

# **Reducing Tiger Products Use in China V**

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Final Report

to the

Save the Tiger Fund

National Fish and Wildlife Foundation

by

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Wildlife Conservation Society

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## GOALS

1. To raise public awareness about the importance of avoiding the use of tiger-based products;
2. To influence the attitude and behaviors of TCM students and practitioners in the hope that they will avoid prescribing and using tiger-based medicines;
3. To educate school children – a highly receptive audience about wildlife conservation, especially tiger conservation, and to encourage them to be actively engaged in promoting conservation among their family members and friends;
4. To build support for tiger conservation among Chinese government officials, media, corporate heads, legislators and other decision-makers; and,
5. To strengthen the existing collaborations between WCS and various levels of government and scientific institutions in China to promote public conservation education.

## PROGRESS

This is the final report under the fifth National Fish and Wildlife grant for ACCP conducted by Dr. Endi Zhang, Director of WCS China Program based in Shanghai, China. During the report period, following progress was made.

### 1) Raising public awareness about tiger conservation

#### *In Hunchun Nature Reserve*

Hunchun Nature Reserve (HNR) remains our lead site to raise public awareness about tiger conservation, because it is the only nature reserve that aims to protect wild tigers and leopards in China. On January 25, 2003, the first photo of a wild Amur tiger in China was taken in the reserve. This strong evidence proves the movement of wild Amur tigers in Northeast China.



**In Caomao village, Hunchun, Jilin, China**

In the past two years, WCS-ACCP has organized a series of educational activities to help local people understand the significance of the establishment of Hunchun Nature Reserve, improve their conservation awareness, and reduce conflicts between local residents and wildlife. The target audiences include local residents in the reserve, students, teachers, and village leaders.

We also conducted socioeconomic surveys in the reserve to collect first hand data, which will help our education work. From March 24 to April 13, 2003, we conducted a survey of 331 families from 66 villages in or around HNR. We found that conflicts between wildlife and local residents living in the northern mountainous areas of HNR, which provide the main range for tigers and leopards, have become more and more serious. How to deal with the conflicts becomes an ever pressing problem, and a compensation scheme can not be set up quickly. Raising public awareness about tiger conservation among local residents seems to be one of the most efficient ways to reduce conflict.

From April 20 to July 29, 2003, in collaboration with Hunchun Youth League and the administration office of HNR, we organized the second composition contest in Hunchun. We received more than 2,400 essays addressing our theme, "Pay More Attention to Wild Animal Conservation." Entries came from all schools in Hunchun cities and most of schools in rural areas of Hunchun. Compared with last year, the contest attracted more students and the quality of the compositions improved a great deal. A total of 100 students won prizes at the award ceremony, held in July at the HNR Conservation and Management Bureau. Composition titles included "What I'll Do for HNR", "Urgent Conference in Forest", and others.



**Awarding Ceremony, HNR**

A conservation performance team was established in Hunchun Reserve in August 2003. Members were from HNR Conservation and Management Bureau, and they had been training for more than two months. On August 20, the team began their road show in the reserve, and from then on, their performance has covered all major villages and towns in HNR except Yangpao and Madida. Wherever they go, they receive a great welcome from local residents. Their programs include singing, dancing, opusculum, and comic opera. We prepared 300 T-shirts and over 2000 copies of booklets about HNR and conservation to distribute to people who are interested in HNR and who can correctly answer the questions we raise during the performance. In Caomao, although a sudden power failure stopped the performance, all the local villagers who were present were warm-hearted and even performed together with the team in the dark. Three schools in HNR have incorporated tiger conservation activities into their classroom teaching to improve the awareness of school children. Although the number of participating schools was just a few this year, it is a great beginning and will help bring more local schools to join in similar efforts. In the next year, we'll help the participating teachers to compile a guidebook on wildlife conservation, general introduction of HNR, and what students should do to help save wild animals in Hunchun.



Photos of Conservation Performance, HNR

Establishing an effective education team in Hunchun is very important, and we have done a great deal to help the Education Center of HNR. Our assistance has included personnel training (to help them to set up performance team), as well as purchasing equipment, books, and other necessary materials for the center. This year we also donated a PC, as we see computers as very helpful to education in the reserve. In addition, we helped the Education Center successfully implement educational activities in Hunchun. During Wild Animal Conservation Month, Birds Loving Week, and on anniversary day of HNR, the team distributed conservation flyers and gave talks among local residents in Hunchun.

Unfortunately, due to efforts to prevent SARS, the local education department still prohibits student gatherings and we had to cancel our green summer camp this year.

### *Guangzhou*

In Guangdong province, people traditionally consume many wild animal-based products. After the SARS outbreak, we began to pay more attention to this area and have cooperated with several local organizations to initiate educational activities in Guangzhou, the capital of Guangdong province. On August 30, 2003, an educational activity titled “Protect Biodiversity and Eat no Wild Animals” was organized at Shamian Park, Liwan District, Guangzhou, with the local community as the target audience. As one of the organizers, WCS carried out biodiversity education through exhibitions, pamphlet distribution,



consultation, etc. Our goal was to promote the concepts of “green consumption” and “no wildlife for food and medicine as the first step in individual conservation efforts.” Broad media coverage of the activity also added much to the education impact. In addition to the activities mentioned above, we are also planning an exhibit with three local organizations that will take place in the main universities, supermarkets, and community streets.



**Distributing educational materials, Guangzhou**

### *Websites*

A new Chinese tiger conservation website was launched in March 2003. It was the first independent tiger conservation website in China, and was produced in large part by volunteers who love tigers and are interested in conservation. The website is not big, but it includes comprehensive information about tigers, updated news, and special sections on tiger conservation and related issues. We received additional advice from web-savvy tiger lovers about how to improve the site, and have modified it accordingly. The site is linked to <http://www.wildlifewarden.net> temporarily and can be visited at <http://www.wildlifewarden.net/wcs/tiger/index.html>. The new site will be a great tool for attracting students and other interested people, and will help maximize WCS-ACCP’s impact on tiger conservation. Additional tiger conservation information and TCM sections can be viewed at [www.wcschina.org](http://www.wcschina.org), a new site designed for the WCS China Program. This website has both English and Chinese editions and will also help increase our voice for tiger conservation.



## **2) Changing attitudes and practices of Traditional Chinese Medicine (TCM) communities**

### *TCM Workshops*

In Changchun, a TCM Workshop was held on August 5, 2003. Fifty TCM practitioners (from local TCM hospitals), TCM specialists (from local TCM Institutions), government officials (from local TCM administrations, Science and Technology Administration, and Forestry Bureau), and journalists attended the workshop. The



**Changchun TCM Workshop**

workshop was divided into three parts: presentations, discussion, and field practice. This was the first such workshop that attracted general TCM practitioners to attend, and has provided an easy communication method to reach delegates from different backgrounds.



Yunnan is in the southwest of China and boasts much biodiversity but also a fragile ecosystem. TCM and other traditional ethical medicines are popular there, and the demand for wildlife based medicines is thought to have caused some species to become endangered. Therefore, we organized a TCM workshop in the Honghe area of Yunan province on July 9, 2003. Fifteen TCM practitioners and five TCM specialists from Kunming and other areas of Yunnan attended the workshop. The workshop successfully introduced conservation concepts into this area. Local TV covered the event.



In August 2000, we compiled articles and information for our TCM workshops; this publication has received significant praise from readers. In the three years since publishing the 2000 proceedings, we have held 11 more workshops and attendees are interested in a second, updated edition. In this year, the Shanghai TCM Publishing Company agreed to publish a new compilation for the workshops. Thus far, we've received 25 articles from TCM practitioners, students, conservationists, and government officials. The book will be published early next year.

### *TCM Mini Magazine*

To reach more TCM practitioners, a bimonthly TCM mini-magazine entitled "The Future Is In Your Hands" was prepared and distributed to TCM hospitals and TCM universities in Shanghai, Beijing and Changchun. The magazines use simple language to describe the status of endangered medicinal wildlife, the relationship between conservation and TCM, and more. The feedback of the magazines was very good, some of the readers even called the WCS China Program office to express their desire to receive more such materials. However some readers still don't understand the magazines very well and some of them didn't read the magazines carefully. So we'll try to make more people interested in such materials by providing more facts. We also prepared electronic editions of the magazines so people with access to computers and the internet can read them more easily.



**TCM mini magazines**

### *Debates and other Campus-based Activities*



**Debate Contest between Shanghai TCM University and Fudan University**

In Shanghai, the 1<sup>st</sup> Tongle Series Debate Contest was organized at Shanghai TCM University, Fudan University, East China Normal University, and East China Science and Engineering University from March 25 to April 15, 2003. Topics include “whether using endangered wildlife in medicine is advantageous or disadvantageous,” and other wildlife conservation themes. The contest was a complete success. Local media reported on the debates, and more and more people are beginning to develop an awareness of conservation issues. The contest will be launched yearly and will grow to include more universities in Shanghai.



**Exhibit of paintings that received awards in the contest**

Chengdu TCM University to Ya'an, Leshan, E'mei, and other areas in Sichuan province where abundant wildlife resources are found. Throughout the trip the students distributed booklets, disseminated conservation information, and organized a sign-for-support campaign, gaining support from entities including local governments and forestry departments. After the trip, the students also produced a temporary website specifically to introduce their activities and show their photographs to teachers and other students. Some team members expressed how the trip was a very new experience in their life, and that it helped them realize the importance of wildlife conservation and inspired them to try to help protect wildlife.



**Sign-for-support campaign in Leshan, Sichuan**

In August 2003, a Green Camp was organized in Anhui province. Twenty students from Green Groups of 15 different colleges (some of them are TCM colleges) in more than 10 provinces of China joined in the camp. With support of ACCP, the students organized



various educational activities such as a mobile exhibit, a face to face survey, and the distribution of flyers. In addition, they gave lessons to local “hope primary schools,” such as “Angel Hope Primary School,” “Baozhi Hope Primary School,” and “Wangdun Hope Primary School,” to educate young children about environmental conservation.

In September 2003, when the SARS epidemic eased and students could go to school for their new semester, ACCP began to organize “Choice — your choice can make the world better,” a mobile exhibit focused on the theme “No Wild Animals For Food Or Medicines.” This effort included an exhibit board designing contest, in cooperation with green groups in Shanghai, Jiangsu, Anhui, Guanzhou and Chengdu. The exhibit, scheduled to tour more than 50 universities, including about seven TCM universities, will be a big event in our education history.



**Volunteers with Local students in “Hope primary school” holding educational boards with WCS logo**

In Chengdu, the capital of Sicuan province, the exhibit has already been shown in three universities including Sicuan Uinversity, Southwest Financial University, and Sicuan Administration and Financial College, and will be shown in Sicuan Normal University, Chengdu TCM University and Southwest People’s University. In these universities, students produced 18 more educational boards and 20 more posters in addition to the 10 educational boards and 4 posters that WCS provided. They also organized a wildlife conservation film exhibit and theme activities such as a guessing game, knowledge contest, and fashion show.



**Fashion show and conservation exhibit**

More than 2000 local citizens visited the exhibit. Local media such as Chengdu Daily



**Exhibit in Shanghai and Nanjing**

Newspaper, Chengdu Evening Newspaper, and Chengdu Business Newspaper reported on the event.

In Shanghai, the students have specific objectives for the mobile exhibit:

- 1) Promote university students' conservation awareness.
- 2) Educate college students not to eat wild animal-based products and influence family members and friends through their own behaviors.
- 3) Develop students' love of life and nature.
- 4) Help students gain more ecological and conservation knowledge.
- 5) Cultivate students' responsibility to society and nature.

Thus, in all six universities taking part in the exhibit, the students also organized a series of presentations given by famous ecological scientists, broadcasting ecological films, visiting

forest parks to recognize animals and plants.

In Nanjing, the capital of Jiangsu province, the exhibit was organized in thirteen universities and Nanjing Zoological Park in November 2003. The exhibit was divided into several sections, and most students thought section two, “Wild animals – our friends,” is most successful. Students in Nanjing also initiated a photography contest “Wild animals around us”, a “lovely animals” picture show, and an “animals in students’ eyes” painting contest in local primary schools. All the students felt that they learned a great deal from the exhibit and will make efforts to protect wild animals.



## Chapters for TCM textbooks

We prepared a chapter on the conservation of endangered medicinal wildlife. It has been printed in a booklet format for easy insertion into any TCM textbook for distribution.

In September this year, a textbook entitled ‘Resource Sciences of Medicinal Materials’ with conservation chapters included was published with partial financial support from WCS. The book has been adopted in the Second Military Medical University and some other related medicine universities.

### 3) Conducting wildlife conservation educational activities in middle and primary schools in Shanghai



**Delegates signing the agreement**

On April 12, 2003, ten more schools receive the title “Model Schools for Wildlife Conservation,” with a ceremony performed in Century Park of Shanghai. So far there have been 55 “model schools” in Shanghai. According to a cooperative agreement we reach with these “model schools,” they have new obligations and opportunities, which include a guarantee to provide regular educational activities on wildlife conservation in their schools and to incorporate conservation activities into their classrooms, and the opportunity to

become members of Shanghai Wildlife Conservation Club. We will conduct evaluations every two years as basis for rewards and warnings. At the ceremony, we also rewarded 10 excellent “model schools” and launched activities for Love of Birds Week.

To help schools with good ideas but little funding, we have given notice to all model schools that they may apply for financial assistance from us. So far we have received ten applications from schools in six districts. Second Primary School and Yu’an Middle School received funding assistance from us. Yu’an Middle School organized students and educated



local residents to increase people’s love of wild animals. Teachers in Yanghang Second Primary School helped some of their students produce web pages on wild animal conservation and organized all the students to go on-line and look the web-pages.



We also organized volunteers to give ecological classes at some of the model schools, where we received warm welcomes from students and teachers.

This year, the Shanghai Center for Youth Wildlife Conservation Education applied for the “Ford Environment Conservation Award” for their educational activities with primary and middle students. They won first prize. The “model school project” was the most important element of their application, which helps show the significance of our work.

#### **4) Building support for tiger conservation among government officials and other influential decision makers**

In addition to working with the TCM community, school children, and the general public, support for tiger conservation must also be built among government officials and decision-makers who have the ability to institute and enforce conservation measures. To do this, WCS-ACCP has continued to conduct activities on several fronts, including:

1. Providing officials with literature in Chinese on tiger conservation;
2. Collaborating with other organizations so that we have a strong voice for implementing change;
3. Inviting key individuals to TCM workshops and media events; and
4. Meeting with authorities to discuss new strategies for enforcing already-existing laws.

In addition,

1. Dr. Zhang was invited by the State Forestry Administration as an advisor for the master conservation plans of key wildlife species including tigers since December 2002. He has repeatedly pointed out the importance of reduce illegal tiger products consumption in China.
2. Dr. Zhang was invited to give a presentation on tiger conservation on the workshop of Modern Zoology in Beijing December 23, 2002.
3. Dr. Zhang met Mr. Chen Jianwei, Director General of the China CITES management authorities on 6 April 2003 and have invited to give a keynote speech on tiger conservation and control of wildlife trade.
4. Dr. Zhang was invited by CCTV to attend a famous talk show program ‘talk it like it is’ on tiger conservation in China on September 9. This program can be viewed at <http://www.cctv.com/program/talkshow/content/8703.shtml>.

## **5) Strengthening collaborations between WCS-ACCP and various levels of government and scientific institutions in China**

We always emphasize collaboration with local government and scientific institutions in China, and even cosponsor some activities with local governments in Shanghai and northeast China. For example, the composition contest in Hunchun was co-sponsored with the local Communist Youth League. The TCM workshop in Changchun received strong support from government officials. Our website [www.wildlifewarden.net](http://www.wildlifewarden.net) is a massive collaborative effort between WCS-ACCP and governmental agencies, and it has attracted a great deal of attention. In this year, we continued our efforts on this powerful public education tool, updating the information and pages within the site.

Recently, we conducted a survey among government officials and other key persons about their conservation awareness. The results show an overwhelming majority of the interviewees have accurate knowledge of conservation laws, the status of tiger conservation, and the importance of tiger conservation. This majority is ready to make specific personal contributions. Interviewees generally supported and recognized our efforts, and this fact – that WCS-ACCP documents and communication have been a major source of their conservation knowledge – demonstrates the substantial role that our education efforts play in raising their awareness of conservation.

## **6) Evaluation**

This year we conducted an evaluation of the five years of the program to detect behavioral changes and the impact that the WCS-ACCP's program is having on target populations. This evaluation will help us to find achievements and shortcomings, and serve as a guideline for planning future work. The report on the evaluation results is in the final stages of completion and will be sent to the Foundation as a separate document.

### *Collaborators and other institutional affiliations*

#### Beijing:

China Ministry of Education; China CITES Management Authorities, China CITES Scientific Committee, China Wildlife Conservation Association, and China Youth Daily.

#### Shanghai

Shanghai CITES Office, Shanghai Center for Youth Wildlife Conservation Education, Shanghai Onway Multimedia Software & Networks, East China Normal University, Shanghai University of TCM, Second Military Medicine University, Fudan University, Shanghai Jiaotong University, Shanghai University and Shanghai Zoo.

Guangxi province

Guilin Medical University, Guangxi Normal University and Guilin Industry College

Sichuan province

Chengdu TCM University, Sichuan University, Southwest Financial University and Sichuan Administration, Financial College, Sichuan Normal University, Chengdu TCM University and Southwest People's University.

Guangdong province

Guangzhou TCM University, Zhongshan University, South China Science and Industry University, South China Normal University, Jinan University, Guangdong Medicinal College, Guangdong Light Industry College, Guangdong Foreign Language University and Guangdong Industry University.

Jiangsu province

Dongnan University, Nangjin TCM University, China Medicine University, Nanjing Industry University, Nanjing Forestry University, Jinlin Science and Technology University, Jiangsu TV University, Yangzhou University, Hehai University and Nanjing Audit College.

Anhui province

Anhui Forestry Bureau, Liuan Forestry Bureau, Bangbu Forestry Bureau, Hefei Forestry Bureau, Anhui Wild Animal Conservation Association, and 12 universities in Hefei, Liuan, Wuhu and Bangbu cities.

Yunnan

Yunnan Medicinal University, Yunnan First TCM Hospital, Honghe TCM Hospital, Honghe government

Northeast China (Heilongjiang & Jilin)

Jilin Forestry Bureau, Hunchun Forestry Administration, Hunchun Nature Reserve, Hunchun Education Bureau, Changchun TCM Institute, Hunchun Youth League, Hunchun First Primary School, Jinxin Central Primary School, Yangpao Central Primary School.

Student Environmental Groups & Chinese NGOs

Life & Nature Association, green groups in Beijing TCM University, Gulin Medical Institute, universities in Jiangsu province, Sicuan province and Anhui province, Friends of Nature, Green Stone, Green SOS, Green Web.