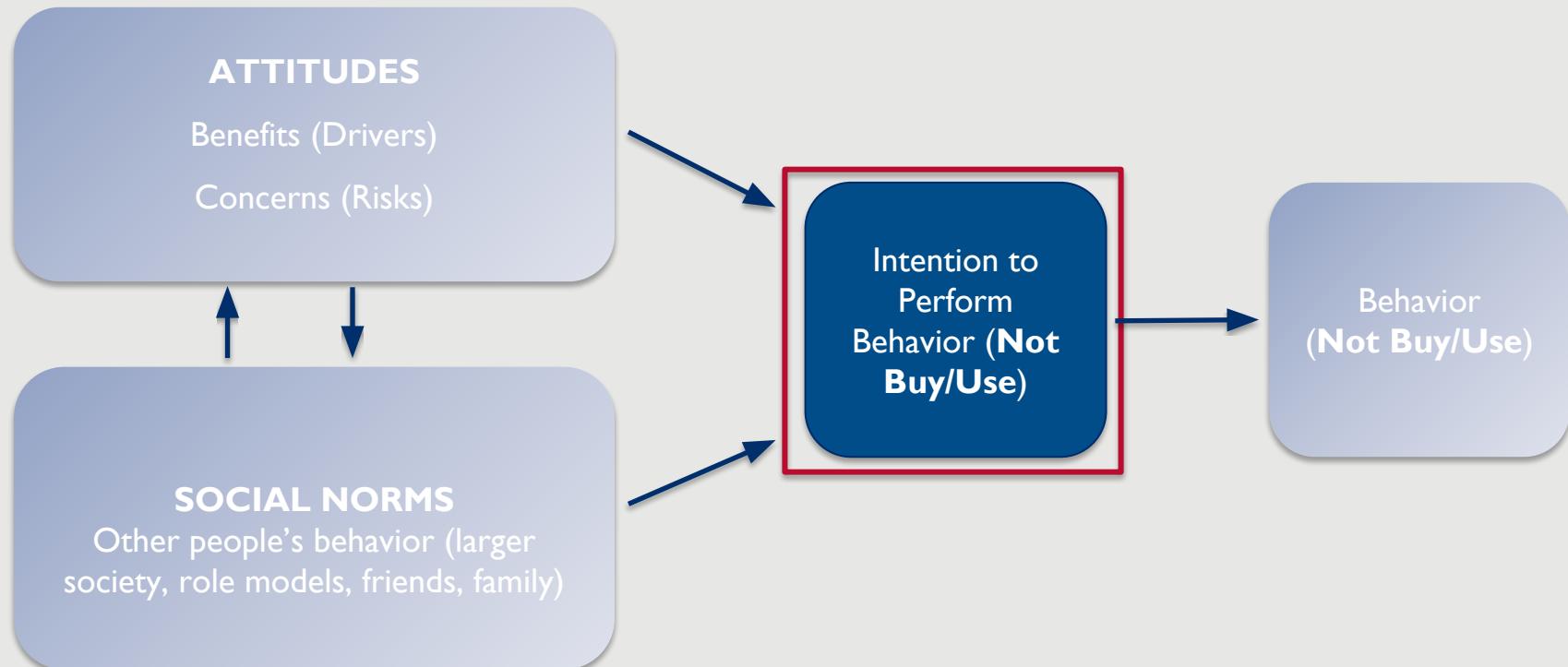
BEHAVIOR CHANGE CONTINUUM (Demand Reduction) – Simplified Model (TOC)



Survey Metrics (Demand Reduction Indicators)

	Questions in Baseline
Social norms/acceptability	Increase Perceived Social Unacceptability (Increase Agreement): <ul style="list-style-type: none">Buying/owning ivory and tiger is not acceptable among my family/friends.

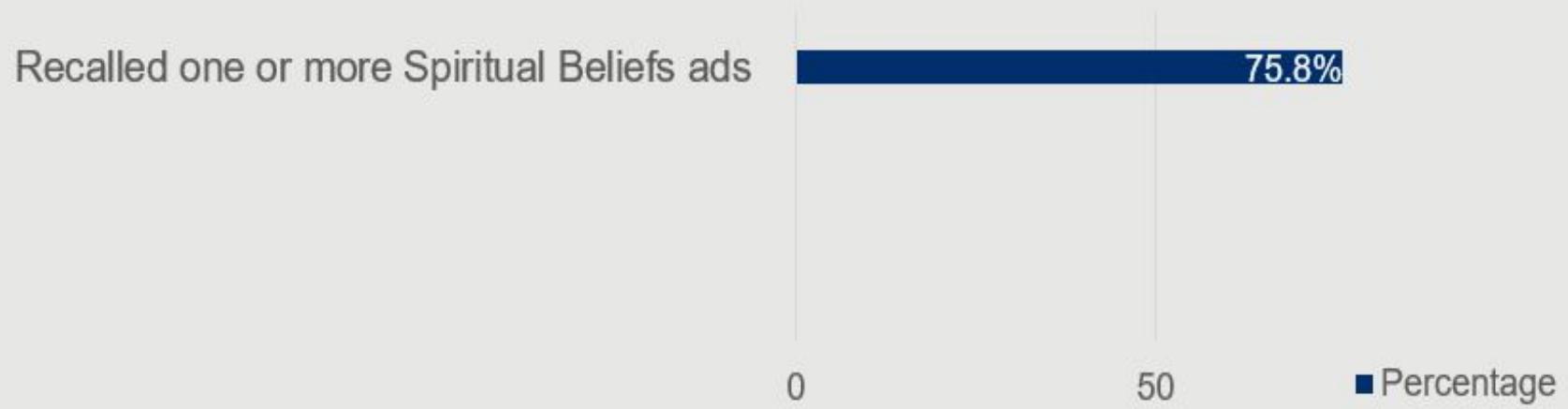
BEHAVIOR CHANGE CONTINUUM (Demand Reduction) – Simplified Model (TOC)



Survey Metrics (Demand Reduction Indicators)

	Questions in Baseline
Intention to purchase in future	Increase NO Intention to Buy: <ul style="list-style-type: none">• How likely will you be to buy ivory/tiger products in the future?

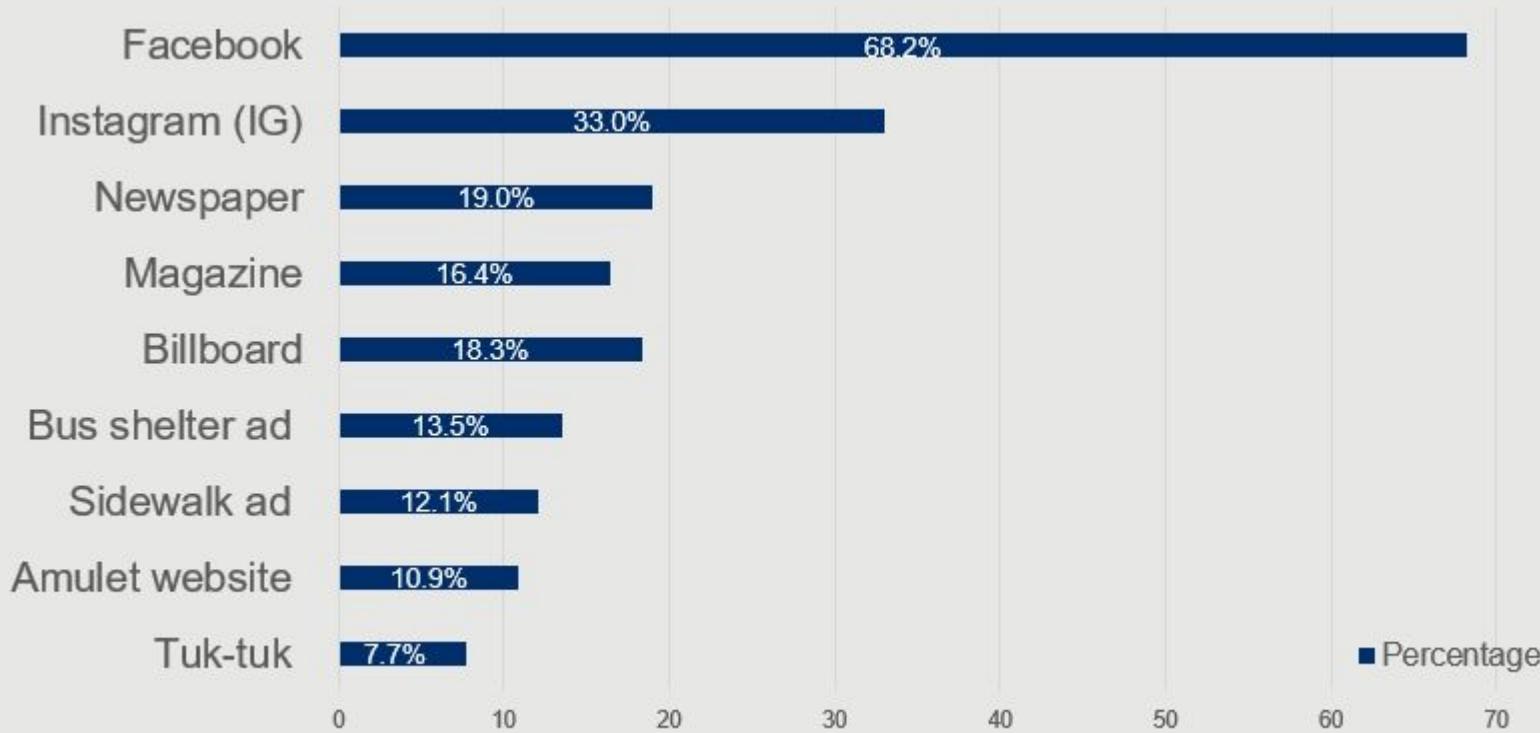
ADS RECALLED PER CAMPAIGN (N = 421)



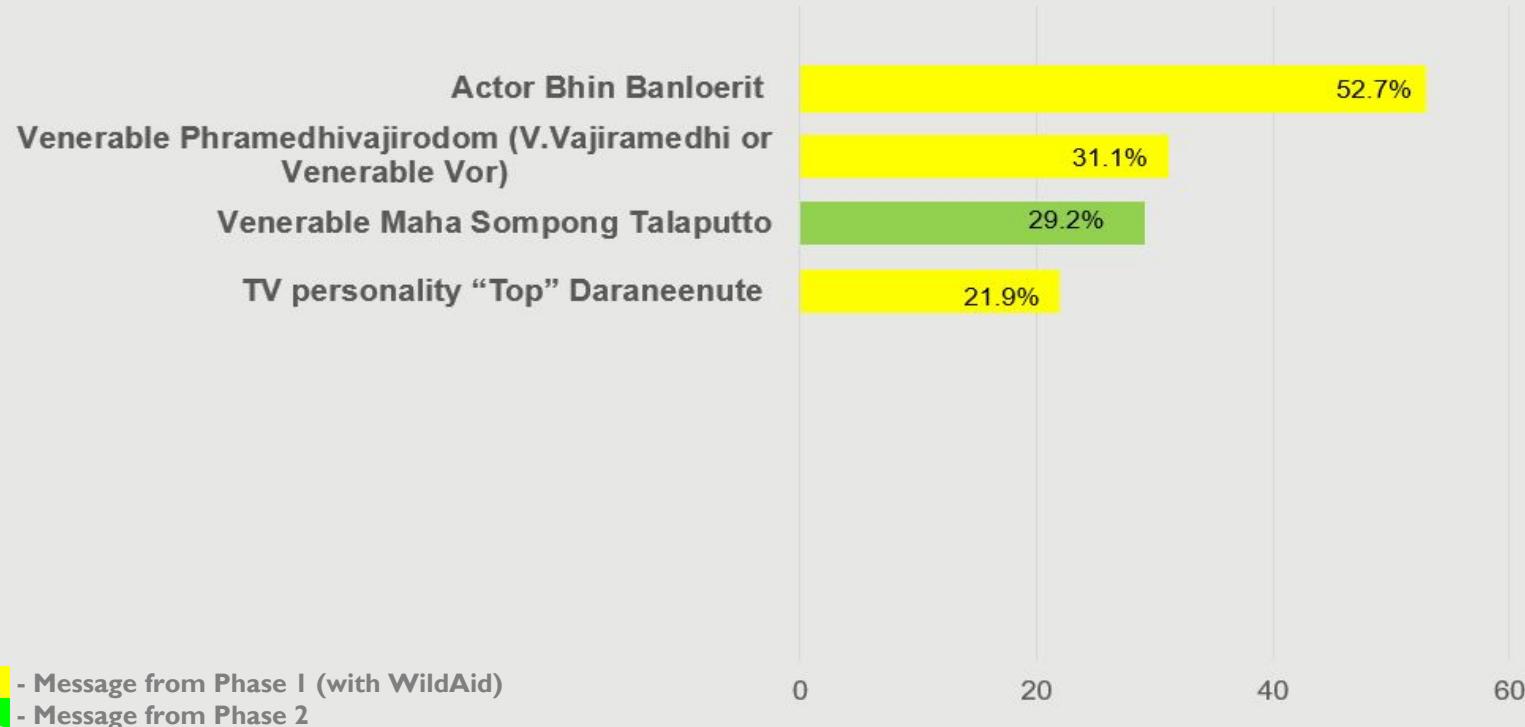
ADS RECALLED (N = 421)

CAMPAIGN - AD	PERCENT(N=421)
Spiritual Beliefs:	
• Stop buying, stop using products made from tiger and elephant ivory.	42.3
• Products that come from killing, are you sure they are auspicious?	29.9
• You want a good life, but why take the life of another?	28.5
• Do products created from death bring you value or make you the killer?	24.2
• How could ivory and tiger fang protect you when these animals could not protect themselves?	21.1
• Have you ever asked yourself, you want to have a good life but why take a life?	17.8
• Can tiger fang and ivory really protect you?	17.8
 Message from Phase 1 (with WildAid)	
 Message from Phase 2	
 Call To Action	

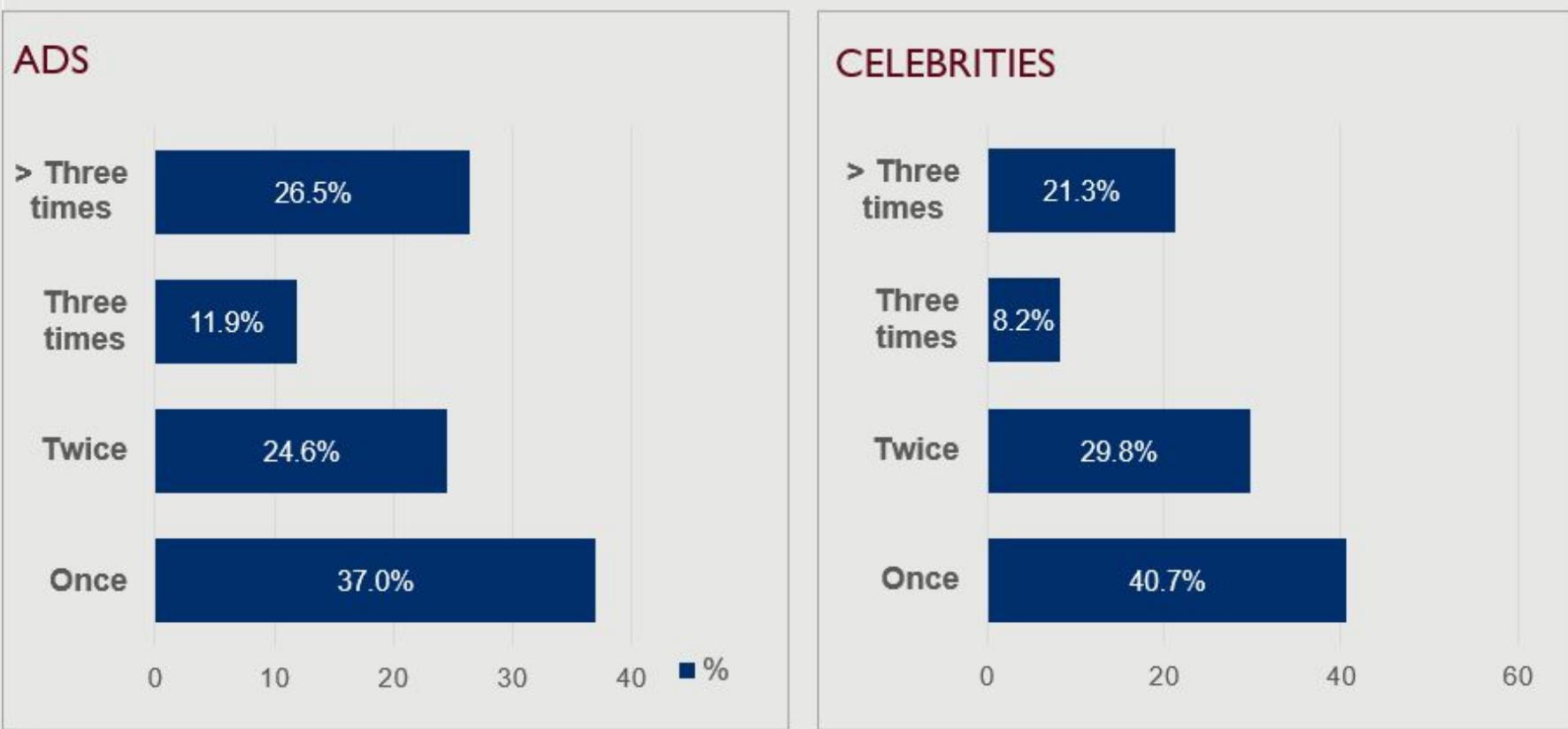
CHANNELS WHERE ADS WERE SEEN/HEARD (N = 421)



CELEBRITIES TALKING ABOUT MESSAGE SEEN/HEARD (N = 421)



FREQUENCY (# OF TIMES) ADS OR CELEBRITIES SEEN/HEARD (N=421)

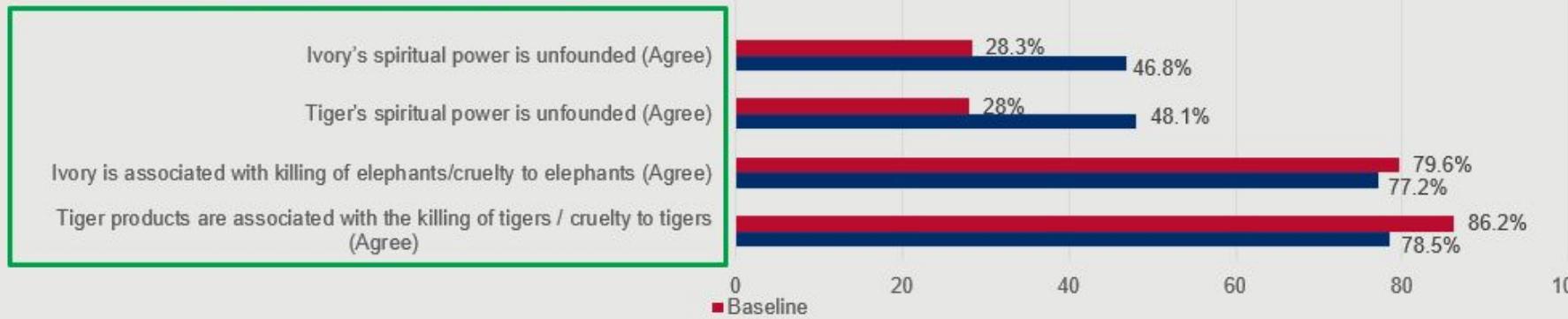


CORRELATIONS: 2018 AND 2020 SURVEYS – ATTITUDES

Perceived Product Benefits (Reduce)

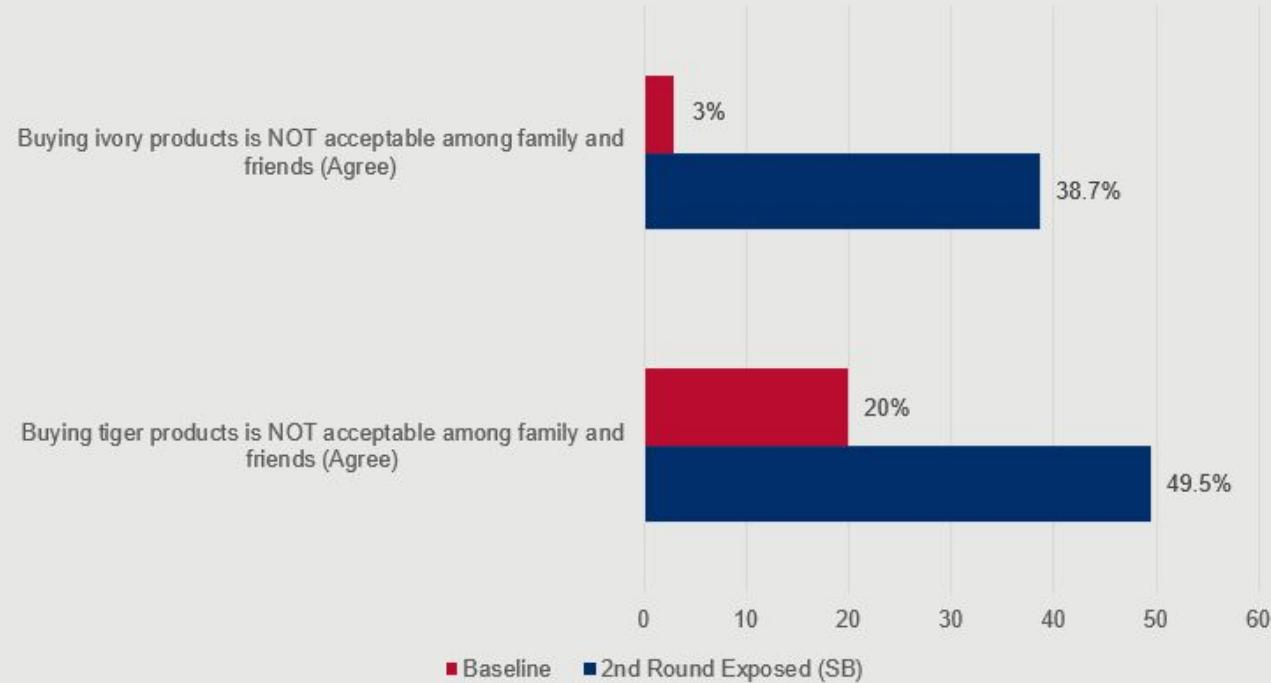


Perceived Concerns (Increase)

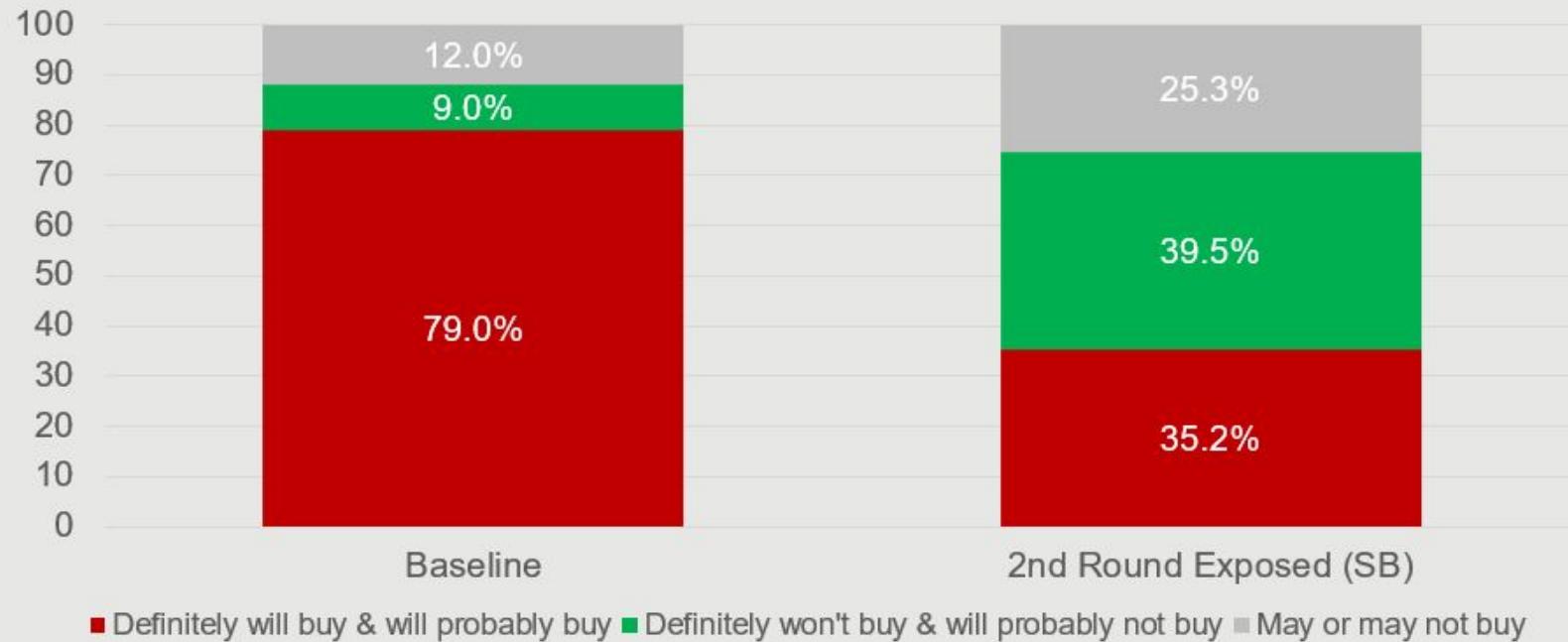


Baseline (N=550), 2nd Round (N=421, *N for each subset varies dependent on campaign exposure)

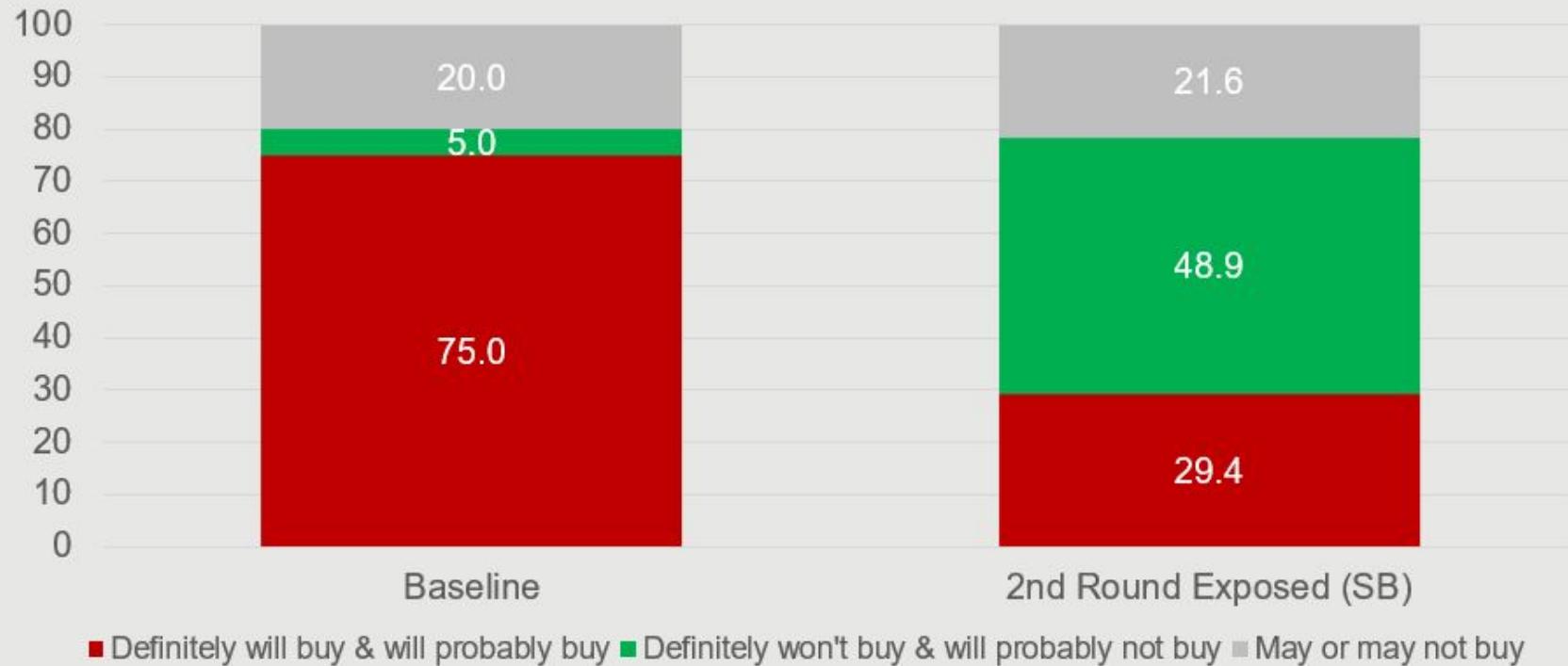
CORRELATIONS: 2018 AND 2020 SURVEYS – PERCEIVED SOCIAL ACCEPTABILITY – INCREASE AGREEMENT



CORRELATIONS: 2018 AND 2020 SURVEYS - HOW LIKELY ARE YOU TO **BUY IVORY PRODUCTS** IN THE FUTURE?



CORRELATIONS: 2018 AND 2020 SURVEYS – HOW LIKELY ARE YOU TO **BUY TIGER PRODUCTS** IN THE FUTURE?



CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION	RECOMMENDATION
<p>Messaging questioning/casting doubt on spiritual beliefs working. Large improvements in Desired Attitudes. Need to further decrease perceived Benefits and increase perceived concerns.</p>	<p>Sustain Media campaign in 2021. Current campaign was of very short duration (8 weeks average). Campaigns need time to change attitudes and behaviors.</p> <p>Note other campaigns run for several years.</p>
<p>Re. message linking ivory and tiger products to killing/cruelty. Agreement already high in 2018 (80% average). No significant change in 2020. Message may have reached saturation, no longer resonating.</p>	<p><u>Linking consumption to animal killing/cruelty alone (conservation messaging)</u> no longer resonating. Rather, use of religious teaching (e.g., Buddhism) linking one's "good life" with preserving other forms of life may be more effective.</p>

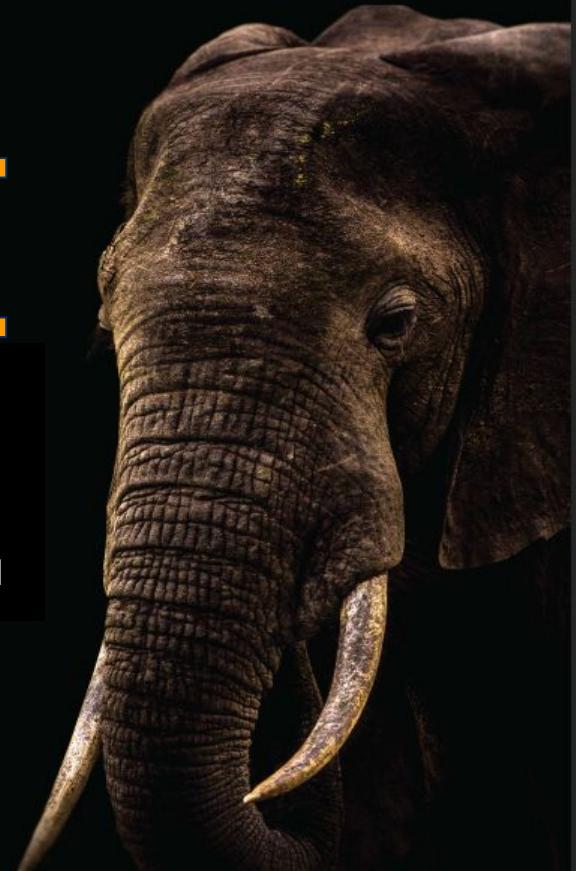
CONCLUSION	RECOMMENDATION
Use of monks and credible celebrities effective.	Continue to feature monks and credible messengers. Expand engagement of monks and nuns for social mobilization.
Perception of Social Unacceptability greatly increased (now 39% for Ivory, 50% for Tiger); need to further increase % to majority.	Sustain Media campaign and strengthen Social Mobilization; increase social unacceptability through religious groups and other influencers close to consumers (“people like me”)
Intention to NOT Buy greatly increased (now 40% for Ivory, 49% for Tiger); need to further increase % to majority. Focus on “undecideds” who may/may not buy.	Sustain Media and Social Mobilization campaign for to increase frequency of exposure and engagement; increase proportion of those who Intend to NOT buy to a larger majority > significantly reduce future consumption and demand.

ชีวิตดีต้องไร้ฆ่า ไม่พึงเขี้ยวงา

GOOD LIFE IS FREE OF KILLING
#NolvoryNoTigerAmulets

IMPLEMENTATION PERSPECTIVE

Presented by Rabia Mushtaq, WildAid



HOW WE GOT HERE - IMPLEMENTATION PERSPECTIVE



73 Media
(Online, Print, Social Posts and
out-of-home media)



+ 1.2 Million Views on
Facebook, Instagram



+ 2 Million Engagements
on Facebook and Instagram



+ 24.2 Million Reached
Out-of-home and online

Paid and Earned Media



3 of 3 influencers
among top 4 most
recalled among
survey respondents



4 of 5 campaign
messages
among top 5 most
recalled message
among survey
respondents

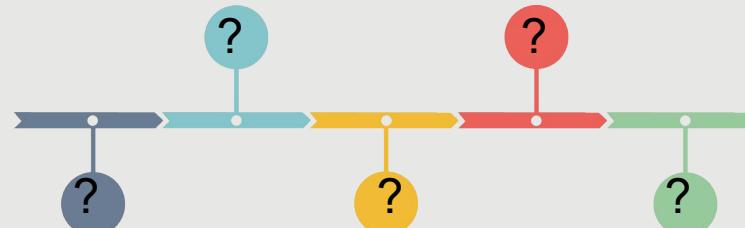
*According to USAID Wildlife Asia's rapid online monitoring survey conducted in July 2020 (N=421)

IMPLEMENTATION CHALLENGES

A GOOD LIFE IS FREE OF KILLING CAMPAIGN

- **CAMPAIGN TIMELINE**

Timeline needs to be flexible, consider current issues in society and availability of influencers, especially if its a pro-bono partnership.



- **SECURING TARGETED MEDIA PLACEMENTS:**

Declined by media outlets such as amulet magazines and websites because message was too targeted and could make their audience uncomfortable. We revised the strategy to extend placements in other willing media outlets.



IMPLEMENTATION CHALLENGES

A GOOD LIFE IS FREE OF KILLING CAMPAIGN



- **INFLUENCERS AND POLITICS**

Few sentiments post-launch calling the campaign for being one-sided, which was not intentional, as the influencers were selected based on pre-tests conducted with representatives of the target audience. In future, we would ensure influencers are diverse not only in their background, gender but also political views.



- **LOCATION BASED SMS**

Service provider declined. Message was too sensitive and targeted. The audience couldn't be selected, would work better with awareness raising campaign.



- **ENGAGING SOCIAL MEDIA INFLUENCERS:**

Social media influencers prefer news that is current, trending, linked with an important date and most importantly leaves room for co-creation.

LESSONS LEARNED - WHAT WORKED?

A GOOD LIFE IS FREE OF KILLING CAMPAIGN

- **PRE-TESTS WORKS**

Opportunity to test influencers, storyline and key visuals, can help ensure likeability and shareability of the campaign materials..



- **STRONG MESSAGE AND VISUALS TO TARGET SPIRITUAL BELIEFS IN THAI AUDIENCE**

Response from pretests and sentiments on the video online confirmed that strong messages and key visuals work, especially when paired with a message that appeals to the audience's motivations and beliefs.

LESSONS LEARNED - WHAT WORKED?

A GOOD LIFE IS FREE OF KILLING CAMPAIGN



- **FACEBOOK ADVERTISING WORKS**

We can choose to reach the audience group we are targeting, for the duration we want and also see real-time reactions and discussions.

- **INFLUENCERS *AT THE TIME OF THE CAMPAIGN***

Influencers public image and mass following played a role in the “likeability, shareability and credibility” of the campaign. Similar demographics between influencers and target audience, can make content relevant and resonating to the audience.

- **MORE THAN ONE INFLUENCER**

Having three influencers allowed us to target different audiences and also gave us more options for media placements.



QUESTIONS & ANSWERS



USAID BIODIVERSITY
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COLLABORATIVE LEARNING GROUP



LEARNING GROUP RESOURCES

- CWT Learning Group Site: <https://rmportal.net/combating-wildlife-trafficking>
- CWT Learning Agenda: <https://rmportal.net/combating-wildlife-trafficking/learning-agenda>



USAID
FROM THE AMERICAN PEOPLE

Thank You!

Megan Hill, Environment Protection Specialist
Biodiversity Team
mhill@usaid.gov

