Wildlife Protection Law Campaign

USAID — FROM THE AMERICAN PEOPLE

USAID WILDLIFE ASIA (CHINA)

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

Communication
Communities
Decision Makers
Sustainable Behavior Change
Community Mobilization
Policy & Enforcement
Advocacy
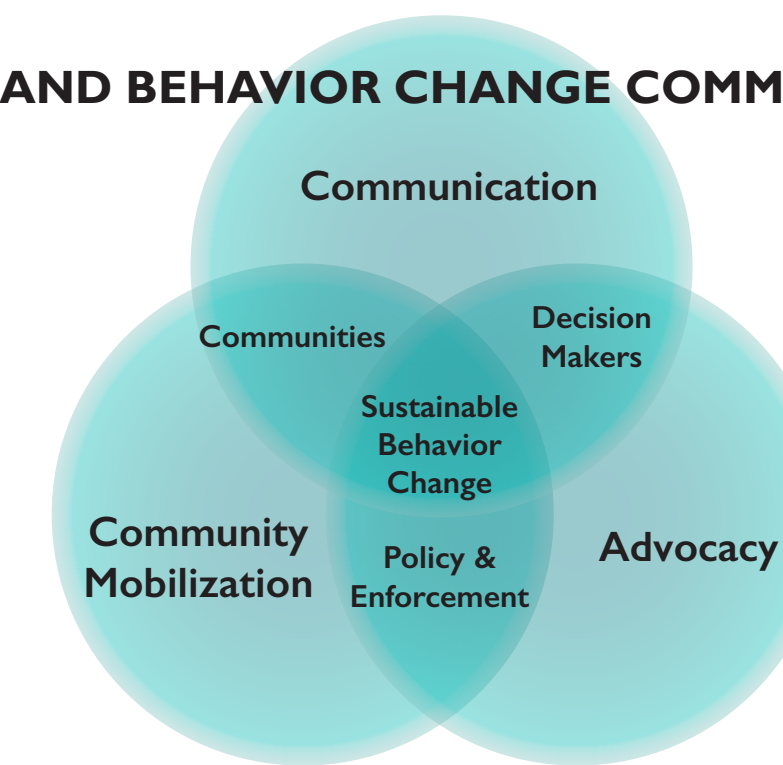
DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE

- Enhance awareness of the Wildlife Protection Law and Ivory Ban – enacted in 2017 and 2018 respectively
- Increase the perception of serious consequences from violating the Wildlife Protection Law regarding tiger, elephant, rhino, and pangolin

TARGET AUDIENCES

PRIMARY
Existing and potential consumers of ivory, pangolin, rhino horn, and tiger for gifting, medicinal, or food purposes

SECONDARY
The broader population, to build awareness of the Wildlife Protection Law, and the importance of monitoring and reporting crimes

Formative Research to Inform Approach

Wildlife Asia 2018 Research Study on Consumer Demand for Elephant, Pangolin, Rhino, and Tiger Parts and Products in China
- Only 48 percent of respondents had heard of the Ivory Ban, and 44 percent had heard of the Wildlife Protection Law
- Socio-political context in China: awareness of the personal risks and penalties associated with breaking laws is an important determinant of behavior
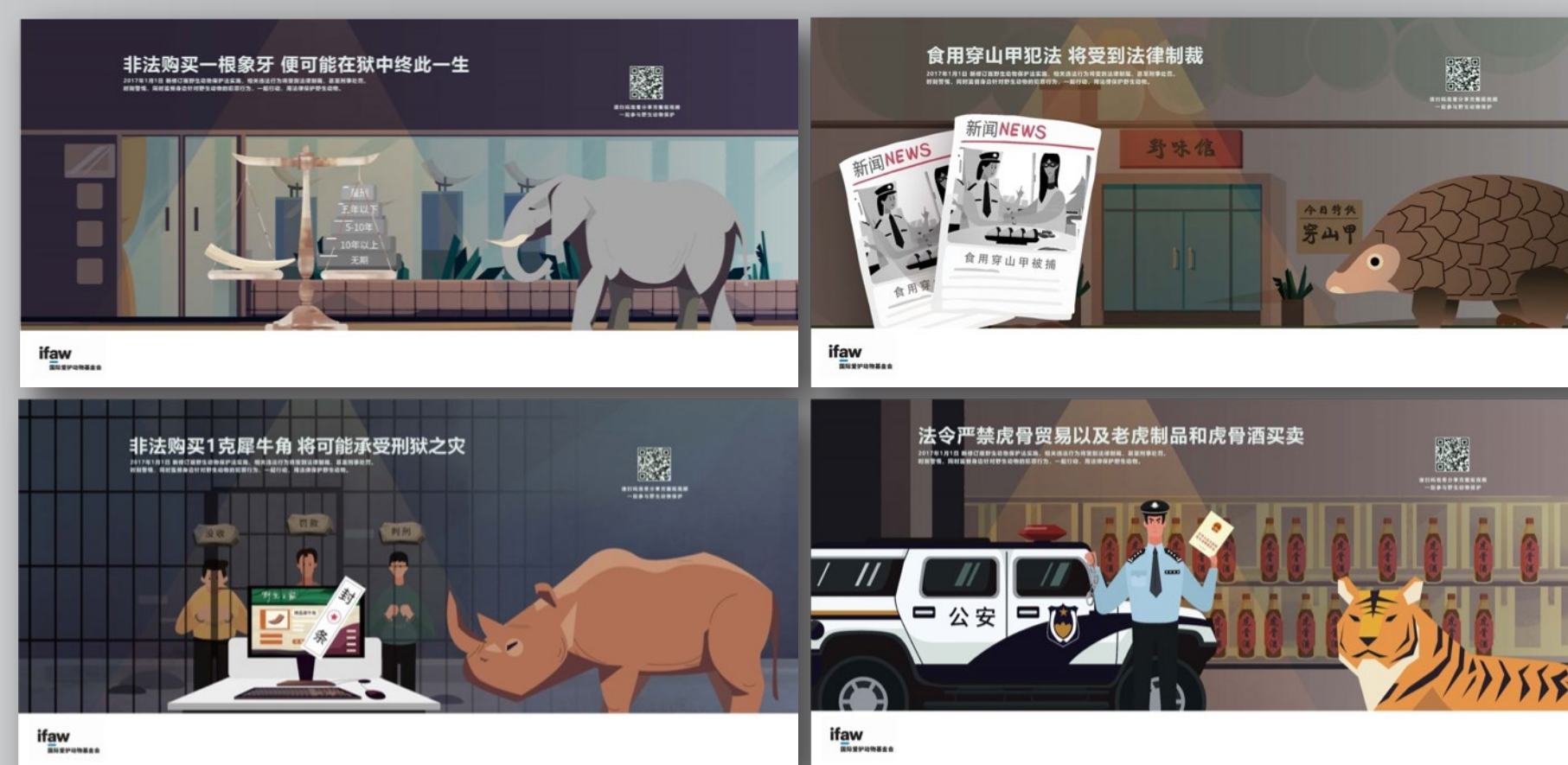
Key Messages

WILDLIFE PROTECTION LAW
There will be serious consequences if you violate provisions of the Wildlife Protection Law regarding tiger, elephant, rhino and pangolin

IVORY BAN
The price of ivory has been dropping and it is unwise to invest in ivory products

Messaging Platforms

Online Media: videos, social media, apps

Offline Media: Ad spots in transit, malls, museums, and public events

Individual Champions

Media Partners
- Online Media
  - ✔ Video Website
  - ✔ Social Media
  - ✔ Mobile App
- Offline Media
  - ✔ Transportation(Hub) Media
  - ✔ Hospital/Shopping Mall/Bank/Restaurant/Office LCDs
  - ✔ Outdoor Mega LEDs
  - ✔ Print Media

Public and Private Sectors
- Zoo
- Museum.
- Public Event

Individual Champions
- Famous Nutritionist Mr. Zhongyi GU

Foreign and Local NGOs
- Foreign & local NGOs involved in demand reduction

LEARNING AND ADAPTING

Learning Questions

Is awareness of wildlife-related laws and regulations associated with levels of
(1) desire or
(2) consumption of wildlife parts or products?

HOW ARE WE MEASURING CHANGING DEMAND?

October 2018 online survey conducted after 6 months of campaign implementation
- Self-reported knowledge of the Wildlife Protection Law
  – 76 percent agreed that the campaign increased their general knowledge of the law
- Willingness to warn family and friends of the risks associated with consuming illegal wildlife products
  – 57 percent reported the campaign increased willingness to warn
- Willingness to report wildlife crimes
  – 57 percent reported that the campaign increased willingness to report

Midterm research in 2020 will determine the campaign's impacts on attitudes, perception of social acceptability and intent to purchase
- Percent of target population that report decrease in using parts and products made of tiger, pangolin, elephant and rhino
- Percent of target population that report reduced intent to purchase parts and products of focal species
- Increase in social unacceptability towards use of parts and products of focal species

HOW ARE WE ADAPTING AND LEARNING?

Based on consumer research and surveys that showed travel outside the mainland is a major channel for purchasing wildlife parts and products
- We narrowed the primary target audience to outbound travelers and consumers in Guangdong province
- Targeted Guangzhou, the city with the lowest awareness of the Wildlife Protection Law (16 percent)

Midterm research will further inform whether the campaign is changing attitudes, perception of social acceptability and intent to purchase wildlife parts, and the results will inform adaptive management

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