



VIET NAM
CITIES MANAGEMENT
AUTHORITY



HUMANE SOCIETY
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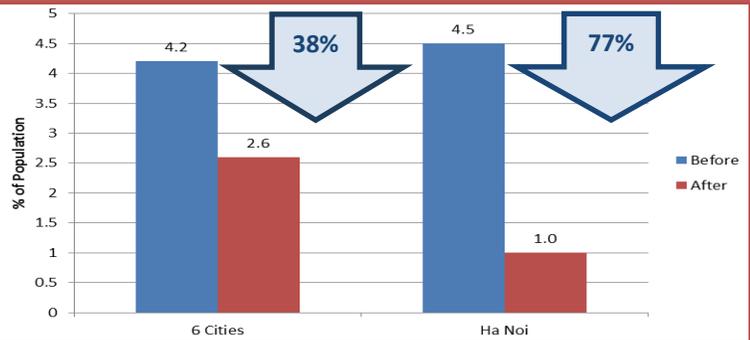
VIET NAM RHINO HORN DEMAND REDUCTION CAMPAIGN

DEMAND FOR RHINO HORN REDUCED, SAYS POLL



In March 2013, at the 16th meeting of the Conference of Parties of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), Viet Nam was identified as the primary consumer market for rhino horns and was directed to conduct a campaign to reduce the demand. In August 2013, the Viet Nam CITES Management Authority, in partnership with Humane Society International, initiated a three-year campaign to reduce demand for rhino horns in Viet Nam. The first year of the campaign focused on Viet Nam’s capital city, Ha Noi, and engaged the city’s women’s association, universities, the business community, and school children. Advertisements appeared on billboards, busses, and major office building elevators. More than 100 news reports appeared locally and nationally in print, on television, and on the web. Public opinion polls conducted by Nielsen before and after the campaign allowed measurement of impact. After one year, the campaign resulted in a 38.1% decrease in the percent of people in Viet Nam who buy or use rhino horn (4.2% before the campaign, 2.6% after) and a 25.4% decrease in the percent of people who think rhino horn has medical value (51% before the campaign, 38% after). The campaign’s impact was strongest in Ha Noi where there was a 77% decrease in the percent of people who buy or use rhino horn (4.5% before the campaign, 1% after) and a 53.3% decrease in the percent of people who think rhino horn has medical value (45% before the campaign, 21% after). In 2014, of those who thought health problems are helped by rhino horn, most thought it could help with cancer (60%) or rheumatism (40%). The results demonstrate that, even in a relatively short period of time, this endangered species demand reduction campaign has significantly and dramatically altered public perception and influenced behavior.

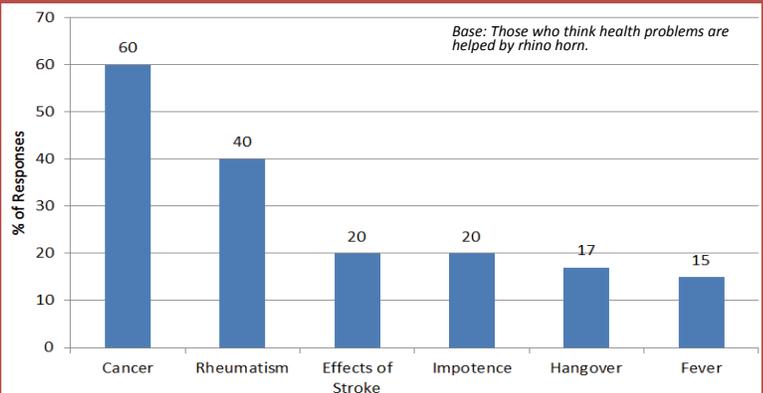
% WHO BUY/USE RHINO HORN



% WHO THINK OF RHINO HORN AS MEDICINE



% WHO THINK RHINO HORN HELPS WITH ...



Methodology: Nielsen conducted a survey of 1000 people in six major municipalities (Ha Noi, Ho Chi Minh, Nha Trang, Da Nang, Can Tho, Hai Phong) in August 2014. 30 minute interviews were conducted door-to-door, face-to-face using pen and paper.

In one year, the campaign significantly and dramatically altered public perception and influenced behavior.

VIET NAM RHINO HORN DEMAND REDUCTION CAMPAIGN STAKEHOLDER GROUPS

Women

The campaign worked with the 800,000-member **Ha Noi Women's Association**. Workshops were held with Association leaders and leaders of nine districts, 140 wards and 1,937 communities within the Association. In total 219,000 women community leaders were directly trained, and they reached out to millions people in Ha Noi.

Businesses

The campaign worked with the **Ha Noi Association of Entrepreneur Women**, the internet company **Onnet**, and **Doanh Nghiep** which serves the Viet Nam Small and Medium Enterprises Association and which published campaign information in their monthly magazine (10,000 subscribers) and on their website.

University Students

The campaign held workshops at **six universities in Ha Noi**, attended by 800 students and faculty. A **national contest** was held for students to design a rhino horn demand reduction campaign. Fourteen entries from ten universities were received. The winner received funding to conduct their campaign in September 2014.

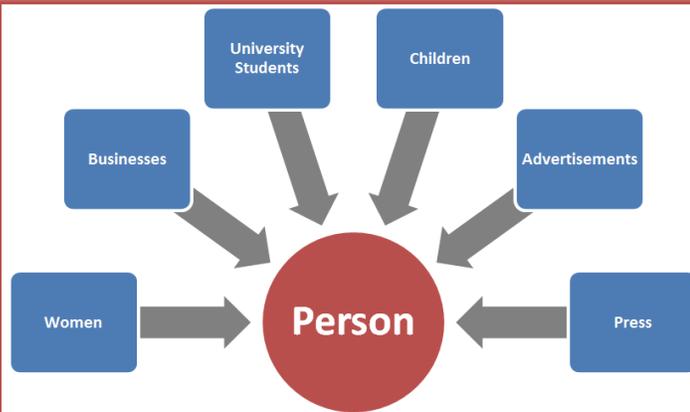
Children

A book for primary-aged school children was prepared, entitled "**I'm A Little Rhino**". The 16-page book, with colorful drawings and child-friendly text in Vietnamese and English, was distributed to approximately **40,000 children** in Ha Noi. The books were distributed on World Rhino Day and Vietnam's mid-Autumn festival.



VIET NAM RHINO HORN DEMAND REDUCTION CAMPAIGN ELEMENTS

CAMPAIGN DESIGN



The campaign was designed to deliver key messages to each person through multiple stakeholders and methodologies. Many sectors of society were engaged in a national campaign; pre-existing communication channels within each sector were used to deliver campaign messages to their constituents. Campaign messages were also delivered through advertisements and press. To measure impact of the campaign, the Viet Nam branch of the international public polling firm Nielsen was hired to conduct public opinion polls before the campaign began and after one year. The campaign's key messages were: 1) it is illegal to buy, sell or transport rhino horn in Viet Nam, punishable by up to 7 years imprisonment and a large fine; 2) rhino horns are made of keratin, the same substance as human fingernails; 3) rhino horn is not effective at treating any human disease, including cancer; and 4) buying rhino horn is a waste of money. The key messages were always communicated in parallel.

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ABOUT RHINOS



Rhinos are one of the most recognized mammals because of their unique horns and large size. Three of the five living species of rhinos are critically endangered (the Sumatran, Javan, and black) and one is vulnerable (the Indian). The southern white rhino is by far the most abundant rhino species, having increased from only 100 in 1895 to about 20,000 today, as a result of decades of intensive protection efforts in South Africa. All rhino species are threatened by poaching for their horns which are highly valuable in some Asian countries, particularly Viet Nam. South Africa has more rhinos than all other countries combined but poaching has been on the rise since about 2007. During 2013, 1004 rhinos were poached in South Africa, exceeding the previous record 668 rhinos poached there in 2012. In comparison, only 13 rhinos were poached in South Africa in 2007. Unfortunately, law enforcement efforts where rhinos live have not been able to eliminate rhino poaching.