



Reducing Consumer Demand for Wildlife and COVID-19: Responses from the Field

AS YOU LOG IN, PLEASE:



Confirm you can hear the audio and please put yourself on mute with video off. Reach out to Meredith Ferris, our tech producer, in the private chat with any issues.



In the chat box, share

1. Where you are joining from (country or region), and
2. In one word, what has been your COVID-19 experience?

In one word, what has been your COVID-19 experience?

A word cloud centered on the word "complicated". The word is written in a large, bold, purple font. Surrounding the central word are several smaller, semi-transparent words in various colors: "solitary" (teal), "garden" (blue), "tiring" (green), "uncertainty" (purple), "awesome" (teal), "strange" (blue), "frustrating" (purple), and "visits" (green). The background is white.

tranquility
complicated
solitary
garden
tiring
uncertainty
awesome
strange
frustrating
visits

TECHNOLOGY TIPS



- Mute audio.
- Keep video off.
- Message @Meredith Ferris if you have any technology issues or email mferris@seek-project.com if you are having trouble logging in.



- Submit questions and comments in the chat to **Everyone**.
- Use **@ with a person's name** to ask a question or reply to a specific comment.
- Presenters will be responding to **Q&A through the chat box**.

TODAY'S WEBINAR

AGENDA

Overview

From the Field Presentations and
Chat box Q&A

Discussion

Wrap-up

SPEAKERS

- ❖ **Jan Vertefeuille and Robin Naidoo**, World Wildlife Fund (WWF)
- ❖ **Trinh Nguyen**, USAID Wildlife Asia
- ❖ **Grace Ge Gabriel**, International Fund for Animal Welfare (IFAW)
- ❖ **Nuthatai (Nuch) Chotechuang and Hong Hoang**, WildAid
- ❖ **Gayle Burgess**, TRAFFIC

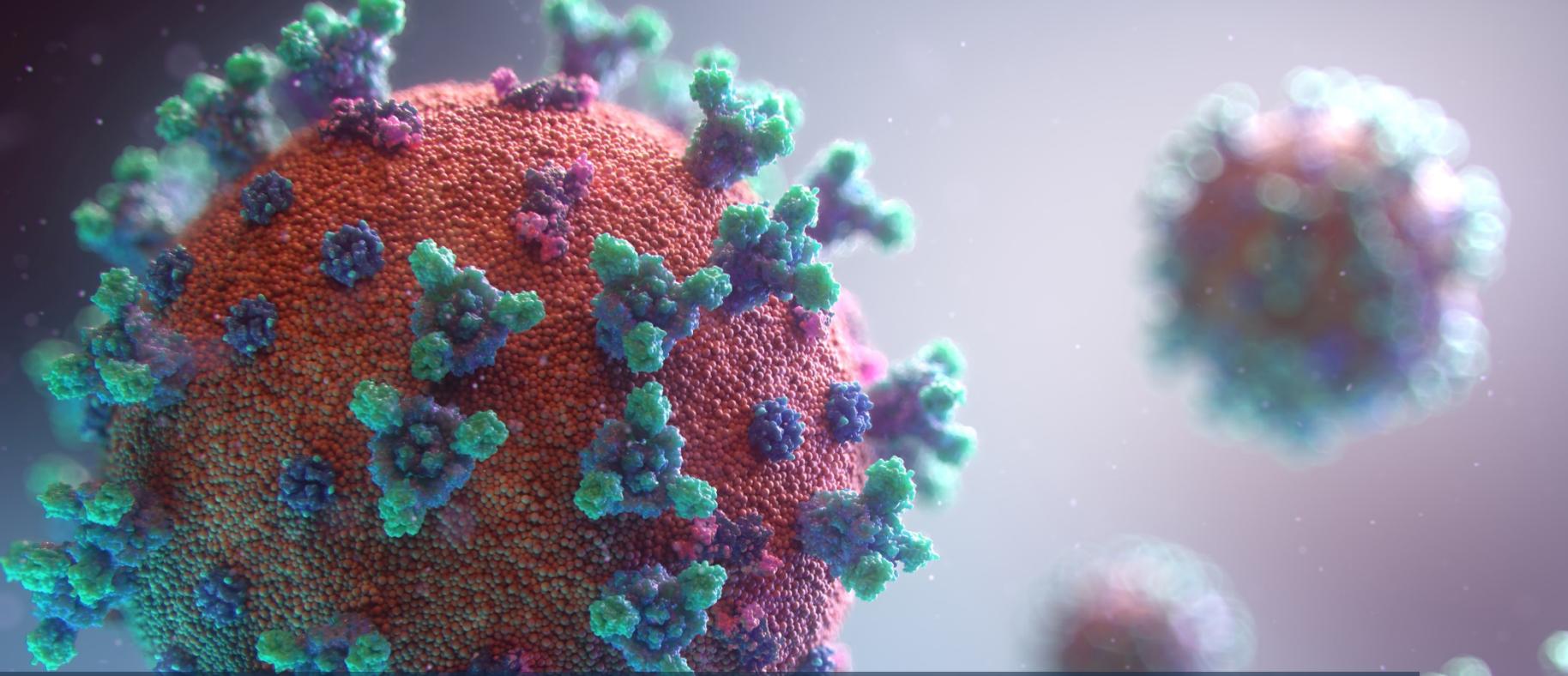
PREVENTING PANDEMICS: INSIGHTS ON WILDLIFE CONSUMPTION IN 5 ASIA MARKETS



JAN VERTEFEUILLE
World Wildlife Fund



DR. ROBIN NAIDOO
World Wildlife Fund



Preventing Pandemics: Insights on Wildlife Consumption in 5 Asian Markets

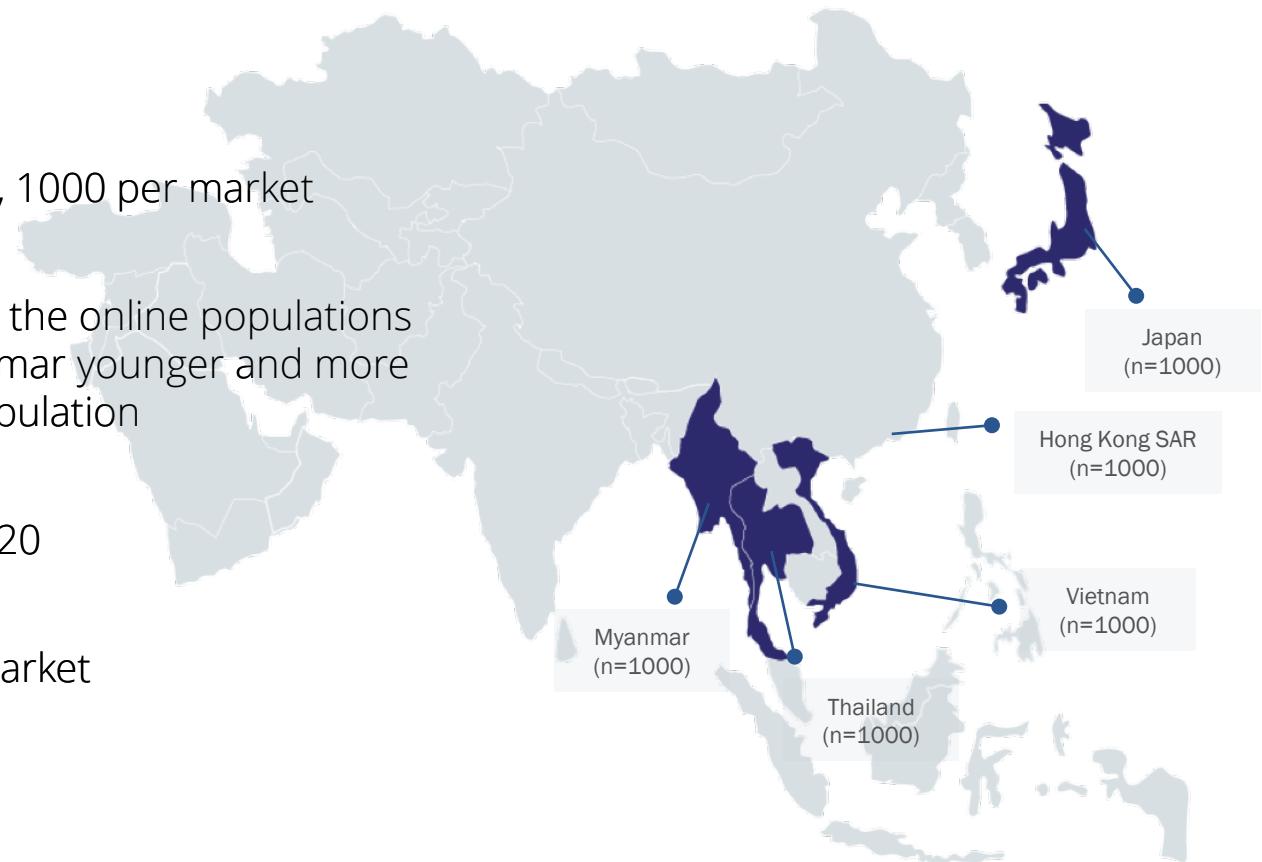
Jan Vertefeuille and Dr. Robin Naidoo, WWF-US
August 2020





Research Design and Specifications

- Conducted by GlobeScan
- Total sample size: n=5000, 1000 per market
- Sample representative for the online populations in these markets; in Myanmar younger and more male than the average population
- Fieldwork: March 3-11, 2020
- Margin of error: 3% per market



Key Findings

93% of respondents are likely to support efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife

79% perceived the closure of these markets to be effective in preventing similar epidemics from occurring in the future

79% are very or extremely worried of future epidemics if no measures are taken to close wildlife markets

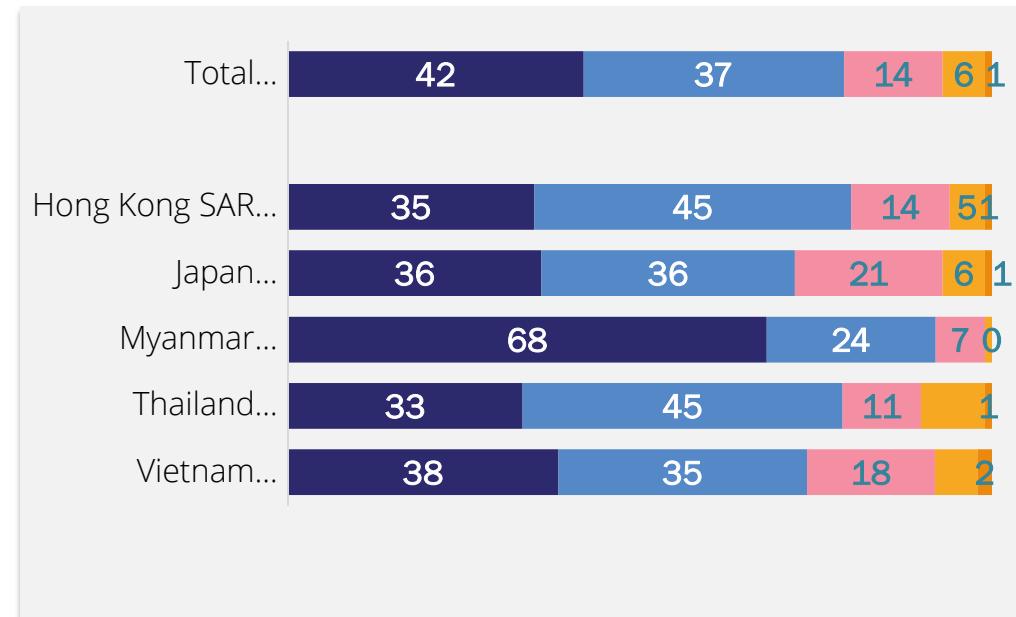
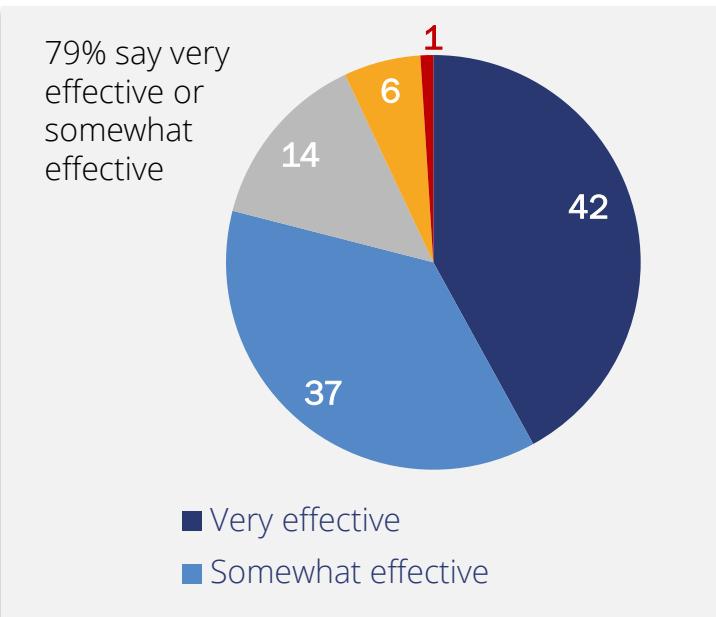
9% purchased or know someone who purchased wildlife products from an open wildlife market in the past 12 months

8% are likely to buy wildlife products in open wildlife markets in the future.



Perceived Effectiveness of Market Closures

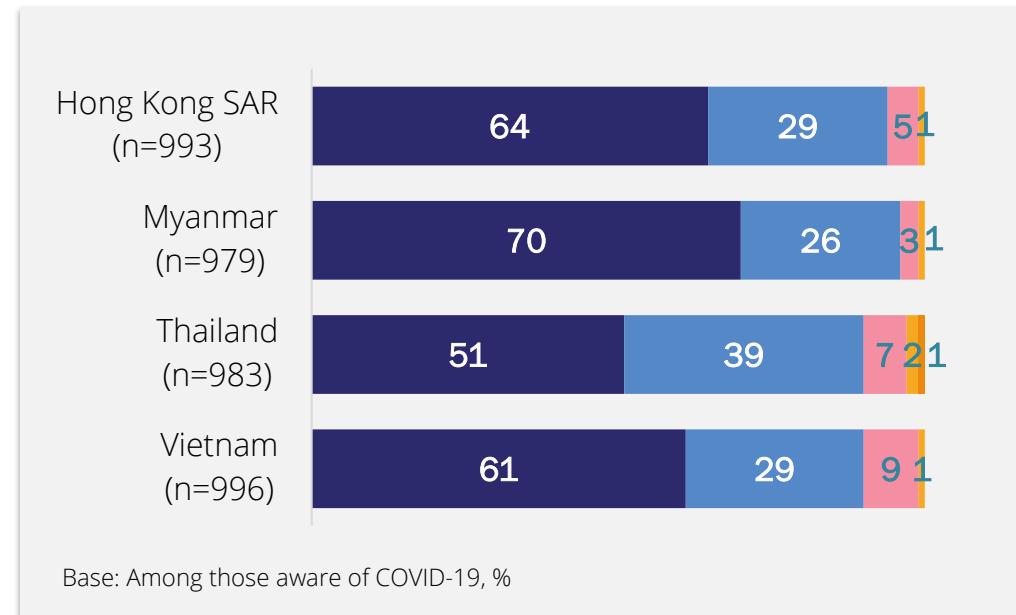
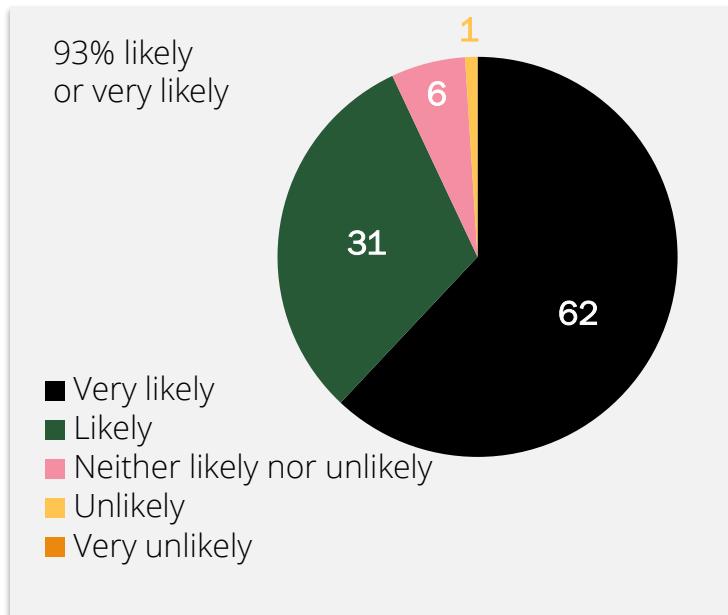
Perceived effectiveness of the closure of illegal and unregulated markets where wild animals are sold, in order to prevent similar epidemics from occurring in the future.



Among those aware of COVID-19, total (5 markets) (n=4951).

Likelihood of Supporting Efforts to Close All Illegal and Unregulated Markets

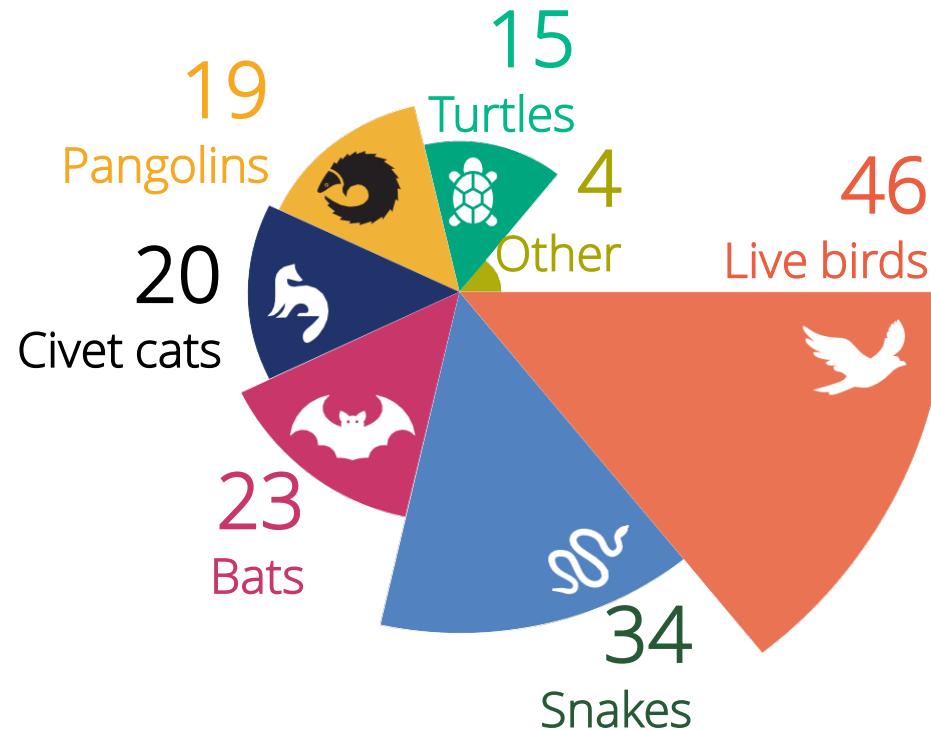
Likelihood of supporting efforts by governments and health ministries to close all illegal and unregulated markets selling animals from the wild.



Total (4 markets) (n=3951). Only 0.3% of the people in the four markets say they are very unlikely to support efforts by governments and health ministries to close all illegal and unregulated markets selling animals from the wild.

Wildlife Species Purchased, by Type

Type of wildlife species purchased by the respondent or someone known to them) in an open wildlife market in the past 12 months



Buyers of wildlife products in the past 12 months in 5 markets (n=443)

Type of Wildlife Species Purchased in an Open Wildlife Market in the Past 12 Months – By Market

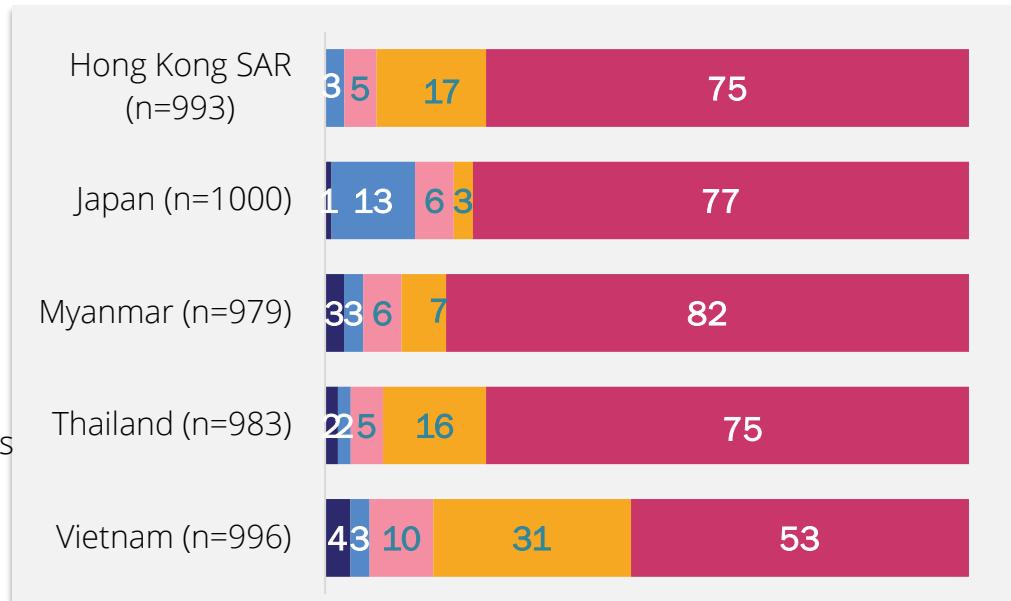
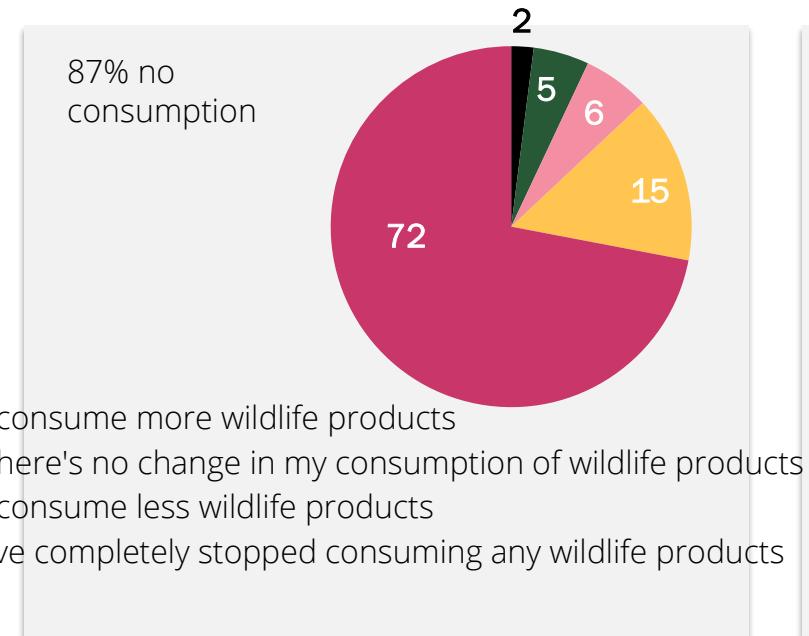


In %	Total (5 markets) (n=443)	Hong Kong SAR (n=43)	Japan (n=21*)	Myanmar (n=82)	Thailand (n=146)	Vietnam (n=151)
Live birds	46	16	19	43	59	23
Snakes	34	58	24	31	37	18
Bats	23	7	33	12	30	10
Civet cats	20	46	10	26	15	28
Pangolins	19	35	14	20	16	16
Turtles	15	13	19	2	27	48

In bold/ grey: Top 2 species purchased by market

Base: Buyers of wildlife products in the past 12 months, %, *Small Base

Impact of Coronavirus on Consumption of Wildlife Products



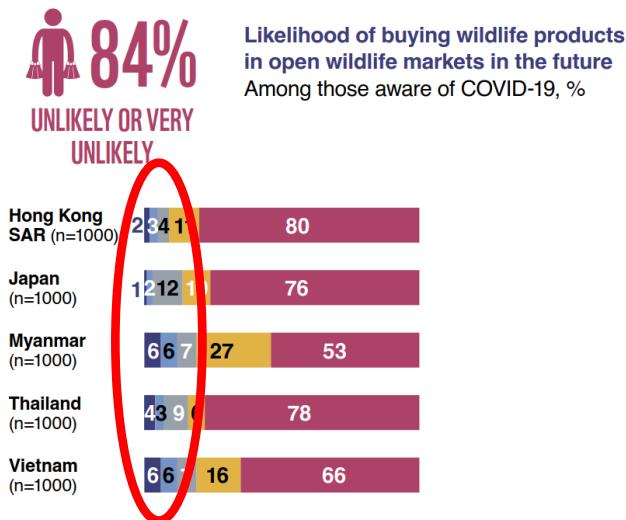
Among those aware of COVID-19, total (5 markets) (n=4951).

How can we dig deeper into these results?

Current Wildlife Consumption



Future Wildlife Consumption



Analytical Methods

- Take questions on **current** and **future** wildlife consumption, and model response as function of socio-demographic & attitudinal variables that survey also asked on:
 - Basic demographics (age, gender, marital status, income, etc)
 - Covid19-related questions (knowledge of, impact of, etc)
 - Other behavioural and attitudinal factors (travel history, global issues, etc)
- Model accounts for the fact that while people may overall respond to questions similarly, there are likely to be country-specific differences
- Model allows the factors included to be simultaneously evaluated for their relative & independent impacts on how people respond to these questions

Which of the following issues worry you the most?

How would you describe your travel behaviour?

If no measures are taken to close the markets where they sell animals from the wild and/or strictly regulate them, how worried are you about a similar epidemic outbreak in the future?

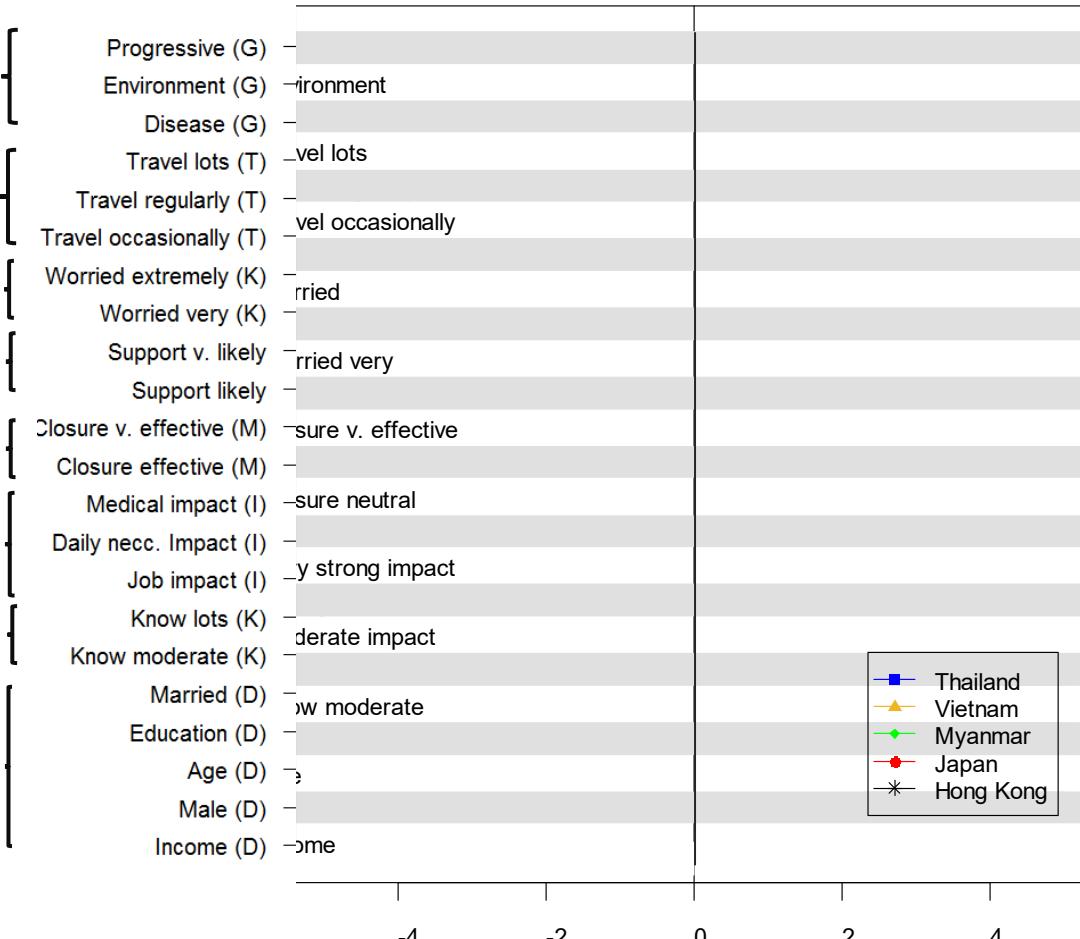
How likely would you be to support closure of illegal wildlife markets?

How effective do you think a closure of markets where they sell animals which are coming from the wild would be to prevent similar epidemic diseases from happening in the future?

How much impact does the coronavirus have on your life?

How much have you heard of COVID-19, commonly known as Coronavirus?

Basic demographics



Standardized regression coefficient

Current Wildlife Consumption

Which of the following issues worry you the most?

How would you describe your travel behaviour?

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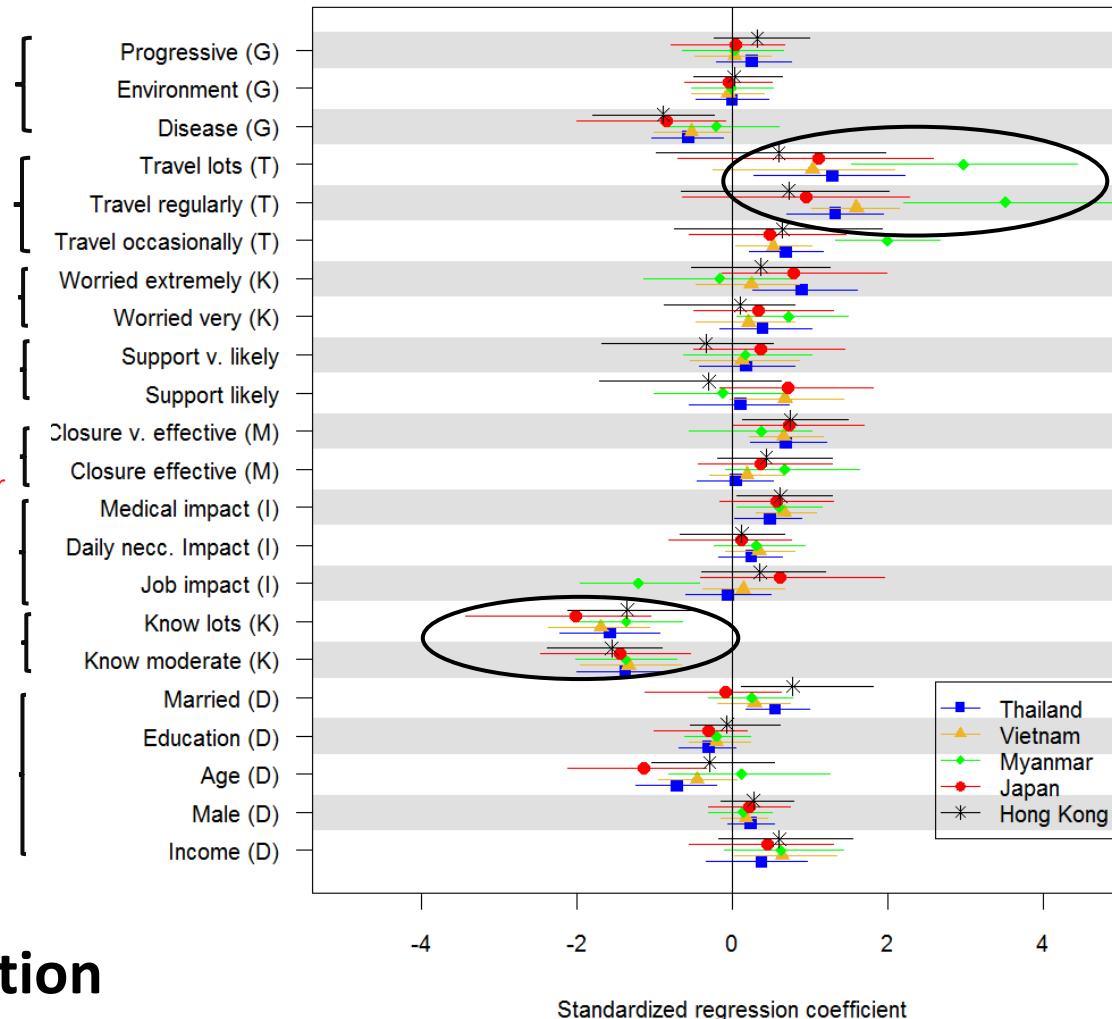
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Basic demographics



Future Wildlife Consumption

Which of the following issues worry you the most?

How would you describe your travel behaviour?

If no measures are taken to close the markets where they sell animals from the wild and/or strictly regulate them, how worried are you about a similar epidemic outbreak in the future?

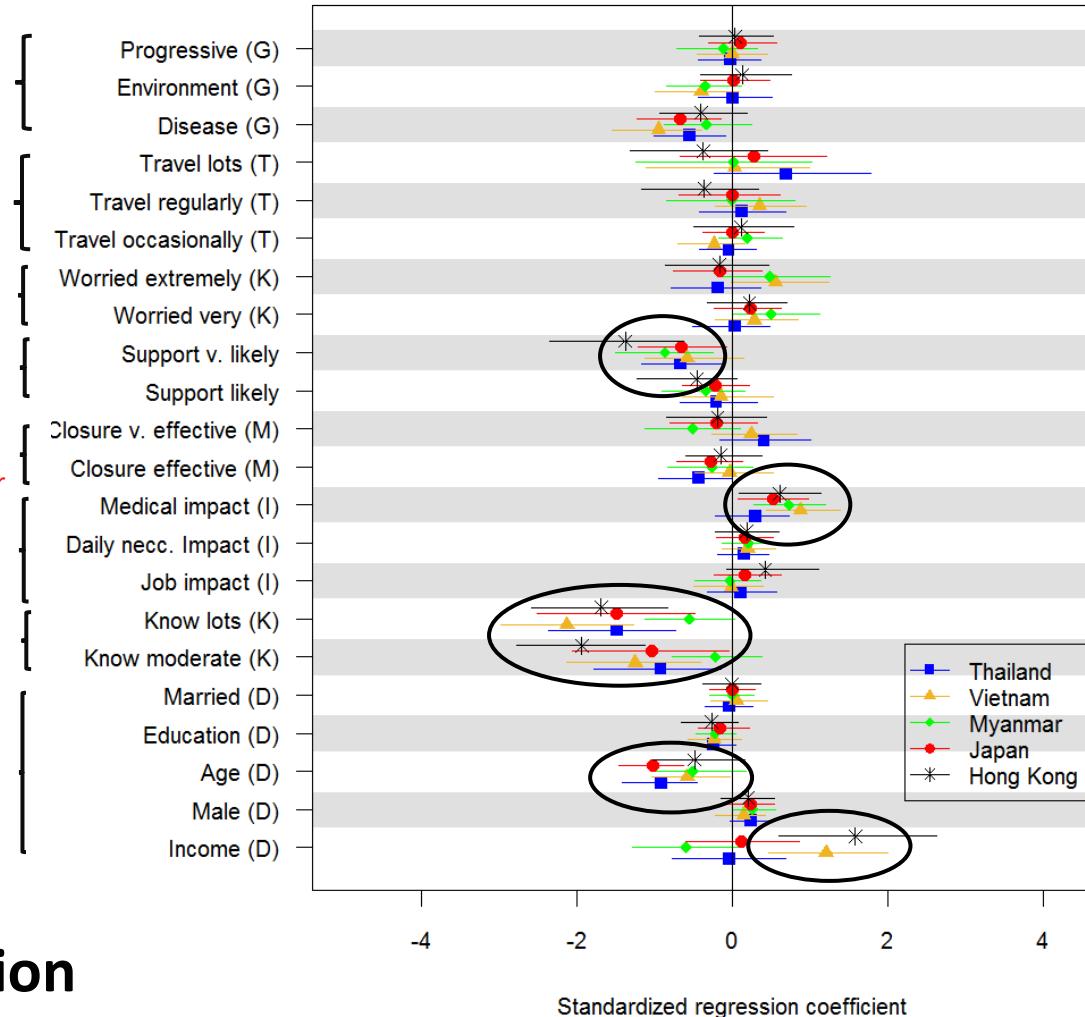
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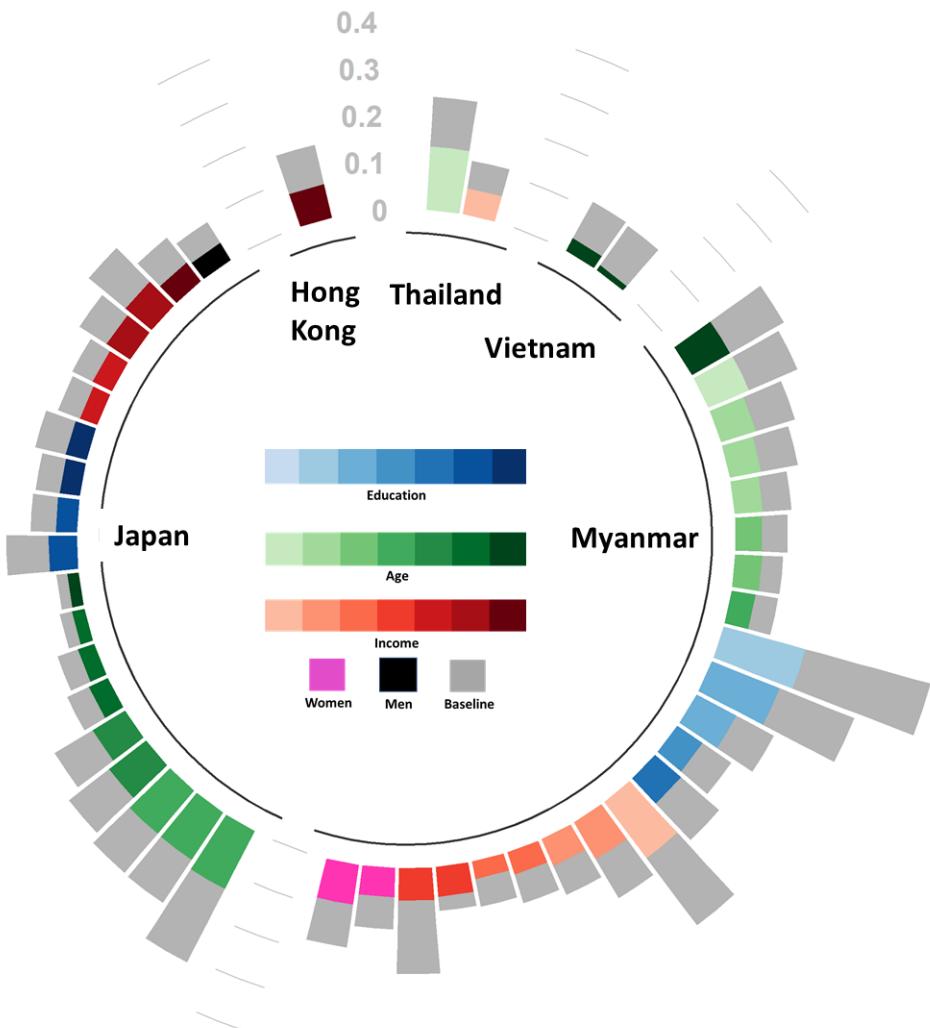
How much have you heard of COVID-19, commonly known as Coronavirus?

Basic demographics



Hypothetical Intervention

- 1) Information provisioning on COVID-19
- 2) Elimination of medical impacts of COVID-19
- 3) Achievement of universal support for wildlife market closures



Conclusions and Recommendations

- Knowledge about COVID19 strongly & consistently associated with reduced likelihood of buying
- Frequent travel, medical impact of COVID19, support for market closures, and age/income/men associated with buying
- Packaged interventions can substantially reduce likelihood of future buying consistently across MM and JP, and for targeted groups in TH, VN and HK
- Undertake further research on additional behavioural drivers
- Launch public engagement campaigns & targeted strategies for diehard buyers
- Convene civil society broadly around common call to action



CHAT DISCUSSION

Based on your own work during COVID-19, what have you found to be barriers to reducing consumer demand for wildlife?

Questions for the speakers?

Chat @ Jan and @Robin

USAID Wildlife Asia: Social and Behavior Change Communication in Vietnam



TRINH NGUYEN
Senior Program Officer,
Demand Reduction
TRAFFIC Vietnam and
USAID Wildlife Asia



USAID
TỪ NHÂN DÂN MỸ



Reducing Consumer Demand for Wildlife and COVID-19: Responses from the Field

Trinh Nguyen, USAID Wildlife Asia

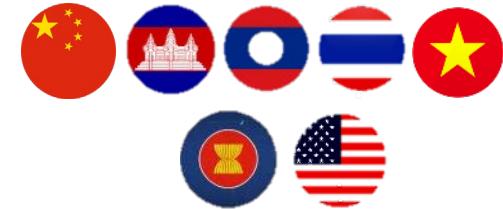
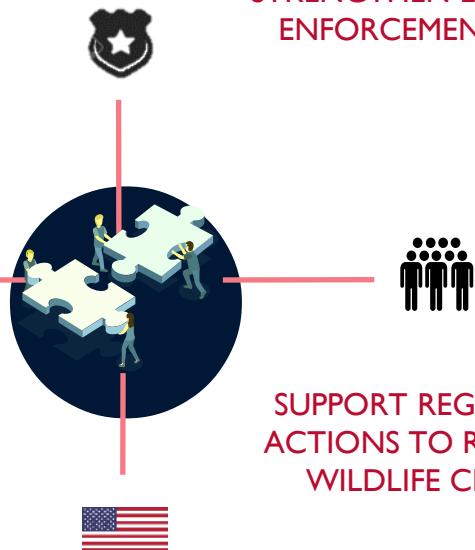
USAID WILDLIFE ASIA

REDUCE CONSUMER
DEMAND

STRENGTHEN LAW
ENFORCEMENT

STRENGTHEN POLITICAL
COMMITMENT AND
ENVIRONMENTAL
JURISPRUDENCE

SUPPORT REGIONAL
ACTIONS TO REDUCE
WILDLIFE CRIME



Duration: 5 Years (2016-2021)

Implementing Partners:

- RTI International
- FHI 360
- IFAW
- Freeland
- TRAFFIC
- Conservation Council of Nations

Offices: Bangkok, Beijing, Hanoi

To reduce consumer demand – Social and Behavior Change Communication (SBCC)

- Targets behavior change among current and potential consumers and broad changes in social norms
- Uses a systematic planning process that is evidence-based and grounded in social and behavioral theory
- Applies a socio-ecological model that recognizes the relationship between people and their environments and identifies “tipping points” to change individual behaviors and social norms





Task 1.3: Reduce consumer demand in Vietnam

1.3.1



Engage CSO partners and their member enterprises to reduce demand for rhino horn

1.3.2



Work with Vietnamese government (GVN) partners to reduce demand for rhino horn

1.3.3



Monitoring, Evaluation and Learning



The Chi Initiative uses social marketing principles and behavior change communications to undermine the main motivations for rhino horn consumption in Vietnam, particularly its use as a symbol of wealth and power.

RESEARCH EVIDENCE AND INSIGHT



- 35–55 years old, married with children
- Earns +/- usd 1,500 per month of reported income
- Top priorities: career success, social status, peer lifestyle
- Desired image: leader, independent, confident
- Influences: social and business contacts

USAID Wildlife Asia VIETNAM – Chi III

- **Partnership with CSOs (Vietnam Chamber of Commerce and Industry ,Vietnam Transportation and Automobile Association, Hanoi Woman Association of Small and Medium Enterprises, Vietnam Central Buddhist Association)** - to encourage corporate institutions and individual businesspeople to act as leaders in countering rhino horn consumption in their personal and business networks
- **Partnership with government agencies (National Assembly, Central Committee for Propaganda and Education)** - to reinforce social responsibility amongst senior government figures and decision-makers in Vietnam and enact measures to institutionalize wildlife protection
- **Updated Chi SBCC materials**

COVID-19 IN VIETNAM

Updated on Aug 19, 2020

Confirmed infections	989
Recovered cases	526
Deaths	26

Government Response to COVID-19

- In March PM requested a draft of measures to restrict the trade and consumption of wildlife in Vietnam by April 1.
- July 23 - PM issues Directive 29/CT-TTg, banning imports of live wild animals and wildlife products, strictly prohibiting illegal wildlife markets, and banning any hunting, transporting, slaughtering, selling, buying, storing, consuming, or advertising of protected wildlife, including online sales.

How Chi III activities aligned with measures to combat COVID-19

Chi III demand reduction activities supported government efforts to counter COVID-19 by:

- Disseminating government guidance on COVID-19 at our workshops;
- Adjusting the messaging/tone of SBCC materials (including the National Assembly Handbook for Conservation Policies and the CCPE Journal) to include COVID-19 and zoonotic transmission;
- Sharing with partners the most effective models of biodiversity conservation to prevent future outbreaks of zoonotic diseases;
- Adapting workshops to include new consumer trends for businesses to consider in the wake of COVID-19, including how to safeguard their companies from being exposed to illegal wildlife trade.



CHAT DISCUSSION

How can we build greater government attention to reducing consumer demand for wildlife as part of the COVID-19 response?

**Questions for the speaker?
Chat @ Trinh**

IFAW: RESPONSES FROM CHINA



GRACE GE GABRIEL
Asia Regional Director
International Fund for
Animal Welfare (IFAW)

Responses from China



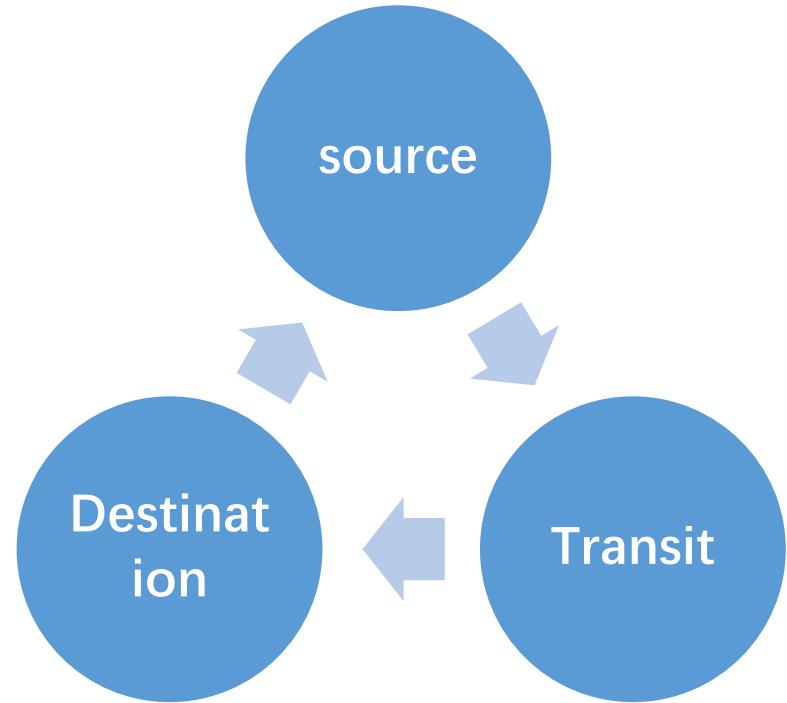
Grace Ge Gabriel
Asia Regional Director for the International Fund for Animal Welfare

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Combat Wildlife Crime along the Entire Trade Chain



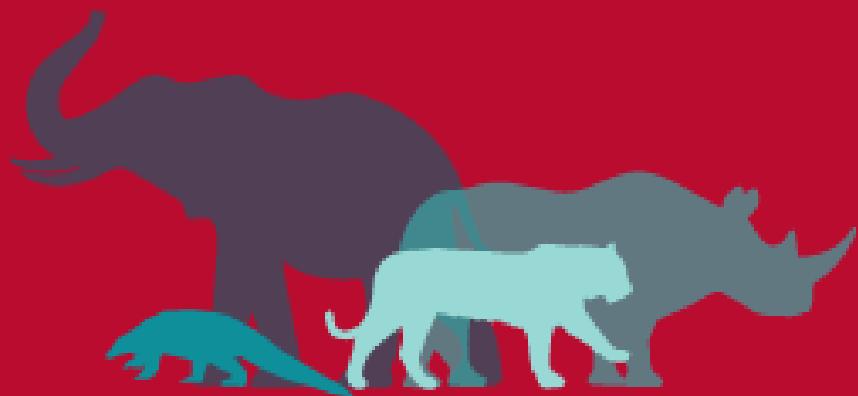
- Build capacity for law enforcement
 - Monitor and analyze online/offline markets to provide intelligence for enforcement and inform policy enhancement
 - Engage private sectors to strengthen regulation and develop innovative solutions
 - Change social behavior to reduce consumption of wildlife parts and products
-





USAID Wildlife Asia Research Study on Consumer Demand for Elephant, Pangolin, Rhino and Tiger Parts and Products in China (2018)

-
- Demand drivers: Wealth and Status
 - Deterrence: Legal and personal risks





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国际爱护动物基金



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国际爱护动物基金会



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国际爱护动物基金会



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国际爱护动物基金会

Apply Technology for CWT

Baidu 百度 象牙饰品 象牙饰品

网页 资讯 贴吧 知道 视频 音乐 图片 地图 文库 更多»

百度为您找到相关结果约4,070,000个

搜索工具

象牙制品_百度百科



象牙制品是指用象牙做成的工艺品。象牙制品作为一种收藏品，与黄金、白银等财物不同，没有统一的价格标准。象牙制品中的象牙是指象嘴的两颗大牙，一般呈淡黄色，硬度不高（大约相当各类红木），光泽较好。现代象牙制品一般集中在两个方面，一是纯艺术角度方面的精品，例如在雕工造型结构方面唯美逼真...

简介 选购 价格鉴定 真假鉴别 保养 清洁 收藏证书

baike.baidu.com/



2017年12月31日起
中国大陆全面禁止象牙及其制品加工销售

五年以下
5-10年
10年以上
无期

公益影像作品·IFAW普法视频·象牙禁令

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Make Online Marketplaces Unavailable for Wildlife Trade



- In 2008, Taobao.com banned the online trade of elephant ivory, rhino horn, tiger bone, pangolin scale and shark fin.
- In 2018 and 2019, Alibaba platform deleted more than 2,310,000 illegal listings



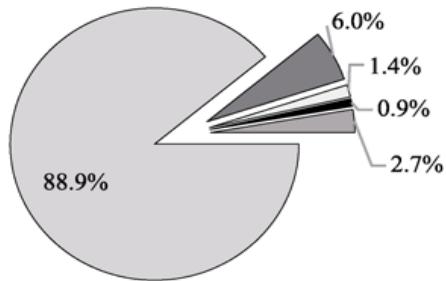
- 2018, IFAW and Baidu jointly launched [Baidu AI Biodiversity](#)
- 2018 to May 2019: Baidu cleaned up [more than 276,700](#) illegal wildlife product advertisements and posting, shut down [68 Post Bars](#) selling endangered species.



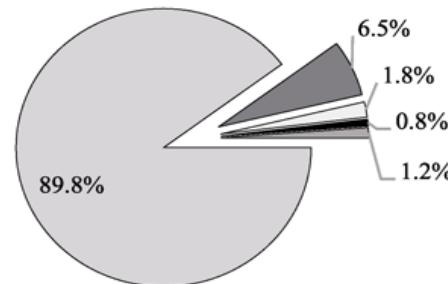
- In 2015, IFAW-TNC-Tencent jointly launched [Tencent for the Planet](#)
- [Over 1 million](#) infringing listings removed since launch of project
- Investigated [6047 individual accounts](#) and permanently cancelled [269 social media accounts](#)
- Supplied 80+ illegal trader information to law enforcement
- Case April 26, 2019 resulted in [129 arrests](#), seize 216 pangolins, 66 kilograms of pangolin scales, and [US\\$2.5 million transactional funds](#)

Public perception of wildlife trade during Covid-19

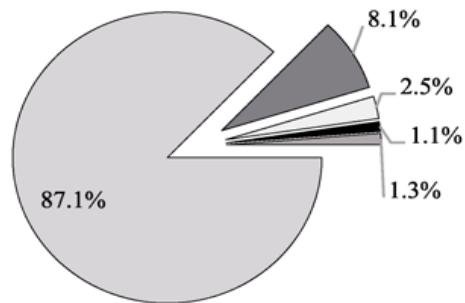
(a) 对取缔野味集市和饭馆的意愿
Ban on wildlife meat markets and restaurants



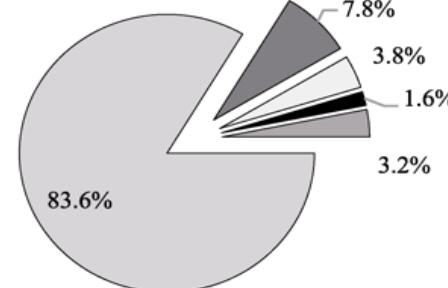
(b) 对全面禁止消费者吃野味的意愿
Ban wildlife eating on consumers



(c) 对全面禁止买卖野生动物和制品的意愿
Ban on wildlife and products trade



(d) 对禁止在动物园之外展示野生动物活体的意愿
Ban commercial exhibition of wild animals outside zoos



□ 强烈赞成 Strongly agree ■ 倾向赞成 Agree □ 中立 Neutral ■ 不倾向赞成 Disagree ■ 强烈不赞成 Strongly disagree

Engage internet search engines to clean up “wild meat” related postings and advertisements



The number of listings based on searching for the keyword “wild meat wholesale” decreased

from **4220000** to **23** (Baidu search)



from **192669** to **5698** (Sogou search)



from **132000** to **614** (360 search)



The three platforms account for 82.5% of China's search market, with about 530 million visitors per month.

ifaw X



Remove Wild Taste from Menus and Plates

- Removed **8000+** restaurants advertising “Wild Taste” and “snake meat” on their menus
- 17000+** merchants pledged to reject wildlife trade
- Campaign welcome page reached **30 million** users every day.
- In **six hours**, the campaign received **2.14 million** views and prompted **1,448** discussions on Weibo.





AI Guardian For Endangered Species



75%

Accuracy rate for detecting images of parts and products from elephants, pangolins and tigers.

3,348

Illegal wildlife products images recognized from about 250,000 picture messages found on different Chinese online platforms.

96.5 M

Views on Weibo #Disrupting Cybercrime and #Using AI to paint for Wildlife

1 M

Images drawn by netizens via AI technology during a H5 interactive wildlife painting game on WeChat



Key Opinion Leaders Mobilize Behavior Change

返回 营养师顾中一 ...

过年送礼「避坑」指南 —— 快检查
你的购物车，可别花大钱，送错礼！

原创 01-09 07:00 阅读 15万+

分享到     



朋友们！还有两周就是外面烟花四起，街坊邻居的饭香溢出，一家人手牵手出行的日子——春节啦！

而春节必做的一件事就是走亲访友，拜访长辈，这时两手空空上门肯定不合适。

但很多朋友在挑选过年礼的过程中经常踩坑，送

返回 回答正文 ...



营养师顾中一



2-7 13:33 来自微博 weibo.com 已编辑

#身边的战疫# 根据华南农业大学官方微博消息，相关研究人员发现#穿山甲为新型冠状病毒潜在的中间宿主# 我个人对这项研究的意义和准确度仍然存疑，不过不妨碍再跟大家复习一下有关穿山甲的知识。穿山甲有功效？犯法你知道吗？如何科学催乳？发布了头条文章：《为什么还有人接触穿山甲？》



营养师顾中一



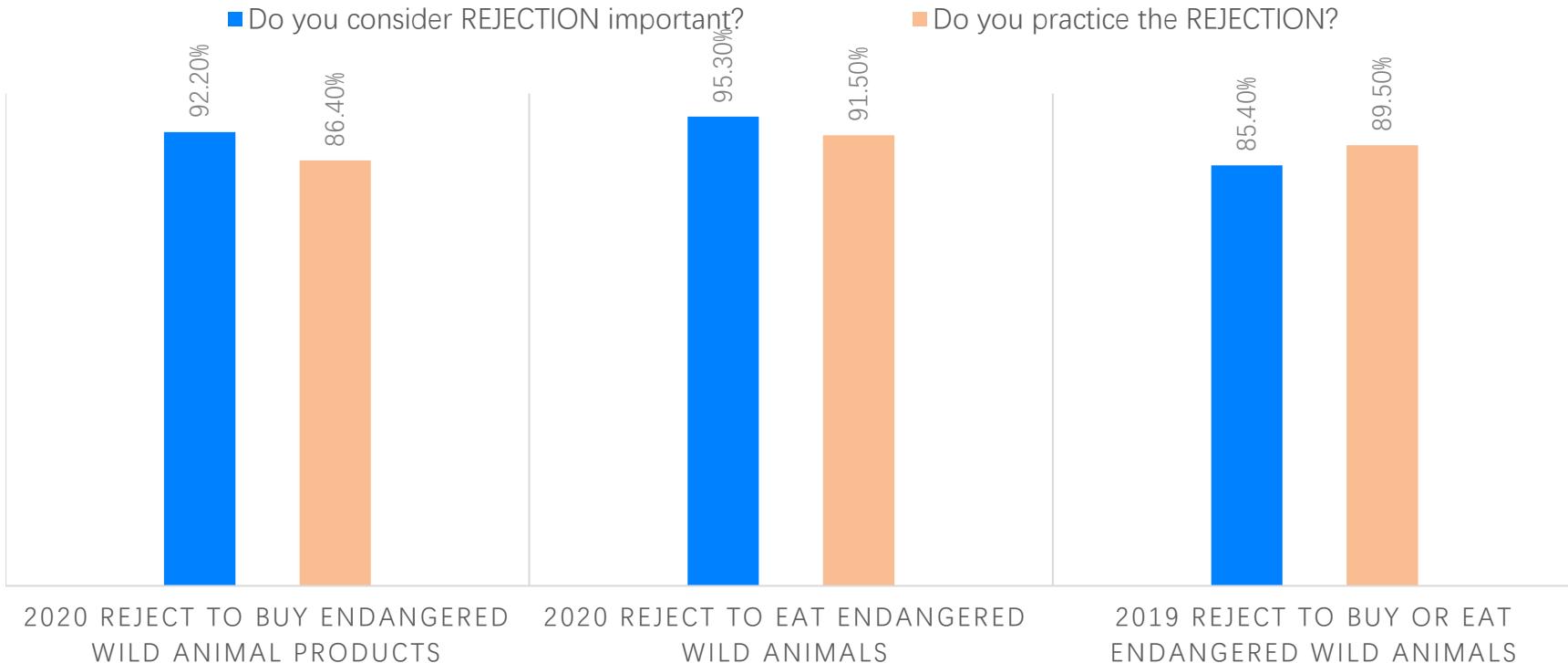
为什么还有人接触穿山甲？

Nutritionist GU Zhongyi has nearly 5 million followers on Weibo and more than 400,000 followers on WeChat.

His posts generated 400K views on his Weibo account and 40K views on his WeChat account. Over 240K people watched his online broadcast.

ifaw

Survey on Citizen Code of Conduct for Environment



Source: [Policy Research Center for Environment and Economy, Ministry of Ecology and Environment of the People's Republic of China](#)

Mainstream the connectivity: human health + animal health + environmental health



ifaw



CHAT DISCUSSION

How do we mainstream the connectivity among human health, animal health and environmental health--the OneHealth approach? How can the Environment sector work more closely with the Health sector?

**Questions for the speaker?
Chat @ Grace**

Reducing Consumer Demand for Wildlife and COVID-19 in Thailand and Viet Nam



**NUTHATAI (NUCH)
CHOTECHUANG**
WildAid Thailand
Representative



HONG HOANG
Founder, Executive Director
of CHANGE

ប៊ូយសាត់ពា
WILDAID

**REDUCING CONSUMER DEMAND FOR WILDLIFE
AND COVID-19 : RESPONSES FROM THE FIELD**

Nuthatai 'Nuch' Chotechuang, WildAid

WILDAID'S CORE MISSION :

**To end the illegal wildlife trade
in our lifetimes**

WILDAID'S VISION

A world where people no longer buy wildlife products such as elephant ivory, shark fin, rhino horn, and pangolin products.



THAILAND PROGRAM

- 1. REDUCE DEMAND FOR IVORY**
- 2. REDUCE DEMAND FOR SHARK FIN**



Copyright: James Morgan/WWF-Canon



Copyright: Joakim Odelburg X WildAid

REDUCE CONSUMER DEMAND - 20 YEARS AND COUNTING

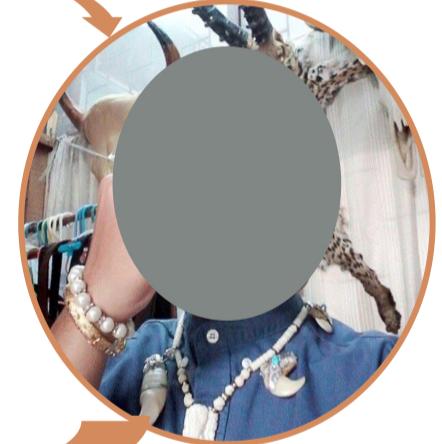
SOURCE

ช่วงสัตว์ป่า
WILDAID

MESSENGER



RECEIVER



KEY OPINION LEADERS

Celebrities, Business Leaders, Artists,
Religious Leaders, Bloggers, Youth, Antiques
Collector, Traditional Medical Practitioners,
General public, Tourists etc

GENERAL PUBLIC
POTENTIAL CONSUMERS
CONSUMERS

ช่วยสัตว์ป่า
WILDAID

NEXT STEPS - 2020

CAMPAIGN FOR WILDLIFE AND PUBLIC HEALTH
TO PREVENT FUTURE PANDEMICS



© Alex Hofford

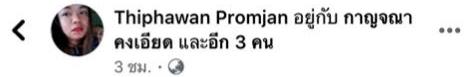


© Alex Hofford

**PREVENT PANDEMICS,
SAY NO TO WILDLIFE**

BACKGROUND

POACHING



อาหารเย็นมีอะไร
ได้มาแบบดอกฟูก?
#คัวเพ็คอีเห็น

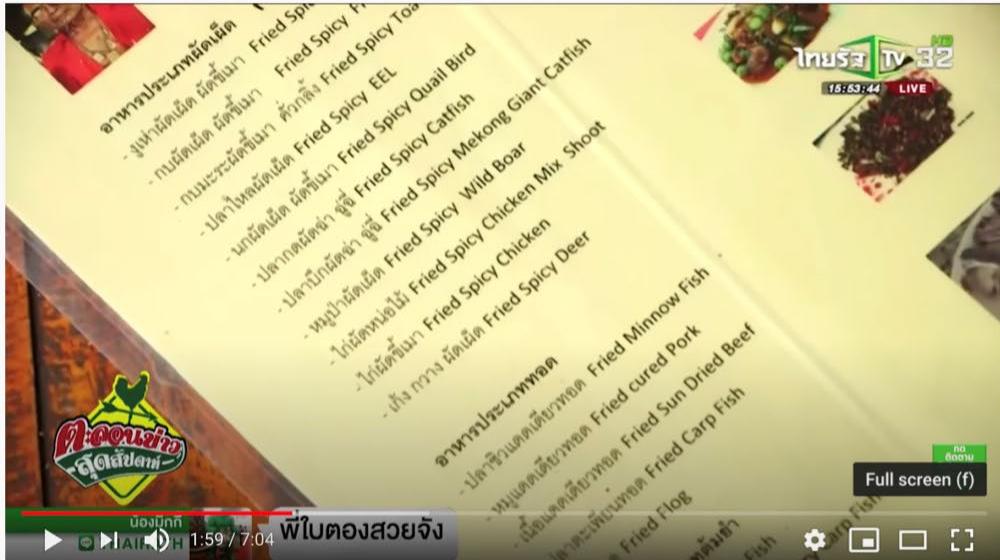


BACKGROUND

CONSUMING WILD MEAT



Jungle food restaruant



คั่วกลึงงูเห่า ร้านลุงใหญ่อาหารป่า ดำเนินงานกว่า 40 ปี | ตะลอนข่าวสุดสัปดาห์ | 08-04-61 | 4/4

5,513 views • Apr 8, 2018

34

2

SHARE

SAVE

...

BACKGROUND

WILDLIFE AS PETS

อีกมุมที่ต้องรู้ของตัว "นาก" จากคนแอบเลี้ยง

⌚ 12:15 | 📅 25 พฤศจิกายน 2562 | 📸 8,769



"เหยี่ยววดง" บุกยึด "เต่า"พับรุ้ห่ายากมูลค่าบันบับแสน! คุณตัวเจ้าของดำเนินคดี



PERCEIVED SOURCES OF COVID-19 -THAILAND

41%

Lack of hygiene is perceived to be the most important primary source from which the coronavirus originated

33%

One-third believe that wildlife and wild animals are the primary source of the coronavirus outbreak.

Future Intended Buyers of wildlife products are aligned with the general population.

Source : WWF-Globescan 2020 survey, Opinion survey on COVID-19 and Wildlife trade in 5 Asian markets

OBJECTIVE

- ▶ Inform the public about the risk to public health from consuming, hunting trading of wildlife and owning illegal wildlife as pet.
- ▶ Inform the public the new penalties from the new Wildlife Conservation and Protection Act B.E. 2562 to deter the public from engaging in activities that link to the illegal wildlife trade.
- ▶ Supporting law enforcement unit by urging the public to help report to authorities suspicious illegal activities by call DNP Hotline : 1362

GOAL

- ▶ Raise awareness and reduce demand for consuming, hunting, trading and owning illegal wildlife as pets to reduce the risk and prevent the next pandemic.

TARGET AUDIENCE

- PTA : General Public
- STA : Consumers of wildlife, parts and products and owners of wildlife as pets

CALL TO ACTION :

- Never eat, hunt, trade or own illegal wildlife.
- Report illegal wildlife activities to government hotline 1362

CAMPAIGN ACTIVITIES

- ▶ 4 episodes of online talk show “Talks for Change” between June and September
- ▶ Highlight the links between having close contact with wildlife and risk to public health, to prevent future zoonotic diseases
- ▶ Guest speakers/experts share opinion related to the topic and encourage audiences to not support behaviours that link to illegal wildlife trade

WILDAID X THAIRATH TV



WILDAID X THAIRATH TV : TALKS FOR CHANGE

EPISODE 1 :

JUNE

Human-
Wildlife
distance

EPISODE 2 :

JULY

Risky
consumption

EPISODE 3 :

AUGUST

Wildlife are
not pet

EPISODE 4 :

SEPTEMBER

Preventing
the next
pandemic



THAIRATH TV FACEBOOK : 4.2+ MILLION



THAIRATH YOUTUBE : 9.6+ MILLION SUBSCRIBERS

WILDAID X THAIRATH TV

Episode 1 : Human- Wildlife distancing



LINKING ILLEGAL WILDLIFE TRADE TO RISK OF PUBLIC HEALTH

"We need to take one step back from wildlife by stop hunting, consuming, owning them as pets and destroying their habitats. At the same time, we need to increase our understanding on the importance of wildlife and impacts our activities, and unreasonable demands can have on the environment."

- Watcharabul 'Note' Leesuwan,
Actor and WildAid Ambassador



"Keep our distance with wildlife by stop destroying their natural habitats. If we continue to expose ourself to these viruses, we could be facing another pandemic in a matter of 5-10 years especially wildlife zoonoses."

- Parkpoom Dejhutsadin,
Medical Technologist, Social Media Influencer



WILDAID X THAIRATH TV

Episode 2 : Risky consumption



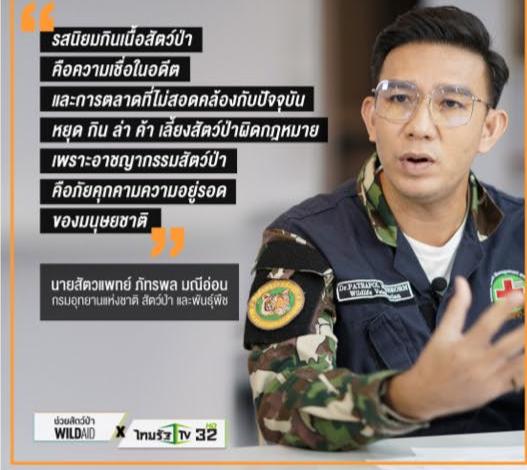
ADDRESS MOTIVATIONS BEHIND CONSUMPTION

“Consuming wildmeat is tied with old beliefs and false advertising that does not reflect what's happening today. Stop eating, hunting, trading and owning illegal wildlife as pets. Because wildlife crime is a significant threat to human's well being and survival.”

- Dr. Patarapol Maneeorn
Popular Wildlife Veterinarian, DNP

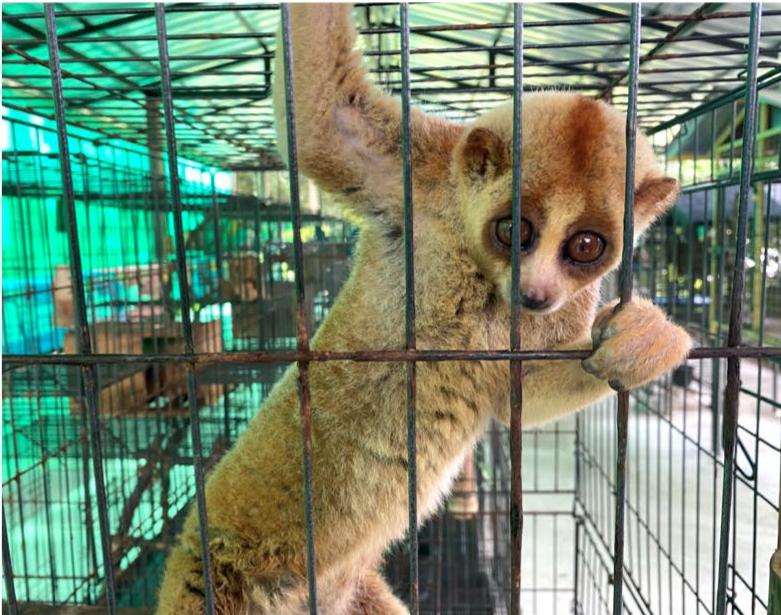
“Traditional Chinese Medicine in modern day practice doesn't need to use parts from endangered wildlife. It's not worth what we lose. COVID-19 is a great example that shows when humans continue to harm wildlife for their health, it results in people's health across the world being in jeopardy.”

- Orapa Sinlamth,
Deputy Dean Faculty of Chinese Medicine,
Huachiew Chalermprakiet University



WILDAID X THAIRATH TV

Episode 3 : Wildlife are not pet



Guest speakers : DNP Veterinarian, TRAFFIC

TESTOMINAL STYLE VIDEOS



Click to watch : [COVID-19 | Human-Wildlife distance with Note Watcharabul Leesuwan](#)

ENGAGING MESSENGERS

Medical technologist, Social media influencer

Young generation Traditional Chinese Medicine Practitioner

Actor, Wildlife Advocate

Government partner

Wildlife Veterinarians, KOL

Conservation Org.

NEXT STEP

- Identify behaviours most at risk that could possibly lead to the next pandemic.
- Continue to partner with media, creative agencies such as Infographic producers to create campaign materials on activities that are risking public health.
- Continue to engage with messengers in various fields to address the topic to the public, consumers and future intended buyers.
- Continue to work with government partner on demand reduction activities that include message on higher penalties from the newly amended WARPA Act B.E. 2562

PROTECTING THE ENVIRONMENT IS PROTECTING PUBLIC HEALTH

THANK YOU



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ช่วยสัตว์ป่า
WILDAID

WHEN THE BUYING STOPS, THE KILLING CAN TOO.



WILDAID

VẬT CHỦ

“THE HOST” CAMPAIGN

A CAMPAIGN TO CALL ON
IMMEDIATE ACTION TO END
WILDLIFE TRADE IN VIETNAM
IN RESPONSE TO COVID-19

GOALS

1. To pressure and support the government to issue and enforce a **wildlife ban**
2. To raise awareness and engage community in action to actually **reduce consumption**





Advocacy for a ban
by the Prime Minister

The image consists of two parts. On the right, a newspaper clipping from 'nghiep' (Business) Vietnam features a black and white photograph of a man in a cap sitting on a log, gesturing towards a pile of animal bones. The headline reads 'Liều lĩnh săn tê tê trong vườn quốc gia' (Boldly hunting tigers in national parks). Below the headline is a quote: 'Để săn bắt động vật hoang dã, nhiều người đã lén lút vào trong vùng cấm của vườn quốc gia, dù biết có thể bị phạt tù.' (To hunt wild animals, many people have secretly entered the prohibited areas of national parks, even knowing they could be sentenced to prison.) On the far right, there is a small circular inset photo of a tiger's head. On the left, there is a vertical column of text from the newspaper.

Thứ 10
18/3/2020
(25 tháng Hai, Canh Tý)
Số 56
(6033)
Website: nongnghiep.vn
CƠ QUAN CỦA BỘ NÔNG NGHIỆP VÀ PHÁT TRIỂN NÔNG THÔN • ĐIỂM ĐIỂM XÃ HỘI VÀ SỨ PHẠT TRƯỞNG NÔNG NGHIỆP VỀ NĂM CAO DÂN TRÍ NÔNG THÔN

nghiep
Việt Nam

Chính phủ
tháo gỡ
khó khăn cho
doanh nghiệp

Xem trang 12

- Investigative journalism
- Research papers for recommendations
- Seminar with government
- Talk shows on TVs

Vietnam's Prime Minister issues new wildlife directive, shows strong leadership in protecting species and global health

July 23, 2020



Vietnam's Prime Minister Nguyen Xuan Phuc today issued a new directive with urgent and powerful measures to restrict wildlife trade and consumption, and reduce further pandemic risk.

With immediate effect, the directive (29/CT-TTg) bans imports of live wild animals and wildlife products, strictly eliminates any wildlife markets, and prohibits any hunting, transporting, slaughtering, selling, buying, storing, consuming, or advertising of wildlife, including online sales.

Although the list of wildlife species allowed

for farming has not yet been extended, the directive strengthens measures to monitor epidemic and

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RECENT NEWS →



As Conservationists, Why Are We Rep Elephants?

AUGUST 11, 2020



leonardodicaprio

...



"Vietnam's government shows strong leadership with this comprehensive action and focus on stopping imports, closing all wildlife markets and prohibiting any consumption, buying, and advertising. These actions will help save many species while also protecting global health. We will work with our partners to help make this a success," said John Baker, Chief Program Officer at WildAid. "This provides a great example to other members of the Association of Southeast Asian Nations (ASEAN) on how to address the threat of the wildlife trade to economic security and public health."

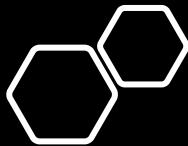
In the next few weeks, CHANGE, WildAid, the Pangolin Crisis Fund, and other partner organizations will continue to carry out a series of activities that will promote the Prime Minister's instructions, raise awareness, and ultimately change wildlife consumption behavior, especially around wildlife sold in markets and restaurants. Activities will include: producing videos and media messages, mobilizing business leaders, organizing wildlife journalism awards, training journalists in wildlife trade and consumption hot spots, and campaigning to remove wild meat from restaurant menus. At the same time, these conservation organizations will work with relevant authorities and assist with activities designed to strengthen law enforcement, helping to strictly enforce violations on wildlife trade and strengthen monitoring of wildlife farming activities, in an effort to ensure products are not laundered into trade.



Public awareness

- Videos/PSAs by top KOLs
- TVs and Out-of-home media
- Social media
- Murals

Target: Reach **30 million** ppl,
engage **3 million** ppl



Business engagement

- <https://pledge4wildlife.org/>
- Led by top business leaders (57)
- Businesses change policy and culture
- Workshops to educate 500 corporate staff



BUSINESS LEADERS WHO HAVE PLEDGED

Pledge signatures

Trần Trọng Kiên
Chairman and CEO
Thien Minh Group

Dominic Scriven, OBE
Chairman
Dragon Capital

Đinh Thị Hoa
Chairwoman
Galaxy Media and Entertainment

Chad Ovel
Partner
Mekong Capital

Media engagement

- Wildlife journalism awards competition
- Media training for journalists from hotspot provinces



Hazardous campaign

- To create and promote a brandnew globally recognized icon “*Hazardous to human*”
- Working with Vietnamese celebrities





Restaurant campaign

- Remove wildlife off menus
- No bushmeat logo on restaurants' items
- Law enforcement on violators



Continue to support
ministries and provinces
in implementing the
PM's directive

WILDAID



PARTNER WITH US!

www.wildaid.org

www.changevn.org



CHAT DISCUSSION

How have you adapted your consumer demand reduction work to address COVID-19?

Questions?

Chat @ Nuch and @ Hong

Reducing Consumer Demand for Wildlife and COVID-19



GAYLE BURGESS
Senior Coordinator – Behavior Change
TRAFFIC

Reducing Consumer Demand for Wildlife and COVID-19



SARAH FERGUSON
Director - Vietnam
TRAFFIC



TRAFFIC

WILDLIFE TRADE SPECIALISTS

24/5th August 2020

Reducing Consumer Demand for Wildlife and COVID-19

Gayle Burgess, Behaviour Change Programme Leader

TRAFFIC
the wildlife trade monitoring network

OUR MISSION

AND WHAT WE DO

We work to ensure that **trade** in wild plants and animals is **not a threat to the conservation of nature**





GLOBAL P R E S E N C E

we are active in over **45**
countries/territories

offices on **5** continents

over **150** staff

EVIDENCE TO INFLUENCE

OUR STRATEGIC METHODOLOGY

STEP 1



RESEARCH

Market monitoring
Legislative reviews
Behavioural insights
Investigations

STEP 2



ANALYSIS

Data mapping
Information systems
Applying context
Academic insights

STEP 3



GUIDANCE

Early warning
Threat assessments
Setting standards
Regulatory design

STEP 4



ENGAGEMENT

Enforcement support
Policy advice
Communications
Training

COLLABORATION



A grid of 18 images and video thumbnails related to behavioral change and wildlife conservation. The images include various products like bracelets, shoes, and food items, along with text overlays for webinars and conference proceedings. The grid is organized in three rows and six columns.

Behaviour Change Decision Tree

<https://www.changewildlifeconsumers.org/change/behaviour-change-decision-tree/>

Which illegal wildlife product are you seeking to reduce demand for?



skins bone wine **glue/cau** bones(powdered)

1 Whose behaviour are you trying to change?

Poachers **Law Enforcement** Consumers

2c: Law Enforcement What is the primary motivation driving you are trying to change?

Discourage corruption **Motivate**

Behaviour Change for Conservation

<https://www.changewildlifeconsumers.org/change/behaviour-change-for-conservation-online-course/>



Welcome to the Behaviour Change for Conservation online course.

This open-access online course has been specifically developed to guide behavioural change practitioners, social marketers, communicators, and anyone else looking to develop or implement a behavioural change intervention for conservation gain.

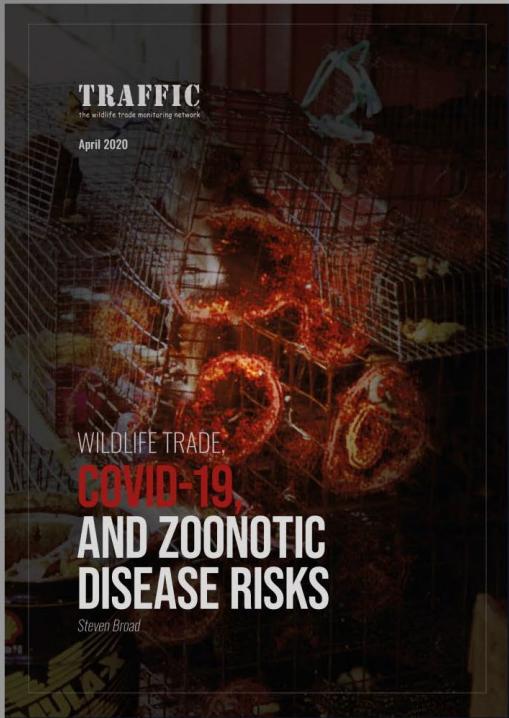
The course is split into five modules. You can navigate directly to a specific module should you choose.

- MODULE 1: Outline and overview of opportunities
- MODULE 2: Designing for impact: framing, priming, and timing
- MODULE 3: Choosing the right measurement
- MODULE 4: Identifying mechanisms for impact: behavioural theories, models, and frameworks for change
- MODULE 5: Insight to inform approaches, research to guide adaptive management, impact measurement

<https://www.changewildlifeconsumers.org/>



RESEARCH & ANALYSIS



<https://www.traffic.org/publications/reports/wildlife-trade-covid-19-and-zoonotic-disease-risks-shaping-the-response/>

<https://www.traffic.org/site/assets/files/12885/wildlife-amidst-covid-19-india-web.pdf>

<https://www.traffic.org/site/assets/files/12955/invisible-trade-covid.pdf>

<https://www.traffic.org/what-we-do/projects-and-approaches/covid-19-resource-centre/>

GUIDANCE & ENGAGEMENT



Wildlife TRAPS

Wildlife Trafficking, Response, Assessment and Priority Setting



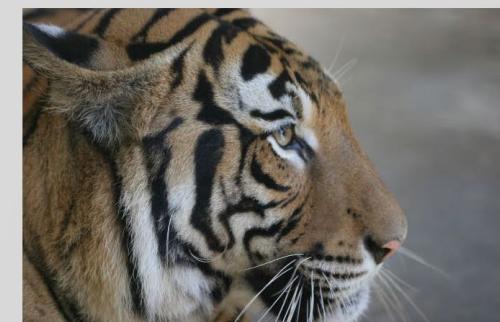
© Andrew Walmsley/ TRAFFIC

YEAR 1 (TO END JULY '21):

- 1) SBC COMMUNITY OF PRACTICE ENGAGEMENT
- 2) SITUATION ANALYSIS RESEARCH / PRODUCTION
- 3) CREATIVE APPROACH DEVELOPMENT / TESTING

YEARS 2 & 3 (AUG '21 - JULY '23):

- 1) PILOT PROJECT SCALE-UP / ROLL-OUT
- 2) ADAPTIVE MANAGEMENT / IMPACT MEASURE
- 3) SHARING INSIGHTS, LESSONS LEARNED / SUCCESS FACTORS



Community of Practice



<https://forms.office.com/Pages/ResponsePage.aspx?id=QLjKQ38KpU6Ld93rpYJlsAHfDqgz5HnFgxBdr13NRMThNTkpHVVBWUTQyNIUyRFpIOTdYNUUNKSS4u>

PLEASE JOIN THE SOCIAL AND BEHAVIOUR CHANGE COMMUNITY OF PRACTICE

[HTTPS://WWW.CHANGEWILDLIFECONSUMERS.ORG/](https://www.changewildlifeconsumers.org/)

TRAFFIC COVID-19 RESOURCE CENTRE:

[HTTPS://WWW.TRAFFIC.ORG/WHAT-WE-DO/PROJECTS-AND-APPROACHES/COVID-19-RESOURCE-CENTRE/](https://www.traffic.org/what-we-do/projects-and-approaches/covid-19-resource-centre/)

BEHAVIOUR CHANGE FOR BIODIVERSITY ONLINE COURSE:

[HTTPS://WWW.CHANGEWILDLIFECONSUMERS.ORG/CHANGE/BEHAVIOUR-CHANGE-FOR-CONSERVATION-ONLINE-COURSE/](https://www.changewildlifeconsumers.org/change/behaviour-change-for-conservation-online-course/)

ANY QUERIES, PLEASE CONTACT;

[GAYLE.BURGESS@TRAFFIC.ORG](mailto:gayle.burgess@traffic.org)



USAID
FROM THE AMERICAN PEOPLE





CHAT DISCUSSION

What is your favorite consumer demand reduction or SBCC tool? We want to add to the toolkit!

www.changewildlifeconsumers.org

Questions?
Chat @ Gayle



Barriers

Based on your own work during COVID-19, what have you found to be barriers to reducing consumer demand for wildlife?

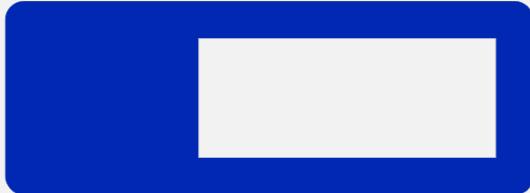
- Barrier 1
- Barrier 2
- Barrier 3



Priorities

What do you think the priorities are for wildlife consumer demand reduction to address COVID-19 and stop future pandemics?

Share your ideas in the chat!



Polling

Of the priorities we discussed, what would you say are the top 3 priorities to address reducing consumer demand during COVID-19?



Support

What would you like support in for building greater coordination of our consumer demand reduction efforts?

How could a Community of Practice support you? What would you benefit from?

Share your ideas in the chat!

Call to Action!



- Complete the [Social and Behavior Change Communication Community of Practice Survey](#)
- Join the SBCC Community of Practice at <https://www.changewildlifeconsumers.org/>
- Are you currently working on a demand reduction activity and are willing to share? Email Gayle Burgess for this or other general inquiries at gayle.burgess@traffic.org