



WILD MEAT SBCC DEMAND REDUCTION CAMPAIGN DESIGN WORKSHOP WITH STAKEHOLDERS

October 6, 2022
Bangkok, Thailand

Wild Meat SBCC Demand Reduction Campaign Design Workshop with Stakeholders

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Cover Photo Caption: Workshop participants at the Wild Meat SBCC Demand Reduction Campaign Design Workshop with Stakeholders, October 6, 2022. Photo Credit: RDW

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LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
DASTA	Designated Areas for Sustainable Tourism Administration
DNP	Department of National Parks, Wildlife and Plant Conservation
IUCN	International Union for the Conservation of Nature
NGO	Non-Governmental Organization
RDMA	Regional Development Mission for Asia
RDW	Reducing Demand for Wildlife
SBCC	Social Behavior Change and Communication
TRAPS	Trafficking, Response, Assessment, and Priority Setting
USAID	United States Agency for International Development
WWF	World Wildlife Fund
ZSL	Zoological Society of London

I BACKGROUND

The workshop is a part of the United States Agency for International Development (USAID) Reducing Demand for Wildlife (RDW) Activity, an 18-month project that aims to combat transnational wildlife crime by reducing consumer demand through Social and Behavior Change Communication (SBCC) campaigns and reducing supply through rational comprehensive enforcement and regulatory systems. RDW demand reduction activities cover China and Thailand. One of RDW's activities includes the design of an SBCC campaign strategic plan to reduce demand for illegal wild meat and prevent pandemics, which is based on the results of a 2021 evaluation of the wild meat campaign in Thailand by Department of National Parks, Wildlife and Plant Conservation (DNP), TRAFFIC, and UNDP GEF, similar campaigns and research studies undertaken, other relevant data, and inputs from stakeholders from various sectors.

The workshop was held on October 6, 2022 to gather inputs from government, private sector, and non-governmental organization (NGO) partners on the design of the SBCC *Wild Meat Demand Reduction* campaign. It was endorsed by DNP and was implemented by WildAid, RDW's implementing partner in Thailand. Workshop participants included representatives from government agencies (DNP, Department of Tourism, and Designated Areas for Sustainable Tourism Administration (DASTA)), the health sector (Thai Red Cross), academic sector involved in animal and human health (Chulalongkorn University and Mahidol University) and conservation NGOs in Thailand. Workshop inputs will be used to develop a two-year SBCC *Wild Meat Demand Reduction* campaign following the five-step SBCC process with strategy, target audience segments, and proposed messaging that has been pretested, for future implementation in Thailand. The plan is expected to be delivered in December 2022.

2 OBJECTIVES AND EXPECTED OUTCOMES

The workshop objectives included the following:

- Share lessons learned from previous One Health campaigns to inform the strategy.
- Share a situation analysis of Thailand's wildlife trade and links to zoonoses.
- Share lessons learned from other countries in the Southeast Asian region on One Health campaigns (Myanmar, Vietnam).
- Gather inputs to help fill in the One Health SBCC campaign strategy template.
- Gather inputs to develop a draft campaign strategic plan with messaging that has buy-in from various stakeholders.

The expected outcomes of the workshop included:

- Participants have knowledge of wildlife trade and links to zoonoses.
- Participants are oriented on the SBCC approach and the five-step planning process.
- Participants provide inputs on the development of the strategic plan.
- A two-year SBCC plan to reduce demand for wild meat for Thailand with possible applicability to the region is initiated.

See Annex I for the full agenda.

3 PARTICIPANTS

Participants working in government, education, health, conservation, and the non-profit sector attended the workshop. There was a gender balance among the 40 participants (22 female, 18 male). Table 1 shows the breakdown of participants from various sectors.

Table 1. Participants by Organization and Sector

SECTOR	ORGANIZATION	PARTICIPANTS
Donor	USAID Regional Development Mission for Asia (RDMA)	2
Implementing	RDW	4
Implementing	WildAid	4
Government	Department of National Parks, Wildlife and Plant Conservation	8
Health Sector	Thai Red Cross	2
Academic	<ul style="list-style-type: none"> Chulalongkorn University Mahidol University 	4
Government	<ul style="list-style-type: none"> Department of Tourism DASTA 	2
Private Entity	Researcher	1
Conservation NGO	<ul style="list-style-type: none"> Freeland Seub Nakhasathien Foundation International Union for Conservation of Nature (IUCN) TRAFFIC Panthera Zoological Society of London (ZSL) 	13
Total		40

See Annex 2 for the full list of participants and resource persons.

4 SUMMARY OF PRESENTATIONS

Ms. Roopa Karia, Deputy Director of USAID RDMA’s Regional Environment Office, and Mr. Suraphong Chawepak, Forestry Technical Officer Professional Level of DNP’s Division of Wildlife Fauna and Flora Protection, opened the workshop.

The morning session of the workshop included presentations to give the participants an overview of the situation and background before discussing their inputs in small groups.



Opening remarks by Roopa Karia, USAID RDMA

The morning session included the following presentations and speakers:

- “Introduction to SBCC: Socio-ecological Model. SBCC Strategies and the SBCC Planning Process”, by Eleanora DeGuzman, Team Lead, Demand Reduction/SBCC, USAID Reducing Demand for Wildlife .
- “Situation of illegal wild meat trade and laws in Thailand”, by Mr. Phanaschakorn Bhodhibundit, Forestry Technical Officer, Senior Professional Level, Office of Forest Protection and Fire Control, DNP.
- “Wild meat consumption and zoonotic disease risks”, by Supaporn Wacharapluesadee, Ph.D., Senior Researcher, Thai Red Cross Emerging Infectious Diseases Clinical Center, King Chulalongkorn Memorial Hospital and Chulalongkorn University School of Global Health.
- “Wild meat consumption comparison in Association of Southeast Asian Nations (ASEAN) countries”, by Anny Liang, Behavior Change Specialist, World Wildlife Fund (WWF) US.
- “USAID Trafficking, Response, Assessment, and Priority Setting (TRAPS) situation analysis with focus on wild meat”, by James Compton, TRAFFIC Project Leader, USAID Wildlife TRAPS.
- “Lessons learned from Thailand campaign: *Kind Dining* campaign and survey results”, by Dararat Weerapong, Asia Social and Behavior Change Advisor, TRAFFIC.
- “Wildlife contact and consumption - key findings in Thailand”, by Kanokwan Suwannarong, Ph.D.



Introduction to SBCC by Eleanora DeGuzman, RDW



Presentation on wild meat consumption and zoonotic disease risks by Dr. Supaporn Wacharapluesadee, Thai Red Cross



Target audience matrix presentation by Rabia Mushtaq, WildAid

The afternoon session began with a presentation from WWF-Myanmar by Daniel Wong on the recent *The Price We Pay* campaign to illustrate a wild meat campaign with One Health messaging. After this session, participants were divided into four small groups to discuss inputs to the design of the SBCC *Wild Meat* campaign strategic plan. Before initiating the group work, Rabia Mushtaq, WildAid Communications Specialist, oriented participants on the steps to SBCC campaign design. Due to time limitations, participants were requested to focus discussion on target audience analysis, key messages, messengers, and communication channels. After their group work, participants reconvened in a plenary session where a representative from each group presented their outputs.



Participants working in small groups

5 SMALL GROUP OUTPUTS

Three out of four groups selected a target audience from rural areas of Thailand, such as community members or the younger generation living outside of urban cities. Group 2 suggested that a two-year SBCC campaign needs to target urban Thais who are fond of travelling. This campaign could be considered a continuation of the *Kind Dining* campaign implemented by TRAFFIC from November 23, 2021 to February 15, 2022.

Table 1. Group 1 Outputs on Target Audience and Behavior

TARGET AUDIENCE: VILLAGERS	
BEHAVIOR AND DRIVERS	DESCRIPTION
Current behavior	<ul style="list-style-type: none"> • Buying, selling, and consuming wild meat • Hunting
Drivers or Determinants of Current Behavior	<ul style="list-style-type: none"> • Culture • Sustenance • Beliefs • Income • Convenience • Privilege to find hard-to-find animals
Priority Drivers	<ul style="list-style-type: none"> • Income
Desired Behavior	<ul style="list-style-type: none"> • Stop hunting, trading, and eating • Community leaders promoting sustainability within the community (ชุมชน)
Factors Hindering Desired Behavior (Barriers)	<ul style="list-style-type: none"> • Lack of knowledge • Lack of enforcement • Poverty, and price of wild meat is affordable • Promotion of behavior • Sense of adventure
Factors Facilitating Desired Behavior	<ul style="list-style-type: none"> • Creates jobs and opportunities • Community laws • Law enforcement • Safety of family's health • Show that it causes pandemics

Table 2. Group 1 Outputs on Key Messages

KEY MESSAGE	MESSENGERS	CHANNELS
<ul style="list-style-type: none"> • Disease Free if you don't consume wild meat • Killing Animals = Sinful, Good life without killing 	<ul style="list-style-type: none"> • Family and friends • Local artists • Community leaders • Religious leaders 	<ul style="list-style-type: none"> • Social media • Community radio • Billboards

Table 3. Group 2 Outputs on Target Audience and Behavior

TARGET AUDIENCE: URBAN THAIS WHO ARE FOND OF TRAVELING	
BEHAVIOR AND DRIVERS	DESCRIPTION
Current behavior	<ul style="list-style-type: none"> • Consuming wild meat during travels
Drivers or Determinants of Current Behavior	<ul style="list-style-type: none"> • Peer pressure • Friends • Beliefs • Rarity • Want to try something new • Reminiscing the past, eating what they once ate in childhood • Recommended by community members
Priority Drivers	<ul style="list-style-type: none"> • Special occasion
Desired Behavior	<ul style="list-style-type: none"> • Stop consumption of illegal wild meat
Factors Hindering Desired Behavior (Barriers)	<ul style="list-style-type: none"> • Loss of face • Loss of dignity • Not accepted by friends • Drunk on alcohol • Unaware of the law
Factors Facilitating Desired Behavior	<ul style="list-style-type: none"> • Law enforcement • Fear of law • Campaigns against consumption

Table 4. Group 2 Outputs on Key Messages

KEY MESSAGE	MESSENGERS	CHANNELS
<ul style="list-style-type: none"> • Stay away from wild meat and travel risk-free • Have fun without killing animals • This plate 100 baht, this plate 1 million baht 	<ul style="list-style-type: none"> • Tik Jessadaporn • Peach eat Laek (food blogger) • Pigkaploy (travel blogger) • Aasa pha pai long (travel blogger) (อาสาพาไปหลง) 	<ul style="list-style-type: none"> • Social media • Tourism Authority of Thailand • Tourism Department • Agoda • Booking • Traveloka • Trip Advisor • Tour operators

Table 5. Group 3 Outputs on Target Audience and Behavior

TARGET AUDIENCE: VILLAGERS / WORKING CLASS COMMUNITY MEMBERS	
BEHAVIOR AND DRIVERS	DESCRIPTION
Current behavior	<ul style="list-style-type: none"> • Consumption of wild meat
Drivers or Determinants of Current Behavior	<ul style="list-style-type: none"> • Income • Sustenance • Loopholes in law • Easy access to wildlife
Priority Drivers	<ul style="list-style-type: none"> • Copying what's being done by the community and social media
Desired Behavior	<ul style="list-style-type: none"> • Stop consumption of illegal wild meat • Community members more aware of diseases from wildlife
Factors Hindering Desired Behavior (Barriers)	<ul style="list-style-type: none"> • Promotion of current behavior on different media platforms • No control of social media and pressure from society
Factors Facilitating Desired Behavior	<ul style="list-style-type: none"> • Punishment of influencers • Media promoting new acceptable behavior • Continuous campaign • Showcase those that do good behavior • There is an idol to look up to

Table 6. Group 3 Outputs on Key Messages

KEY MESSAGE	MESSENGERS	CHANNELS
<ul style="list-style-type: none"> • Wildlife is not food and the world has changed 	<ul style="list-style-type: none"> • Influencers such as <ul style="list-style-type: none"> ○ Sellers (แม่ค้า) ○ Lisa / BTS ○ Milli ○ Mae Sitang ○ Peary pie • Experts/specialists • Religious leaders • Community leaders • Political leaders/local political leaders 	<ul style="list-style-type: none"> • Offline: Community radio, TV, brochures, leaflets and billboards • Online: YouTube, Facebook, TikTok, Instagram, Twitter and Blockdit

Table 7. Group 4 Outputs on Target Audience and Behavior

TARGET AUDIENCE: YOUNGER GENERATION / SOCIAL MEDIA USERS IN RURAL AREAS / CONTENT CREATORS	
BEHAVIOR AND DRIVERS	DESCRIPTION
Current behavior	<ul style="list-style-type: none"> Consuming wild meat and showing it on social media
Drivers or Determinants of Current Behavior	<ul style="list-style-type: none"> Copying others behavior Accepted by friends Wanting to try something new Beliefs
Priority Drivers	<ul style="list-style-type: none"> Wanting to try something new To be accepted by friends
Desired Behavior	<ul style="list-style-type: none"> Stop the consumption of illegal wild meat Condemn consumption of wild meat
Factors Hindering Desired Behavior (Barriers)	<ul style="list-style-type: none"> Unaware about consumption of wild meat and its risks Lack of income
Factors Facilitating Desired Behavior	<ul style="list-style-type: none"> Law enforcement Social unacceptability Having knowledge of appropriate/sustainable consumption

Table 8. Group 4 Outputs on Key Messages

KEY MESSAGE	MESSENGERS	CHANNELS
<ul style="list-style-type: none"> It's not cool/acceptable to consume wild meat 	<ul style="list-style-type: none"> Influencers who are trendy and like a sense of adventure Celebrities liked by the target audience 	<ul style="list-style-type: none"> TikTok, Instagram, Facebook, and YouTube reels

6 NEXT STEPS

Following the workshop, RDW and WildAid will consolidate the inputs and draft the SBCC campaign strategic plan. RDW will also prepare a brief for a creative agency/freelance creative director to develop alternative concepts for pretesting. The SBCC strategic plan with the proposed creative concept will be submitted in December 2022.

ANNEX I. WORKSHOP AGENDA

One-day workshop to design an SBCC campaign for reducing wild meat demand and preventing pandemics in Thailand - 6th October 2022

Time	Session	Resource Person
08.30 - 09.00	Registration	USAID Reducing Demand for Wildlife
09.00 - 09.10	Opening remarks - DNP Representative Opening remarks - USAID RDMA Representative	Mr. Suraphong Chaweepak, Forestry Technical Officer, Professional Level Division of Wildlife Fauna and Flora Protection, DNP. Roopa Karia, Deputy Director, Regional Environment Office (REO), USAID Regional Development Mission for Asia (RDMA)
09.10 - 09.15	Introduction to the workshop	Petch Manopawitr Ph.D., WildAid's program advisor and moderator
09.15 - 09.45	Introductions for Attendees - Who is who? - Group Photo	Sujin Yooprangthong, Moderator
09:45 – 10:00	Introduction to Social and Behavior Change Communication (SBCC): Socio-ecological Model. SBCC Strategies and the SBCC Planning Process	Eleanora DeGuzman, Team Lead, Demand Reduction/SBCC, USAID Reducing Demand for Wildlife
10:00 – 10:30	SITUATION ANALYSIS: Presentation on Thailand's situation on wildlife trade and zoonotic disease risks <ul style="list-style-type: none"> • DNP: Situation of illegal wild meat trade and laws in Thailand (12 mins) • Thai Red Cross Emerging Infectious Diseases: Presentation on wild meat 	Mr. Phanaschakorn Bhodhibundit, Forestry Technical Officer, Senior Professional Level, Office of Forest Protection and Fire Control, DNP Supaporn Wacharapluesadee, Ph.D., Senior Researcher, Thai

	<p>consumption and zoonotic disease risks (12 Mins)</p> <ul style="list-style-type: none"> • Q&A (6 Mins) 	<p>Red Cross Emerging Infectious Diseases Clinical Center, King Chulalongkorn Memorial Hospital and Chula School of Global Health</p>
10:30-10:45	Break	
10:45 – 11:15	<p>ASEAN REGION UPDATES: What Has Been Done in Thailand and ASEAN Region?</p> <ul style="list-style-type: none"> • Wild Meat Consumption comparison in ASEAN countries (12 Mins) • USAID TRAPS Situation Analysis with focus on wild meat (12 Mins) • Q&A 	<p>Anny Liang, Behavior Change Specialist, WWF-US</p> <p>James Compton, TRAFFIC Project Leader, USAID Wildlife TRAPS</p>
11:15 – 11:40	<p>LESSONS LEARNED FROM THAILAND CAMPAIGN</p> <ul style="list-style-type: none"> • Kind Dining Campaign and survey results (20 Mins) • Q&A (5 Mins) 	<p>Dararat Weerapong, Asia Social and Behavior Change Advisor, TRAFFIC</p>
11:40 - 11:55	<p>RISKY CONSUMPTION BEHAVIORS</p> <ul style="list-style-type: none"> • Wildlife contact and consumption - key findings in Thailand 	<p>Kanokwan Suwannarong, Ph.D.</p> <p>Director, SUPA71 Co., Ltd</p>
11:55 – 12:20	<p>CAMPAIGN DESIGN -TARGET AUDIENCE ANALYSIS</p> <ul style="list-style-type: none"> • Overview of Problem, Goal, objective and target audience (10 Minutes) • Group work to identify audience, motivating factors, and other influencing factors (15 Minutes) 	<p>Rabia Mushtaq, Communications Specialist (Thailand), WildAid / RDW</p>
12:20 – 13:20	Lunch	
13:20 – 13:30	Welcome back and introduction to next session (Energizer)	

13:30 – 13:45	LESSONS LEARNED FROM THE REGION <ul style="list-style-type: none"> Myanmar – The Price We Pay Campaign 	Daniel Wong, Senior Communications Advisor, WWF-Myanmar
13:45 – 14:20	CAMPAIGN DESIGN – CREATING <ul style="list-style-type: none"> Overview of key message and messengers (10 Mins) Group work to Identify and agree upon key message for each target audience, messengers and placement strategy (25 Mins) 	Rabia Mushtaq, Communications Specialist (Thailand), WildAid / RDW
14:20 – 14:50	GROUP PRESENTATIONS I. 7 Minutes Per Group (4 Groups)	Moderator
14:50 – 15:00	<ul style="list-style-type: none"> Agreement on next steps and recommendations from groups 	Moderator
15:00 - 15:05	<ul style="list-style-type: none"> Closing remarks 	RDW

ANNEX 2. LIST OF PARTICIPANTS

#	NAME - SURNAME ชื่อ - นามสกุล	POSITION ตำแหน่ง	ORGANIZATION สำนักงาน	SEX เพศ
1	Roopa Karia	Deputy Director, Regional Environment Office (REO)	USAID RDMA	F
2	Nancy Rothberger	Communications Specialist	USAID RDMA	F
3	Eleanora DeGuzman	Team Lead, Demand Reduction/SBCC	RDW	F
4	Nives Mattich	Deputy Chief of Party	RDW	F
5	Thachaphan Leelapata	Veterinarian	Department of National Parks Wildlife and Plant Conservation	F
6	Phanaschakorn Bhodhibundit,	Forestry Technical Officer, Senior Professional Level, Office of Forest Protection and Fire Control	Department of National Parks Wildlife and Plant Conservation	M
7	KUNAKORN SUKNITI	Forestry technical officer	Department of National Parks Wildlife and Plant Conservation	M
8	Yuthapong Dasornsuk	Forestry Technical Officer, Office of Forest Protection and Fire Control	Department of National Parks Wildlife and Plant Conservation	M
9	Mahasaksakon Somsopap	Forestry officer	Department of National Parks Wildlife and Plant Conservation	M
10	Mr. Poonsak Chaiduangkaew	Forestry Technical Officer, Practitioner Level, Division of Wild Fauna and Flora Protection -	Department of National Parks Wildlife and Plant Conservation	M
11	Chana Yodkwan	Officer, DNP's special task force, Wild Hawk	Department of National Parks Wildlife and Plant Conservation	M
12	Roongnapa Keeree wan	Forestry Officer, Wildlife Conservation Office	Wildlife Conservation, Department of National Parks, Wildlife and Plant Conservation	F
13	Supaporn Wacharapluesadee, PhD	Senior Researcher	Thai Red Cross Emerging Infectious Diseases Clinical Center King Chulalongkorn Memorial Hospital and Chula School of Global Health	F

14	Krongkan Srimuang	Researcher	Thai Red Cross Emerging Infectious Diseases Clinical Center King Chulalongkorn Memorial Hospital	F
15	Sasiprapap Ninwattana	Master's degree student	Chula School of Global Health	F
16	Khwankamon Ratanatumahi	-	Chula School of Global Health	F
17	Kanokwan Suwannarong	Director	SUPA7I Co., Ltd	F
18	Anongnad Ruvicha	Tourism Development Officer	Department of Tourism	F
19	Thanawin Thanyaphromhathaned	Technical Officer	Department Of Provincial Administration	M
20	Sawang Kedsangakonwut	Assistant Professor	Faculty of Veterinary Science, Chulalongkorn University	M
21	Podjana Wattananit, DVM, PhD	Head of Department of Clinical Science and Public Health	Faculty of Veterinary Science, Mahidol University	F
22	Tim Redford	Surviving Together Program Director	Freeland	M
23	Sisira Karujitr	Volunteer	Freeland	F
24	Pramod Sriyai	Assistant Head of Corporate Communications	Seub Nakhasathien Foundation	M
25	Thanakrit Daengthongdee	Corporate Communications	Seub Nakhasathien Foundation	M
26	Jesse Taweekan	IWT Regional Manager	WWF-Thailand	M
27	Penthai Siriwat		WWF-Thailand	F
28	Prapimpan Ngoentip		WWF-Thailand	F
29	Dararat Weerapong	Social and Behavior Change Advisor	TRAFFIC	F
30	Maethinee Phassaraudomsak		TRAFFIC	F
31	Petch Manopawitr	Program Advisor	WildAid	M
32	Nuthatai Chotechuang	Thailand Representative	WildAid	F
33	Rabia Mushtaq	Communications Specialist (Thailand)	WildAid	F
34	Orraphan Sanonork	Operations Officer	RDW	F

35	Petch	Technical Advisor	ZSL	M
36	TP Singh	Director	TRAFFIC	M
37	Wirin Wongprasertkarn	Wildlife Crime Researcher	Panthera	F
38	Prateep Mekatita	IUCN - Program	IUCN	M
39	Phantisa Svetasreni	Head of Internal Communicational	DASTA, Thailand	F
40	Sujin Yooprangthong	Moderator	Freelance Moderator	M