



WILDAID / USAID REDUCING DEMAND FOR WILDLIFE

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NO IVORY NO TIGER AMULETS CAMPAIGN REPORT

June 2022 to January 2023

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No Ivory No Tiger Amulets Campaign Report June 2022 to January 2023

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*Cover Photo: Buddhist nuns in a group discussion at a workshop for spiritual leaders.
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TABLE OF CONTENTS

LIST OF ABBREVIATIONS	V
BACKGROUND	I
TARGET AUDIENCES	I
CAMPAIGN ACTIVITIES	2
ACTIVITY 1. FOLLOW-UP SURVEY OF MONKS AND NUNS	2
ACTIVITY 2. WORKSHOP FOR SPIRITUAL LEADERS ON COMMUNITY CAMPAIGNS TO REDUCE DEMAND FOR WILDLIFE PRODUCTS (JUNE 29 TO 30)	2
ACTIVITY 3. COMMUNITY CAMPAIGNS BY SPIRITUAL LEADERS.....	4
ACTIVITY 4. SOCIAL MEDIA INFLUENCER CAMPAIGN USING TESTIMONIAL VIDEOS OF SPIRITUAL LEADERS.....	7
ACTIVITY 5. COMMUNICATION AID FOR SPIRITUAL LEADERS	9

LIST OF ABBREVIATIONS

IBHAP	Institute of Buddhist Management for Happiness and Peace
INEB	International Network of Engaged Buddhists
IUCN	International Union for the Conservation of Nature
NINT	No Ivory No Tiger
RDMA	Regional Development Mission for Asia
RDW	USAID Reducing Demand for Wildlife
SBCC	Social and Behavior Change Communication
USAID	United States Agency for International Development

BACKGROUND

The USAID Wildlife Asia 2018 Consumer Survey revealed that beliefs in the power of ivory and tiger products to bring good luck and protect the user from harm are major factors driving demand for these products. The survey further revealed that spiritual leaders such as Buddhist monks and nuns are primary influencers of these beliefs. The *No Ivory No Tiger Amulets* (NINT) campaign is a continuing campaign to reduce demand for ivory and tiger products driven by these spiritual beliefs. It builds upon the USAID Wildlife Asia NINT campaign’s success in using social and behavior change communication (SBCC) to significantly improve desired attitudes, reduce social acceptability, and reduce intention to buy ivory and tiger products in the future. A key lesson learned under USAID Wildlife Asia was the significant impact that spiritual leaders can have in influencing behavior, including the purchase of amulets from wild animal parts as a result of spiritual beliefs. USAID Reducing Demand for Wildlife (RDW) worked to leverage and expand work with the International Network of Engaged Buddhists (INEB) to reduce demand in local communities.

Under RDW, the NINT campaign added a strong social mobilization component that developed capacity and engaged Buddhist monks and nuns through INEB to amplify the campaign messaging to counter these spiritual beliefs among their followers and in their communities. There were five activities under the RDW NINT campaign:

1. Follow-up survey of monks and nuns who attended the USAID Wildlife Asia workshops in partnership with INEB.
2. Two-day workshop for spiritual leaders.
3. Community campaigns led by spiritual leaders.
4. Social media influencer campaign using testimonial videos.
5. Development and production of a *Communication Aid for Spiritual Leaders*.

TARGET AUDIENCES

The RDW NINT campaign had two categories of target audiences: 1) **current and potential consumers** who desire ivory and tiger amulets and spiritual items, driven by the belief that these products bring good luck and protect users from harm, and 2) **Buddhist spiritual leaders** who influence these beliefs to undertake activities to amplify the campaign message and counter these beliefs among current and potential consumers.

Table I. Audience Profile and Activities

TARGET AUDIENCE	PROFILE	DESIRED BEHAVIOR	ACTIVITIES
Spiritual leaders	Buddhist monks, nuns, and other spiritual leaders	Counter spiritual beliefs about ivory, tiger, and other wildlife products among their followers and in their communities	<ul style="list-style-type: none"> • Workshop for Spiritual Leaders • Communication Aid
Current and potential consumers of ivory and tiger	<ul style="list-style-type: none"> • Male, 30-49 years old, middle to high income. • Married with children. 	Stop buying and using products	<ul style="list-style-type: none"> • Social media influencer campaign using

products driven by spiritual beliefs	<ul style="list-style-type: none"> ● Minimum vocational education or diploma. ● Likely to be a small business owner, merchant or entrepreneur. ● Gets information on ivory or tiger products from the internet or family, friends, and social networks. ● Generally buys from physical stores or trusted individual sellers. ● Purchases range from 5,000 - 11,000 THB. 		testimonial videos <ul style="list-style-type: none"> ● Community campaigns
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CAMPAIGN ACTIVITIES

ACTIVITY 1. FOLLOW-UP SURVEY OF MONKS AND NUNS

INEB conducted a survey to determine what actions were taken by spiritual leaders who attended the USAID Wildlife Asia workshops organized with INEB in 2020 and 2021. A total of 15 respondents (nine male monks, one female monk, three nuns, and two lay women) responded to the survey questionnaire.

The majority of respondents stated that they gained more knowledge and awareness about the issue of wildlife trade and consumer demand from the workshop. Once back in their communities, a majority reported that they reached out to their friends, disciples, and followers to change their perceptions and beliefs about using tiger fangs and elephant ivory as amulets. They conducted face-to-face activities, participated on radio programs, made public announcements, taught or preached about the issue, conducted training and campaigns, lived by example (practicing “no harm to animals”), and shared information through storytelling (e.g. a leather puppet show, lullabies, *manora* traditional dance, and other types of performance).

Respondents reported that challenges included 1) the expectation of people that amulets should be for sale in temples as it generates income for temples and 2) the COVID-19 pandemic which curtailed their face-to-face activities. One respondent mentioned that it is very difficult to change deep-rooted beliefs about amulets so there is a need to work with the younger generation.

ACTIVITY 2. WORKSHOP FOR SPIRITUAL LEADERS ON COMMUNITY CAMPAIGNS TO REDUCE DEMAND FOR WILDLIFE PRODUCTS (JUNE 29 TO 30)

RDW conducted a workshop with INEB from June 29-30, 2022 with the following objectives:

1. Develop messages and campaigns aligned with RDW’s campaign messages that are relevant in specific temples and similar settings;
2. Equip participants with the tools to build a campaign to reduce demand for wildlife based on spiritual beliefs and respond to questions from people visiting temples and others with whom they come in contact; and
3. Enable monks, nuns, and spiritual leaders to realize their wildlife campaign ideas and provide them with the initial logistics and technical support.

Participants comprised Buddhist monks and nuns who had submitted proposals to organize community campaigns in May and June 2022. Sixteen participants attended, including three bhikkhunis (female ordained monks), four nuns, seven monks, and two lay representatives from six temples in six Thai provinces. Participants also included representatives from each of the coordinating organizations and presenters from the Department of National Parks, Wildlife and Plant Conservation, RDW, WildAid Thailand, and INEB. USAID Regional Development Mission for Asia (RDMA) delivered opening remarks.

The workshop consisted of plenary sessions and small group exercises. The plenary sessions provided an overview of the illegal wildlife trade globally and in Thailand; the NINT campaign; how to effectively plan SBCC campaigns and develop messages; and the use of social media. Venerable Napan Santibhaddo Thawornbanjob from the Institute of Buddhist Management for Happiness and Peace (IBHAP) served as a resource person. In small groups, participants refined their proposed campaigns and developed messages and materials to counter spiritual beliefs about wildlife products that would be best suited for their specific temple and community context.



Workshop participants and INEB, WildAid, RDW, and USAID RDMA team members



Participants work in small groups and present their outputs

ACTIVITY 3. COMMUNITY CAMPAIGNS BY SPIRITUAL LEADERS

After the workshop, the monks and nuns implemented six community-level campaigns from July to August in Kanchanaburi, Songkhla, Chiang Mai, Ubon Ratchathani, Roi Et and Nakhon Sawan. Table 2 shows a summary of the campaigns.

Table 2. Community Campaigns by Spiritual Leaders in Six Provinces

No	NAME	TARGET AUDIENCE AND LOCATION	ACTIVITIES CONDUCTED
1	Dhammanurak Foundation by Ven. Jutipa (Buddhist Nun)	<ul style="list-style-type: none"> ● Youth ● Age 18+ ● Female Location: Kanchanaburi	<ul style="list-style-type: none"> ● A youth workshop was organized on July 12-14, 2022, with 26 youth. Participants designed campaign brochures and posters and produced 2,000 brochures, 6 decorative posters, and 1 design for a vinyl poster. ● Two outreach activities July 28-29, 2022 distributing brochures and giving out information about the campaign (Lawa Cave in Kanchanaburi conducted by 8 youth volunteers, and Kong Mong Tha village in Sangkhlaburi conducted by 10 youth volunteers).
2	Tippayasathan Bhikkhuni Arama by Bhikkuni Dhammakamala	<ul style="list-style-type: none"> ● Community members, inclusive of youth ● Temples in Koh Yor, Songkhla Location: Koh Yor Island, Songkhla	<ul style="list-style-type: none"> ● Workshop on reducing demand for wildlife with 29 monks and lay persons, August 12-14, 2022 ● Vinyl signs placed at 3 temples in Songkhla ● 100 campaign stickers for cars printed and distributed ● Video clips on social media including YouTube, Facebook, and Line groups (500 members) ● 200 alcohol sprays with the campaign message distributed
3	Maha Chulalongkorn Rajavidyalaya University by Ven Dr Baideekathipphanakorn Chaiyanantho	<ul style="list-style-type: none"> ● Student monks and lays Location: Doi Saket, Chiang Mai	<ul style="list-style-type: none"> ● Integrated meetings with Buddhist academics in Chiang Rai on August 18, 2022 at Wat Amat Wittaya Buddhist School (26 participants) and at Wat Patantai Buddhist School (27 participants) ● Reducing demand for wildlife workshop with monks and lays at the municipal hall in Chiang Rai (88 participants) ● Educational video production (https://drive.google.com/file/d/1yliwq0vH4a3ysrZhVBu4PzLpVeNjvSvt/view?usp=sharing)

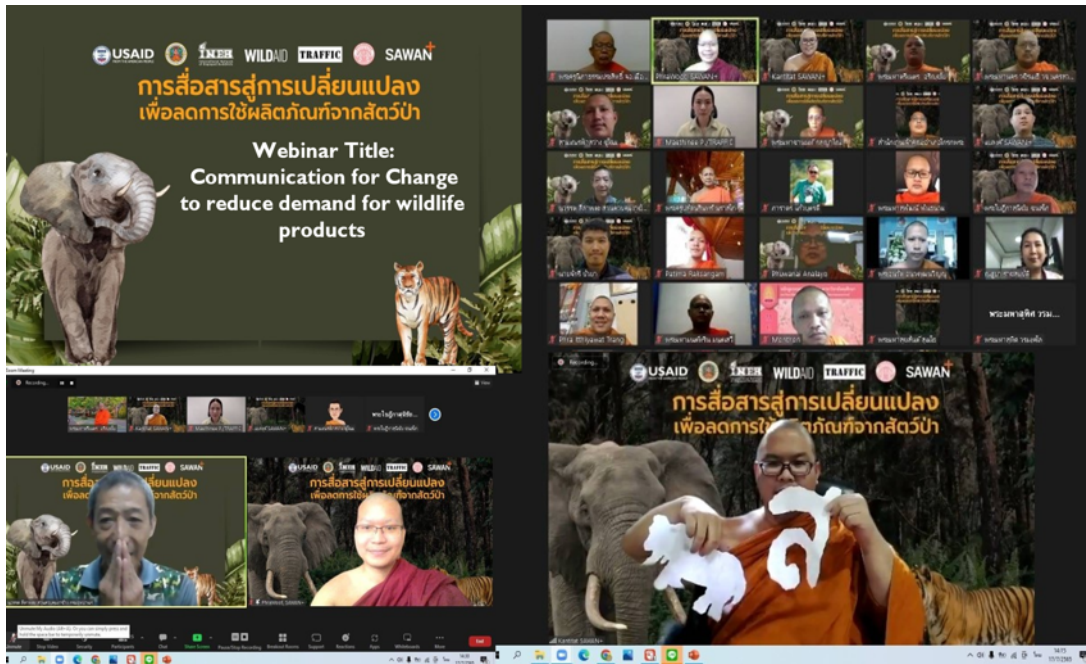
4	Ubon Loves Earth Group by Ven Sittichai Tikpunyp	<ul style="list-style-type: none"> ● School children <p>Location: Ubon Ratchathani</p>	<ul style="list-style-type: none"> ● Buddhist Lent Day parade with 300 people in the parade and more than a thousand people along the road (July 12, 2022) ● Several dhamma talk at temples (at least 50 people each time), schools (500 students), and local volunteer training events (approx. 50 volunteers) ● Wildlife workshop at Phai Yai Suksa School (Sept 5, 2022) ● School exhibition day (Sept 16, 2022) with 302 students <p>Changed activities:</p> <ul style="list-style-type: none"> - No zoo visit activity due to bad weather - Replaced with school exhibition and writing competition
5	Wat That by Ven Phra Khru Sutachaytiyaphibal	<ul style="list-style-type: none"> ● Novice monks ● Students <p>Location: Roi-et</p>	The report from this group is currently pending.
6	SAWAN+ by Ven Phra Woot Sumetho	<ul style="list-style-type: none"> ● Monks and the general public <p>Location: Nakhorn Sawan</p>	<ul style="list-style-type: none"> ● One Zoom workshop on July 17, 2022 with 32 participants (15 planned) consisting of monks and members of the public who designed communication materials to reduce demand for wildlife products. ● 50 materials (15 planned) developed and shared on social media with a total audience of approx. 3,000 under the campaign name “Change for Wildlife Challenge”.



Bhikkunis, female Buddhist monastics, pose in front of one temple with signage in Songkhla



House-to-house campaign with youth in Ubon Ratchathani



Zoom workshop in Nakhon Sawan

ACTIVITY 4. SOCIAL MEDIA INFLUENCER CAMPAIGN USING TESTIMONIAL VIDEOS OF SPIRITUAL LEADERS

This campaign mobilized two prominent spiritual leaders to publicly counter spiritual beliefs about ivory, tiger, and wildlife products. RDW developed and produced **two 2½ minute videos and two photo quotes** to dissuade current and potential consumers from using ivory, tiger, and other wildlife products driven by spiritual beliefs. One video and photo quote features Buddhist monk Venerable Napan Santibhaddo Thawornbanjob, the Assistant Abbot at the Golden Mount Temple in Bangkok and Chair of the IBHAP Foundation. The other video and photo quote shows Buddhist Nun Venerable Jutipa Thappasuth from Kanchanaburi who was showcased in a USAID *Medium* story, “Instilling a Respect for Wildlife: How a Buddhist nun in Thailand is protecting tigers and elephants” (<https://medium.com/usaid-2030/instilling-a-respect-for-wildlife-49da26ff20de>). Venerable Jutipa is an active conservationist and works with community schools located around the protected Thung Yai Naresuan Wildlife Sanctuary to promote the well-being of wildlife. In these videos and photo quotes, the spiritual leaders discuss why the use of illegal wildlife products runs counter to the teachings of Buddhism and does not bring happiness nor good luck.



“In the history of Buddhism including the Pali Canon or even in the Jataka, there is no mention of using amulets to bring you success or to make you invincible. These are all made up by us humans because of misunderstandings. When the animal itself could not protect its parts from being taken, how can we human beings rely on such products?”

Venerable Jutipa Thappasuth
Manager, Dhamanurak Foundation

#NolvoryNoTigerAmulets

“Buddhism does not believe in having one’s life success or one’s happiness bound to an external source. Therefore, if you are looking for a source of magical power in Buddhism it’s not there. The real magical power is in ‘Atta hi attano natho’, which means one should rely on oneself.”

Venerable Napan Santibhaddo
Assistant Abbot, Wat Saket
Chair, IBHAP Foundation

#NolvoryNoTigerAmulets

SOCIAL MEDIA INFLUENCER CAMPAIGN DISSEMINATION

The two videos and photo quotes were disseminated on Facebook from December 30, 2022 to January 23, 2023, reaching 7.8 million and generating 3.3 million views. The campaign mostly reached males, 25 to 44 years old, in Bangkok. There were nearly 3,000 engagements (likes, shares, or comments). The engagements were generally positive for the four materials. There was high and positive engagement for the video of the Buddhist nun Venerable Jutipa.

SOCIAL MEDIA INFLUENCER CAMPAIGN IMPACT – ONLINE M&E SURVEY

To determine the impact of the campaign on intention to buy ivory or tiger products in the future, RDW fielded an online questionnaire with five self-administered questions from January 16-23, 2023. A total of 352 people completed the questionnaire, of whom 134 (38 percent) were Exposed to the campaign and 218 (62 percent) were Not Exposed. Of the 333 who responded to the question on gender, 150 were male (45 percent) and 183 were female (55 percent). Responses to the questions from both those Exposed and Not Exposed to the campaign were generally positive. **Among the Exposed group, 73 percent say they will “definitely not” buy ivory and tiger products in the future while 10.5 percent say that they will “surely” or “might” buy those products.** Females are more likely to not buy the ivory and tiger products in the future. For those Exposed to the campaign, 86 percent of females say that they will definitely not buy ivory and tiger products compare with 67 percent of males.

