

Harimau Untuk Selamanya



Working with the local community in Gua Musang, Kelantan
MYCAT Outreach Programme, 27th to 28th May 2010

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Gua Musang is a major hotspot for poaching and trade, exacerbated by its proximity to priority conservation areas for wild tigers, such as the Taman Negara National Park and the Main Range. It is also located close to the national border, the porosity of which facilitates smuggling.

Towards reducing local trade and consumption of tigers and other wildlife, MYCAT Outreach Programmes were held on the 27th and 28th May 2010 in this town.

In raising local stewardship for wildlife, MYCAT worked with several local organisations and successfully reached out to a total of 1195 adults and 130 students.

The team conducted an education programme in SRJK (C) Gua Musang, a Chinese school, while the booth at the local night and morning markets promoted the Wildlife Crime Hotline 019 356 4194 (WCH). The team also went shop-to-shop in town, speaking to 131 shop owners, distributing materials to promote the reporting of wildlife crimes.

Shaping green leaders

FUTURE WILDLIFE GUARDIANS: The youngsters of SRJK (C) Gua Musang were exposed to the threats towards tigers and other wildlife. An emotive drama was staged, and classroom activities centering on the sharing of life resources among people and wildlife in the intricate web of life were conducted. Using evaluation mechanisms, 82% showed increased knowledge based on the activities conducted in the school.



Painting the town yellow



TRICKS OF THE TRADE: Approaching complete strangers is always a challenge but the team was very creative in breaking the ice and assuring the locals that they were not salespeople by saying “Don’t worry, we’re not selling anything”.

LOCAL AID: In engaging the local community, shop owners were approached to help display and distribute materials to promote the WCH. As a token of appreciation for their support, they received the WCH t-shirts - another method to publicise the WCH when worn!



COMMUNITY POWER: The active engagement with local community groups made this programme highly successful, as apart from providing volunteers, there was special effort to garner higher participation from the locals by distributing Malay and Mandarin flyers through the China Press, Nanyang Siang Pau, Sinar Harian and Berita Harian, all major vernacular newspapers to encourage locals to visit the MYCAT booth at the markets.



Take action!

- Report crimes involving tigers and tiger prey to the Wildlife Crime Hotline at 019.356.4194
- Learn about tigers and tiger prey from reliable sources and share this with your friends and family
- Request legal herbal alternatives to traditional medicines which can contain endangered species
- Do not eat the meat of tigers, other endangered species and tiger prey (wild deer and wild pig)
- Boycott all wildmeat restaurants
- Voice your opinion on issues like indiscriminate development, illegal logging and poaching
- Do not support zoos or theme parks with illegally acquired wildlife
- Pay more for wildlife-friendly products
- Support conservation organisations

Mari-mari ada harimau!



WALKING ADS: The team of MYCAT volunteers themselves publicised the WCH with their attention-grabbing t-shirts emblazoned with the WCH.



SHOCK THERAPY: Volunteers scoured the markets, talking to people using a collection of newspaper clippings and photos of wildlife crimes. Each story was used to remind them about how important reporting wildlife crimes is.



DEMAND DRIVEN: Tiger-based traditional medicines showed the connection between consumption and poaching. Also displayed were real wire snares used by poachers and accompanying materials to depict the cruelty and severity of injuries caused to wildlife from the use of snares.

SAVE THE NUMBER, SAVE THE TIGER: To remind the locals of the WCH number, fridge magnets featuring the WCH were distributed and as an incentive for them to actually save the number into their mobile phones, free reusable shopping bags were given.



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About MYCAT

MYCAT is the joint programme of the Malaysian Nature Society, TRAFFIC Southeast Asia, Wildlife Conservation Society - Malaysia Programme and WWF-Malaysia, supported by the Department of Wildlife and National Parks Peninsular Malaysia for joint implementation of the National Tiger Conservation Action Plan for Malaysia (TAP).

The TAP was developed by DWNP in collaboration with the MYCAT partners and published by the Malaysian Government in 2008 as the national tiger conservation strategy for Malaysia.



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Saving tigers together



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Check out www.malayantiger.net for information on the Malayan tiger and to download your copy of the National Tiger Conservation Action Plan.