



USAID Wildlife Asia

“NO IVORY NO TIGER AMULETS” CAMPAIGN

FREQUENTLY ASKED QUESTIONS

March 3, 2020

1. What is the “No Ivory No Tiger Amulets” campaign?

- The “No Ivory No Tiger Amulets” campaign aims to reach and engage those who desire to buy and use ivory and tiger parts and products motivated by their beliefs in the power of these wildlife products to bring good luck and protect from harm.
- This campaign is focused on spiritual beliefs related to the consumption of wildlife products and is implemented by the United States Agency for International Development (USAID) and Thailand’s Department of National Parks, Wildlife and Plant Conservation (DNP). It features Maha Sompong Talaputto, a popular Buddhist monk known for engaging his audience’s attention by preaching “dharma” in an entertaining way to publicly promote messages that will examine these spiritual beliefs.

2. Why are USAID and DNP implementing the “No Ivory No Tiger Amulets” campaign?

- In this campaign, USAID and DNP have one common goal: to help counter illegal wildlife crime by reducing consumer demand for wildlife parts and products. Elephant ivory and tiger parts are among the top items driving the illegal wildlife trade worldwide, especially in Southeast Asia.
- In Thailand, [the USAID Wildlife Asia 2018 consumer research](#) revealed that two percent and one percent of the adult urban population own and use ivory and tiger products, respectively. They are a significant niche market and constitute an estimated 500,000 consumers for ivory and 250,000 for tiger products. Consumers are characterized as fairly affluent, educated, and having stable occupations. What is concerning is that three percent (around 750,000 people) intend to buy and use these products in the future. Ten percent (an estimated 2.5 million people) and seven percent (around 1.8 million people) find the use of these ivory and tiger products socially acceptable, respectively.

- The campaign was developed to reduce demand for ivory and tiger parts and products in Thailand by focusing on changing social norms and consumer behavior.

3. How is this campaign innovative?

- This campaign is the first major campaign that counters strongly held beliefs that ivory and tiger products bring good fortune and prevents harm. The campaign is based on findings from the 2018 [USAID Wildlife Asia consumer research in Thailand that found that these beliefs constitute a major driver to the demand for ivory and tiger products in the country.](#)
- The qualitative component of the above consumer research revealed that many users do not associate their desire and actual use of ivory and tiger products with the killing of elephants and tigers. They believe the small items they own do not have an impact on poaching and illegal wildlife trafficking.
- The research showed that these beliefs are strongly ingrained, and are handed down from elders, family members, and spiritual leaders. The campaign strategy, based on research findings, is not to state that these beliefs are wrong but to question these beliefs using a credible influencer to deliver this message.

4. Why should the media support and promote “No Ivory No Tiger Amulets” campaign?

- The media has an important role in combating the illegal wildlife trade by helping to raise awareness and focusing attention on the impact of wildlife trafficking to the public. Establishing a social norm that rejects the use of amulets containing ivory and tiger parts and products will drastically reduce demand for and social acceptance of these products in Thailand.

5. How can I participate in this campaign?

- You can help us echo and amplify the campaign message through your own networks and channels by sharing the [campaign video](#).
- Tell your friends and family to never buy, use, or give products made from elephant ivory and tiger parts.