

Rhino Art Vietnam Public Outreach Report

MAY – AUGUST 2014

Rhino Art Project - Let the children's voices be heard, aims to gather the largest number of children's 'Art Voices' ever recorded

WildAct Vietnam

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Contents

Overview/Summary	1
School Outreach (May-August/2014)	2
Media Coverage	3
Social Networks Outreach	4
Conclusion	5
Contact Information	6
Organization Information	6



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Overview/Summary

Rhinos are threatened with extinction because of poaching to supply the illegal international trade in rhino horn. Only about 28,000 rhinos of five species exist in the wild today. More than a thousand rhinos were poached in 2013 in South Africa. At this rate, scientist has predicted that rhino will be extinct by 2020. Viet Nam is the largest market for rhino horn, as many Vietnamese people believed that it will improve health, treat specific ailments, and even cure cancer although science has proven that rhino horn is not a cure for any human condition. Indeed, rhino horn is composed of keratin, the same material that makes up human fingernails and hair.

Rhino Art originated in South Africa to provide a platform for the children of Africa to share how they felt about rhino poaching. Rhino Art Vietnam was organized by WildAct Vietnam, Humane Society International, the Hanoi Education and Training Department and was co-sponsored by the Kingsley Holgate Foundation and Helping Rhinos UK. It then was officially launched in May 2014. Over 4,500 students have been reached by Rhino Art Vietnam. The project team visited each school to give a short talk on rhinos and the poaching crisis. They then left a Rhino Art Template for each of student to complete. The team then returned to the school to collect the entries. 2,000 entries were received from students in twenty secondary and high schools in Vietnam. The entries were judged by WildAct Vietnam, Humane Society International, Helping Rhinos, Kingsley Holgate Foundation and the Hanoi Education and Training Department.

The six winners will receive a chaperoned trip to South Africa to attend the first ever World Youth Rhino Summit to be held on World Rhino Day, September 22nd 2014.

Trang Nguyen
Founder of WildAct
August 17, 2014

School Outreach (May-August/2014)

The 1st phase of Rhino Art Vietnam Project

WildAct officially started and publicized the Rhino Art Vietnam Contest on 1st May 2014. Later, our team went to various schools in Hanoi and Hochiminh city to build workshops, distributed magazines and rhino templates freely to students under 17 years old.

	Schools	Students received training from Wildact and school teachers	Teachers received training	Arts submitted	Students received Magazines and Rhino Templates
1	Marie Curie secondary school	250	5	12	
2	Tran Phu high school	400	5	261	
3	Quang Trung secondary school	400	3	81	
4	Trung Hoa secondary school	400	5	150	
5	Nguyen Sieu secondary	500	10	386	
6	Phan Huy Chu secondary	400	5	178	
7	Co xinh Art Center	200	10	162	
8	Vitamin Art Center	250	5	23	
9	Art Pink Center	50	2	0	
10	Cleverlearn English Language Center	150	5	11	
11	Phu La secondary school	400	2	239	
12	FPT secondary school	80	3	22	
13	Dong Mai secondary school	250	3	139	
14	Trung Vuong secondary school	250	2	22	
15	Dong Da high school	50	1	0	
16	Hoa Binh (Peace) village	50	1	15	
17	Ho Chi Minh school	40	4	15	
18	Phan Boi Chau Secondary School	250	2	14	
19	Minh Duc Secondary School	200	2	7	
20	Le Duan school	400	5	197	
21	Other schools	0	2	31	
	SUM	4,970	82	1,965	4,500

*Estimated number of family members exposed to campaign messages (average size of a Vietnamese family: 4 people): $4,500 \times 4 = 18,000$

Media Coverage



Hanoi Radio Television (2 times) (Vietnamese: Đài phát thanh và truyền hình Hà Nội) is the official radio and television network of Hanoi, the capital of Vietnam. Its headquarters is on Huỳnh Thúc Kháng Boulevard, and Đống Đa District represents its network logo. It currently owns 1 radio channel and 3 television channels: *(From Wikipedia, the free encyclopedia)*.



VTV3 - Vietnam Television, or **VTV**, is the national television broadcaster of the Vietnam.



Hanoi Education & Training Department website (2 times) is a specialized agency of Hanoi City People's Committee. Its function is to advise and support the City People's Committee to perform the supervisory function of education and training; to do the public services under the management of the Department of Education and Training; to perform a number of tasks under the authorization of the City People's Committee. Our website: www.hanoi.edu.vn



Tiin.vn – OnMedia. Popular channel among the youth in Vietnam.



Social Networks Outreach



Twitter: **293** Retweets and **194** Likes



Facebook WildAct: **349** Likes and **142** Shares

Facebook Rhino Art Vietnam: **283** Likes



Website: wildcat-vn.org reached **1,249** Hits



Conclusion

Thanks for all the enormous supports from our partners, sponsors, volunteers, teachers and especially our beloved students, the first phase of Rhino Art Vietnam has achieved various positive results.

Through the Rhino Art Contest, a large number of Vietnamese students, teachers and further, their family members have learnt the truth about rhino horns curing ability (no difference than finger nails) as well as acknowledged the rhinos' invaluable roles in the ecology & economy.

By this contest, together with other judges, we have chosen 6 excellent Vietnamese Delegates to travel to South Africa to attend the first World Youth Rhino Summit 2014. After attending this Summit, these youth will take what they learned back to their local communities and spread the message to their peers with the support from WildAct.

We do hope that by spreading the Delegate's true stories, we can bring much needed public and media attention to the rhinos' endangered situation and hopefully we can help to reduce rhino horns demand in Vietnam.



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