Wildlife Trafficking as a driver of disease emergence: WCS and its partners’ responses
• Wildlife trade and its hidden threats to human health
• WCS and partners’ on-going efforts to combat wildlife trafficking
  • Policy advocacy is key
• Collective efforts
  • How to build joint efforts within OH communication network?
Normality breeds Hidden Threats

1. August 14\textsuperscript{th}: Thanh Hoa: 56 Java Pangolins rescued
2. August 19\textsuperscript{th}: Quang Binh, traffic police seized a car transporting 20 wild animals 13 civets (38kg); 7 soft-shelled turtles (35kg) and some organs of other wild animals
3. August 23\textsuperscript{rd}: at Cao Lanh market (Cao Lanh city), Environmental police of Dong Thap Province detected Le Thi Bich Van (born 1978) illegally buying wild species of birds
4. August 26\textsuperscript{th}: Lam Dong found a number of black-shanked douc langur killed
5. August 31\textsuperscript{st}: Stopped a bus transporting 5 pangolins and 36kg cobras

\textit{Source: WCS daily news scan}
• 8089 human cases, 774 fatal (Guan et al 2004)

• 39% first human cases in China were associated with wildlife trade:
  – Chefs in wild meat restaurants
  – Buyers for wild meat restaurants
  – Wildlife traders in a market selling a variety of wildlife

(Xu et al 2004)
PREDICT Results:

Sequencing of PCR Products

- Screened in Vietnam
  - Bunya-
  - Arena-
  - Henipa-
  - Filo-
  - Flavi-
  - Hanta-
  - Corona-
  - Rhabdo-
  - Paramyxo-
  - Herpes-

- Screened at UC Davis
  - Alpha-
  - Seadorna-
  - Influenza-
  - Retro-

Further characterization of some of these novel viruses discovered during PREDICT 1 will proceed under PREDICT 2
Global wildlife trade brings Ebola closer to us

- Estimated value legal trade - $US 15 billion annually (from CITES data) (WWF/TRAFFIC, 2002)

- INTERPOL estimate illegal trade at ~$US 20 billion annually, third behind narcotics and illegal weapons (Sinha, 2010)

- Global – geographic distribution
  - E.g.: 2004 HPAI H5N1 isolated from Thai Mountain Hawk Eagles, confiscated Brussels International Airport, smuggled in hand luggage via Vienna (Van Borm et al 2005).
Innocent: no preventive measures
General Health of traded animals
Unfamiliar pathogens continue to arise

• Very little known about the pathogens in traded animals (limited capacity and legislation for screening of wildlife in trade)

• Compared to domestic animals, comparatively little known about wildlife diseases in general

• Wildlife in trade – potential interface from which many new and unfamiliar pathogens will continue to arise
Wildlife trafficking in Viet Nam: WCS and partners’ responses
Wildlife criminals are
TRANSNATIONAL ORGANISED CRIMINALS

Driving species extinct across our planet
Corrupting government officials
Spreading diseases to humans
Threatening national security
Weakening the rule of law

Professional, organised, cooperating internationally, innovative
From tigers to songbirds and the parts thereof.....
South Africa annual rhino poaching continues to escalate
Pseudo hunting: a Vietnamese trophy hunter - Photo from Julian Rademeyer
Demand from Asian consumers is driving a poaching crisis across Africa.
One million pangolins illegally traded in last 10 years
Range collapsing across Asia – African imports increasing
Criminals – Not ‘wildlife’ criminals

Article 103

Article 190

Article 233, 234

Article 104

Article 251

Article 161

Article 153, 154, 155, 273, 274, 275

Article 104

Article 289
International law enforcement cooperation against wildlife trafficking networks is in its toddler years.

What impact are we having?
Where should we focus effort?
Criminal networks are professional, organised, cooperating internationally, innovative – *Are we?*

It will take International enforcement cooperation To defeat International criminal cooperation
Seizures of products from murdered animals celebrated as a success....
Success is when the criminals who are behind the illegal slaughter and trade of these animals are brought to justice.
Criminal justice system not effectively addressing the criminal groups in Asia yet

2008-2013
19 rhino horn arrests
1 person jailed
Some small fines
Many cases still open

No additional arrests following
Are consumers listening to our efforts to reduce demand?

Being aware ≠ Behaviour change
Governments action, or inaction are important drivers to changing traditional consumptive behavior.
Policy Advocacy is Key

• Policy Advocacy strategy is under development:
  – Show the flow chart of steps to design an advocacy plan
  – WCS has been in every step of the process but
  – A more focused strategy is needed
How to advocate and influence change?

- Influence strategy under development
- Theory of Change: practice based
  - Create a tipping point for change (communication strategy)
    - Law of the few:
      - Form a group of influencers/champions across sectors: Government, NGOs, Media, Business
      - Messages are passed through words of mouth
    - The Stickiness factors
      - What makes a message stick in a human mind?
    - The Law of context:
      - an alliance for collective voices
      - an enabling environment for a message to be passed through

*The Tipping Point: How the Little Things Can Make a Big Difference*, a book by Malcolm Gladwell
How to influence change?

- Network and stay abreast of policy developments
- Utilize formal and informal channels to advocate:
  - Revised Penal Code consultation with National Assembly
    - Wildlife crime and increased penalties
    - Enhanced law enforcement
  - Billionaire Richard Branson coming to VN
What shall we do together?

- What endeavors you are taking that we can leverage to spread our influencing messages?
- Which organizations/individuals can be the champions in the animal/public health sector?
- Who are willing to join our efforts to influence changes together?
Thank you!