



CƠ QUAN QUẢN LÝ CITES VIỆT NAM  
VIET NAM CITES MANAGEMENT AUTHORITY



HUMANE SOCIETY  
INTERNATIONAL

# VIET NAM RHINO HORN DEMAND REDUCTION CAMPAIGN

— CAMPAIGN REPORT 2013-2016 —



## OVERVIEW

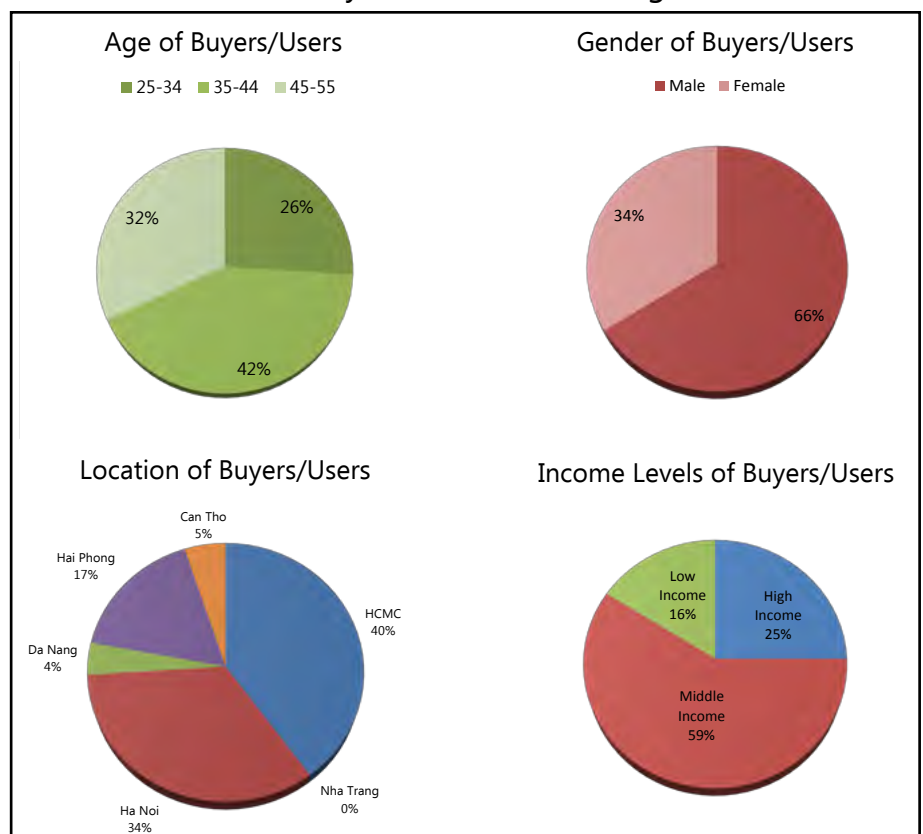
At CITES CoP16 in 2013, the Parties requested that Viet Nam “conduct consumer behaviour research to develop and implement demand reduction strategies or programmes aimed at reducing the consumption of rhino horn products” (Decision 16.86). In response, beginning in August 2013, the Viet Nam CITES Management Authority partnered with Humane Society International (HSI) on a dynamic, government-led, national rhino horn demand reduction campaign that has directly and indirectly reached an estimated 33.8 million people or about one-third of Viet Nam’s population to date. Public opinion surveys conducted before, during and after the campaign indicate that it has resulted in reduced demand for rhino horn in Viet Nam.

## CAMPAIGN DESIGN

The campaign was designed to measure changes in demand for rhino horn. A baseline survey was conducted in August 2013 by the international public opinion polling company Nielsen. The purpose of the survey was to: 1) to ascertain the public’s views on and knowledge about rhino horn consumption and rhino conservation; 2) to provide a baseline to compare results of future surveys in order to gauge the effectiveness of our activities; and 3) to provide information that could be used to identify rhino horn buyer and user groups in order to enable the creation of messages targeted specifically at these groups. Nielsen interviewed 1,000 people between the ages of 25-55 years, in six municipalities: Ha Noi, Ho Chi Minh, Da Nang, Hai Phong, Nha Trang and Can Tho.

This survey revealed that a very small percentage of people in Viet Nam buy or use rhino horn. Only 42 of 1,000 people interviewed (4.2%) said that they had ever bought or used rhino horn. Buyers and users occurred in all municipalities, in both urban and rural areas. Both males and females bought and used rhino horn. Buyers and users occurred across all socioeconomic classes except for the very poor (which were not part of this survey). The vast majority of buyers and users obtain rhino horn from their friends or relatives (an extremely small percent obtain horn from a traditional medicine pharmacy, doctor or clinic). Most people participating in the survey, 51%, believed that rhino horn can be used to treat serious human health conditions; they believe the following health conditions are helped by rhino horn (in order of importance): rheumatism, cancer, effects of a stroke, hang-over, impotence and fever. Most said they know that rhinos are impacted by people obtaining rhino horns and that there are not enough rhinos to fulfill human demand for rhinos, but about a third said it did not matter to them if rhinos went extinct.

We used these survey results to design our campaign. Because the survey results indicated that buyers and users were from all walks of life, we decided that the campaign must be targeted at the population as a whole, rather than be focused on particular elements of society, such as the very wealthy or men.



Similarly, because the survey results indicated a strong belief in rhino horn as medicine one of our main campaign messages was that rhino horn is not medicine. Subcategories of this message included: rhino horn is made of the same substance as human finger nails, scientific studies have demonstrated that rhino horn has no medicinal properties, and buying rhino horn to treat human diseases is a waste of money. We also provided a counter-message: by explaining that consumption of rhino horn may actually harm health because some of the horns in trade have been treated with chemicals either purposefully by wildlife reserves in South Africa as a poaching deterrent, or through the taxidermy preservation process used for museum specimens, many of which have been stolen in recent years and put into trade.

Another result of our survey was that a quarter of the population did not know that it was illegal to buy and sell rhino horn. Therefore, another of our campaign messages was that buying and selling rhino horn is illegal, punishable by up to 7 years in prison and a large fine.

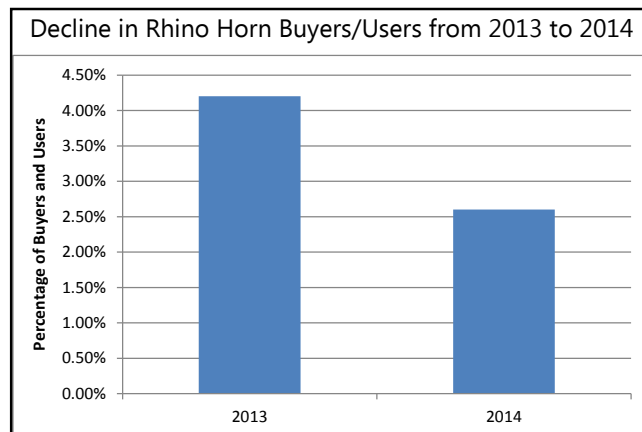
Finally, the working theory that we used in the campaign is that in order to change the behavior of one person, that person needs to receive same campaign message from multiple, independent sources which we accomplished by engaging multiple stakeholders, and using multiple platforms. In the first year of the campaign, which focused on Ha Noi, the stakeholder groups included: the Ha Noi Women's Association, the business community (including the Ha Noi Association of Entrepreneur Women, the internet marketing company Onnet, and the news magazine of the Viet Nam Small and Medium Enterprises Association which is called Doanh Nghiep), the Vietnam Union of Science and Technology Associations, university students and faculty, and school-aged children. The non-stakeholder platforms we used to deliver campaign messages included billboards in the city and at the airport, and on the sides of city busses, as well as press outreach.

## CAMPAIGN RESULTS: FIRST YEAR

A second survey was conducted in August 2014 by Nielsen. This survey interviewed 1,000 people in the same six cities as the first survey. The purpose of the second survey was to: 1) measure changes as compared to the baseline survey and thus determine the effectiveness of our campaign; and 2) determine which aspects of our campaign had the most resonance to the public so that we could make necessary adjustments to the campaign in its second year.

Comparing the results of the second poll to the first shows a dramatic and significant decline in the percent of people who buy and/or use rhino horn and in the percent of people who believe that rhino horn had medicinal properties. Specifically, the percent of people in the six major metropolitan areas surveyed who buy and/or use rhino horn dropped by 38%, from 4.2% in 2013 to 2.6% in 2014; this is a statistically significant difference at the 95% confidence level. Similarly, the percent of people in those six cities who believe rhino horn has medical properties dropped by 25%, from 51% in 2013 to 38% in 2014; this also is a statistically significant difference.

The survey demonstrated that the largest impact of the campaign was in Ha Noi, where the campaign activities in the first year were focused. There the percent of people surveyed who buy and/or use rhino horn dropped by 77%, from 4.5% in 2013 to 1.0% in 2014; this is a statistically significant difference at the 95% confidence level. Similarly, the percent of people in Ha Noi who believe rhino horn has medical properties dropped by 53%, from 45% in 2013 to 21% in 2014; this also is a statistically significant difference.



The success of the first year of the campaign in Ha Noi led to its expansion to five other major cities: Ho Chi Minh City, Can Tho, Nha Trang, Hai Phong, and Da Nang.

## CAMPAIGN STAKEHOLDERS: SCHOOL CHILDREN

A child-focused element of the campaign takes advantage of the fact that a large percentage of households in Viet Nam have school-aged children and many households have an extended family structure including children, their parents, and possibly their grandparents, their aunts and uncles, and their cousins. The concept is that by educating one child, many other people in that child's life will receive the campaign messages. Moreover, considering that children are potential future rhino horn consumers, each child that receives the campaign messages may be one less future adult consumer that will buy or consume rhino horn.

With this goal in mind, a book for primary-aged school children was prepared, entitled "I'm a Little Rhino". The 16-page book has colorful drawings and child-friendly text in Vietnamese and English. The campaign cooperated with provincial Departments of Education and Training in all six cities to distribute the books to approximately 1.5 million primary school students. Each child that received a book brought it home, where it reached the child's family, estimated at least four more people. This means that the campaign messages have reached an estimated 5.8 million people in Viet Nam just from the distribution of "I'm a Little Rhino". In addition, the book was made into a ten-minute cartoon movie that is airing on national television in Viet Nam.



*School children in Ha Noi read "I'm a Little Rhino"*

## WOMEN'S ASSOCIATIONS

Women are at the very core of Vietnamese society, and women very often make health-care-related choices for the family. Each of the 63 provinces and province/municipalities in Viet Nam has a Women's Association, and combined, the members of these provincial and municipality Associations comprise the national Vietnam Women's Union which has 13 million members. Engagement of the Women's Associations was a key element of the campaign and by using the already-existing vertical integration and pre-existing communication structure of the Associations, literally every person within each province or province/municipality can be reached.



*Women's Association members in Can Tho attend a rhino horn demand reduction workshop*

For example, by training smaller core groups of 200-300 Association members in the six target cities (total of over 1,800 women directly trained), the campaign messages have been amplified to an estimated 2.5 million members of the various municipal Women's Associations as the core members

took the campaign messages back to their local associations, who conducted their own trainings and continued to pass the message along to smaller denominations across the municipalities.

## UNIVERSITY STUDENTS

University students in Viet Nam, like students everywhere, are more aware of environmental issues and have a strong desire to participate in campaigns to address these issues. The campaign has harnessed the fresh ideas, strong determination, connectivity to social media, and exuberant energy by engaging this sector of society. University students also have time to devote to volunteer activities thus expanding the human resources devoted to the campaign. University students are also emerging adult professionals and consumer market. The campaign has engaged students with workshops and competitions in which the students compete amongst themselves to create the best rhino horn demand reduction campaign. The winners of these competitions have been funded by the campaign to implement their campaigns in order to further engage the students, spread the campaign messages, and reduce demand for rhino horn in their communities. Nearly 17,000 university students across six cities have been directly engaged, with even more reached through the student-designed and -implemented campaigns.



Winners of university demand reduction campaign design contest in Ho Chi Minh city chose to ride bicycles around town, gathering pledges from the community to not buy or use rhino horn

## BUSINESSES

The importance of engaging the business community in efforts to reduce demand for illegal wildlife products was recognized by the 42 governments, including Viet Nam, which signed the London Declaration on the Illegal Wildlife Trade on February 13, 2014. Businesses have been a key stakeholder in the campaign in their ability to steer employees and consumers toward or away from certain products.

Our campaign conducted a training workshop with the Ha Noi Association of Entrepreneur Women, the internet company Onnet, and *Doanh Nghiep* (the magazine and website that serves the Viet Nam Small and Medium Enterprises Association). High level officials from fifty businesses attended the workshop and signed a company pledge to never buy or use rhino horns. Each official received materials that they could use to educate their workers about the campaign. More than 35 news stories reported on the outcome of the workshop, educating millions of people about the campaign. *Doanh Nghiep* agreed to publish material about the campaign in each edition of their monthly magazine; the first magazine



Business owners signed a pledge to never buy or use rhino horn, and to spread the message to their employees

with rhino information was published in March 2014. Approximately 10,000 businesses in Viet Nam subscribe to this publication. In addition, *Doanh Nghiep* now features extensive information about the campaign on their website. In total, the campaign has engaged over 600 business owners about the plight of rhinos and the importance of eschewing rhino horn, and this message was disseminated to their employees.

## VIETNAM UNION OF SCIENCE AND TECHNOLOGY ASSOCIATIONS



*Representatives from VUSTA attend a campaign workshop*

In August 2014, two campaign workshops, one in Ha Noi and the other in Ho Chi Minh City, were held with the Vietnam Union of Science and Technology Associations (VUSTA). VUSTA is a highly influential, national organization of Vietnamese intellectuals that has made significant contributions to the development of Vietnam's science and technology, education and training, knowledge dissemination, environmental protection, and healthcare. VUSTA's more than 400 members include national science and technology associations, provincial union of science and technology associations, and affiliated science and technology

organizations working in various fields of science and engineering nationwide. VUSTA's mandate is to disseminate scientific knowledge, transfer technology to the people, and to provide advice regarding important policies, programs and projects in the field of science and technology, as well as education and training.

As a result of these workshops, in a communique dated August 25, 2014, VUSTA's Vice President Tran Viet Hung informed the VUSTA member associations and organizations that they are required to educate and enforce their staff to ensure their strict compliance with laws and policies regarding protection of wild animals and plants, in particular that staff should not hunt, buy, use, give or take as gifts products originating from wild and rare animals and plants. Vice President Tran also instructed VUSTA organizations to use their own networks and communication programs to mainstream the campaign to protect wild animals and plants and to cooperate with the Viet Nam CITES Management Authority.

## ADVERTISEMENTS AND PRESS

Advertisements featuring campaign messages and press about the campaign activities helped to further spread the word that rhino horn has no value as medicine. Placements ranged from billboards at major airports and popular locations in major cities to the sides of city busses and petrol stations, and an estimated 25 million people saw these ads and billboards. In this way, the campaign messages reached the public through virtually everyone they know and everywhere they went.



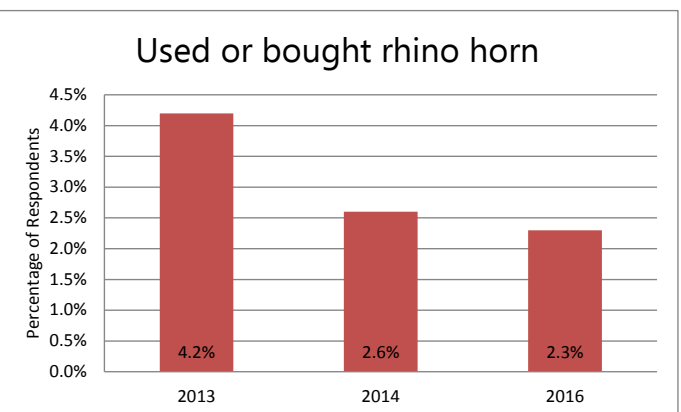
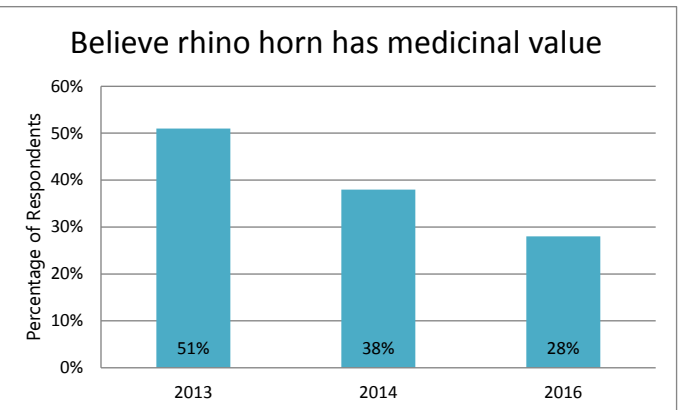
*A campaign billboard in Ha Noi's Noi Bai International Airport was estimated to have reached 2 million travelers*

## CAMPAIGN RESULTS AT THE END OF YEAR 3

In total, the campaign is estimated to have reached 33.8 million people in Viet Nam, including people from different sectors of society and living in many different parts of the country.

A third poll of 2,000 people in the same six cities surveyed in the first two polls was conducted in 2016 after three years of the campaign, and the results speak to its effectiveness. The poll indicated a drop of 26% in the number of people nationwide who said they considered rhino horn to be effective as medicine compared to the previous poll, from 38% in 2014 to 28% in 2016.

Further, the 2016 poll indicated a drop of 12% in the nationwide percentage of respondents that bought or used rhino horn compared to the previous poll, from 2.6% in 2014 to 2.3% in 2016. This is a statistically significant difference at the 95% confidence level. Over the three year campaign period, the number of people nationwide who said they considered rhino horn to be effective as medicine dropped a total of 45%, from 51% in 2013 to 28% in 2016. There was also a similarly significant drop in the nationwide percentage of respondents that bought or used rhino horn: a drop of 45%, from 4.2% in 2013 to 2.3% in 2016; this also is a statistically significant difference.



## NEXT STEPS

Beginning in late 2016, the government of Viet Nam and HSI will begin Phase 2 of this project, which will consist of two elements.

The first element will continue the successful rhino horn demand reduction campaign with a focus on high school-aged students and the Youth, Labor and Women's Unions of the Viet Nam Administration of Forestry in the Ministry of Agriculture and Rural Development (which includes the Viet Nam CITES Management Authority).

For the second element, we will work with the Ministry of Education and Training to develop and implement a national primary school program on conservation of threatened species, with the goal of reducing demand for illegally traded wild animals (such as rhino, elephant, tiger and pangolin).

# Viet Nam Rhino Horn Demand Reduction Campaign Estimated Outreach

City	School Children	University Students	Women's Association Members	Businesses	Ads and Billboards	Total
Hà Nội	526,000	11,250	800,000 (300 directly trained)	100	~16,180,000	~17,337,350
Hải Phòng	144,000	1,150	200,000 (300 directly trained)	200	~5,200,000	~5,545,350
Đà Nẵng	80,000	1,250	148,000 (300 directly trained)	-	~1,000,000	~1,229,250
Nha Trang	36,000	1,750	167,000 (300 directly trained)	-	-	204,750
Hồ Chí Minh City	567,000	2,000	~1,000,000 (400 directly trained in ToT, with an additional 24 training sessions held by those trained)	360	~2,730,000	~3,283,000
Cần Thơ	102,000	25,750	163,000 (255 directly trained)	-	-	265,750
<b>Total</b>	<b>1,455,000</b>	<b>16,650</b>	<b>2,478,000</b>	<b>660</b>	<b>~25,110,000</b>	<b>~29,059,650</b>
Total Indirect Outreach (Each book given to a schoolchild reaches an estimated 4 additional family members):						~5,820,000
<b>Grand Total Estimated Outreach:</b>						<b>~34,879,650</b>



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