



# Activities

## *of the Rhinoceros and Tiger Conservation Educational Outreach Plan*



### **1. National call to arms to help stop poaching**

In May 2000, the U.S. Fish & Wildlife Service (Service) held public meetings in New York and San Francisco to discuss the draft Rhinoceros & Tiger Conservation Act (RTCA) outreach plan. Agenda items included an explanation of why the agency is concerned about rhinoceros and tiger conservation; an explanation of the RTCA and its product labeling amendments; the role of Convention on International Trade of Endangered Species (CITES), an international wildlife trade treaty, in rhinoceros and tiger conservation; and alternatives to the use of endangered species parts and derivatives in traditional medicine.

### **2. Stop demand and illegal trade through outreach**

The Service sent out a letter, available in four languages, to licensed wildlife importers and exporters informing them of laws concerning trade in rhinoceroses and tigers. The Service is also teaming with World Wildlife Fund to produce a brochure on the use of rhino and tiger in traditional medicine for distribution to the traditional Chinese medicine (TCM) community.

### **3. Inform the public about rhinoceros and tiger conservation**

The Service assisted in completion of a wildlife trade education module with the World Wildlife Fund and the American Zoological Association. The curriculum includes a section on traditional medicines, and will be used for instructing students, zoo visitors, and community groups.

### **4. Advise consumers of health risks of packaged medicines**

An on-line database was designed by the Service's National Fish and Wildlife Forensics Laboratory to record results of chemical analysis of toxics and heavy metals found in some packaged traditional medicines. A public fact sheet is available on the Service website giving details of this research.

### **5. Work with the traditional medicine community on alternatives to rhino and tiger medicines**

The Service is funding a survey to be conducted in the traditional medicine community to discover what alternatives to rhinoceros and tiger products are currently being used. In cooperation with the Chinese Medicine Conservation Education Project, these results will be used to disseminate information to traditional medicine practitioners on alternatives to the use of these endangered species.

### **6. Stimulate and sustain stakeholder cooperation in program**

The Service is committed to providing technical and financial support for foreign governments in their attempts to conserve rhinoceros and tiger species, and works to sustain a dialogue with non-governmental organizations and the traditional medicine community by participating in international symposia and CITES meetings. Service staff will attend a TCM symposium to be held in Fall 2002 to participate on a panel discussing the integration of TCM ideals and wildlife conservation. The Service also provides TCM related information on its website.

### **7. Assess or measure the effectiveness of the outreach plan**

The Service has designated an e-mail address, [traditionalmedicines@fws.gov](mailto:traditionalmedicines@fws.gov), for questions and comments related to traditional medicines and the RTCA outreach plan.

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**Fall 2002**