

Wildlife Week 2009

South Asian Network of the International Zoo Educators Association SAN-IZE
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WILDLIFE WEEK -- DO SOMETHING DIFFERENT

Indian Wildlife Week is, to my knowledge, unique in the world. I don't know of any other country which conducts a week-long festival devoted to its wildlife that is so successfully patronised. Wildlife Week may even be unique in India. I certainly don't know another topic or issue which brings such a diversity of individuals and institutions out to celebrate the event by conducting programmes and activities.

Why do we have it? Why is it so successful? Is it really successful? What determines our measure of "success"?

The minutes from the first Indian Board for Wildlife meetings claim that the IBWL set up Wildlife Week primarily **to raise awareness** of the importance of wildlife. I don't think anybody would disagree that today this is still the purpose of Wildlife Week ... to teach people of all ages, with children prioritised of course, the importance of wildlife and the need of every citizen to contribute to what has become a monumental task to insure that all species and subspecies of wild animals and plants continue to survive in the wild. Daily we see or hear news of more problems for wildlife and its habitat. On the basis of such news it is clear that, overall, we are not winning the struggle to save species and habitats. On the contrary, for every so-called "success", such as a new Protected Area (PA) created, or species delisted or downgraded to a lower probability of extinction or category of threat there are an exponentially larger and more pressing number of problems and needs ... needs for more PA's, for more effective protection in PA's, for more implementation of existing wildlife and land policy and legislation, more people who do **not** do things which threaten wildlife and habitat, etc., rather, **ETC¹⁰⁰⁰**. There are many, many needs.

Lets talk about people. We need more people who do **not** do things which threaten wildlife and habitat AND more people who do things which enhance the probability of long term survival of species and habitats. Another of saying that is that we all need to give up bad habits that threatened wildlife and adopt good habits that enhance long term survival and diversity of species, populations, habitat, etc. How do we do this? Simple ... we raise awareness.

Let's talk about needs. We all think we need certain things to survive and thrive, but in fact many of the things we need are actually luxuries. Who wants to be first to give up their luxuries? Nobody. So in our minds we convert them from luxuries to necessities. I do it too, no doubt about it, maybe more than most. **So, let's not talk about that. It is too uncomfortable! What just happened? We reached a point of going no further because our logical process just showed that raising awareness alone doesn't save species and habitats.**

Let's talk about "raising awareness". How many of you became wildlife advocates sitting for hours in a "function" waiting for a dignitary to arrive, or listening to one. If the dignitary was Jane Goodall or Ulhas Karanth, maybe, but normally we don't learn much from such functions. We might learn a few facts if we are listening carefully but do those facts change us. I think, rarely.

What changes us is a "peak experience", an experience which involves our emotions as well as our intellect, an experience that brings about change in our attitudes and our behaviour. Sometimes this can happen when we listen to a very good speaker who is not only knowledgeable and experienced but passionate as well. Those kinds of speakers are hard to find. So what do we do to bring about awareness that includes attitudinal and behavioural change? There are extreme things but those are often spontaneous ... what can we rely on? We in ZOO have some methods, thanks to several of our teachers in times past. Here are some:

1. helping learners to identify with other sentient beings who are in trouble is one way.
2. appealing to a learner's higher nature is another way.
3. generating insight (aha!) into the basic nature of a problem or behaviour and reinforcing that insight

4. leading learners to see the flaws in their own thinking and actions with lighthearted demonstrations and humour
5. leading learners to change their attitudes and behaviour by introducing them to “the other side” of their beliefs and fears.

This Wildlife Week, if you are planning a programme, try something different ... something other than a long sitting and listening session. Try getting people up and active. Zoo Outreach Organisation's educational materials and techniques contain several items which, if used the way we recommend, will generate at least a small amount of emotion, higher thinking, identity, insight and even, possibly a little attitudinal and behavioural change.

ZOO's educator training is all about educators of all kinds generating attitudinal and behavioural change. If you have not participated in one of our training workshops, and want to learn different teaching methods, contact us (zooreach@zooreach.org).

In the meantime, try a different kind of Wildlife Week programme using our active learning guidelines and packets. We can't promise miracles but you will be surprised how much more your audience enjoys and learns.

Sally Walker and the ZOO Crew

Zoo Outreach Organisation, ZOO

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Wildlife Week 2009 Application for Materials

Name & Designation			
Complete Address for Mailing			
Phone(work):		Res:	
Fax:		Email:	

Available Materials	No. items requested
AMPHIBIANS	
An Art AArk Colouring Book of Amphibians. This is in limited numbers only for competition prizes or for very special programmes for which you will use our teaching guide with a small group of young youngsters.	
All Frogs are Amphibians, but all Amphibians are not Frogs! A new and fresh version of our amphibian packet with beautiful four colour pictures and some new material. This is a packet for which we also expect you to use our guidelines for teaching. Order up to 50.	
Amphibian Crisis Countdown 2010 Poster+Calendar - Amphibian photos, Countdown 2010 theme, calendar thru 2010. Separate item can be used for short programmes to the Amphibian Crisis and Countdown 2010 - Save Biodiversity! Order up to 50.	
PRIMATES	
South Asian Primate Pocket Guide - full colour identification guide researched and written by people from South Asian Primate Network and produced by IUCN SSC Primate Specialist Group and Conservation International. Includes also a few packet items in a plastic sleeve - for older youngsters up to geriatric oldsters. MUST use with special programme & presentation. NEW ITEM . Order up to 50.	
Mind your Monkey Manners - Man/Monkey conflict resolution generation by attitudinal and behavioural change - in English and in Tamil. Order up to 50.	
Hoolock Gibbon (for NE Indian states only) Western Hoolock Gibbon Packet (small packet with variety of our programme activity items). Order up to 50.	
Hoolock Countdown Poster (nice photos and 2009-2010 calendars). Order up to 50.	
SMALL MAMMALS	
Rodents - mice, rats, shrews Status of South Asian Non-Volant Small Mammals, CAMP Summary - 24 page A4 booklet with much information about the threats to mice, rats and shrews as well as why we should take them and their conservation seriously and why we should not think of all rodents as pests. For older groups and clued-in event organisers. Needs explanation.	
Bats Fruit Bats of South Asia-Packet of individual 5X7 colour photos with information on the back side for old youngsters. Includes Bat Count poster. Order up to 25.	
Fruit Bats of South Asia - Pocket Cards baseball card size (small) for older youngsters also but could be used for young youngsters. Order up to 25.	
South Asian Bat Coloring book (in limited numbers only for competition prizes or for very special programmes for which you will use our teaching guide.)	
ANIMAL WELFARE	
Daily Life Wildlife A new version of our standard Daily Life Wildlife packet. Teaching animal welfare by pointing out how we should be kind to the little animals we encounter every day. Smaller and simpler for youngsters ... good to use with PDF presentation on the same topic. Order up to 50.	
Elephants Ele-kit - packet used for teaching HECx, that is, Human Elephant Conflict resolution which saves human beings as well as elephants. Order up to 50.	
Ele-calendar 2010 (NEW) - "I Won! I kept the coconut!" Calendar Poster illustrating the foolishness of fighting an elephant and giving some tips to avoid conflicts that you can't win! Order up to 50.	
Monkeys Mind your Monkey Manners - Man/Monkey conflict resolution generation by attitudinal and behavioural change - in English and in Tamil. PDF Presentation available. Order up to	

50.	
Zoos Your city Zoo... and even YOU... This packet is to teach people to be kind to animals in the zoo while improving their observational skills, and teach them to help solve problems instead of adding to the zoo staff's burdens by endangering animals and spurious criticism. Order up to 50.	
CLIMATE CHANGE	
Climate Change and YOU ! - Standard packet of booklet, FAQs, games, and other small items to use in programme with youngsters. <i>(This is a first time development of an educational packet on Climate Change. Anyone who orders packets for a programme will be asked to participate in an evaluation exercise of the utility and effectiveness of the packet as an aid to understanding of Climate Change and the need for attitudinal and behavioural change. If you participate and send results of your evaluation [using our methods], your assistance will be acknowledged in print of a Climate Change Manual currently under development).</i> Order up to 50.	
ZOO PDF PRESENTATIONS	
<i>ZOO pdf's for presentations -- ZOO staff has developed a large number of interesting, pertinent presentations which you could use for a programme in Wildlife Week. These presentations are by Sally Walker, Sanjay Molur, and B.A. Daniel on a variety of topics, including most themes mentioned here and more. If anyone is interested they can write/only email accepted to us for a list and also for conditions of use.</i>	
Contract : I agree to pay transport charges for packets, organize an event with an appropriate target group, pay postage for items, and submit a written report of the event, including -- in addition to your written description – photos, press clippings (if available), examples of comments, paintings, essays done by participants.	
Signature : _____ Date: _____	
Transport method – please select one and have one alternate	
Speed post (insure this facility is available in your city):	
Registered parcel:	
Courier : Gati Courier/ Professional Courier/or others (give the name):	
Please note: Speed post and courier do not work out as per contract in the North East and some other distant places. You MUST allow at least one week delivery even with these methods! ZOO cannot responsible for such delays.	

PLEASE FAX OR EMAIL OR POST THIS FORM TO REACH US BEFORE 10 September, 2009

Zoo Outreach Organisation
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Programme description

Use an additional page when required.

Note: The programme description is compulsory to obtain our materials. The form without programme description is not considered by us.

Guidelines for ordering education materials

1. Packets are not to be simply given out as souvenirs but used as part of a systemically organised educational programme, which features a variety of lectures, activities and games featuring the species or theme. It is suggested that the organisers arrange for

i) an educator or other helper for the programme prepare a presentation (can be short) from the information given in the kits and packets;

ii) Activities utilising the materials in the packet be organised (these could be the following):

- rakhi-tying ceremony with participants using the rakhi enclosed in their packet;
- demonstration and/or chant with participants marching or standing with their masks/materials in a public place in the garden (this is a good photo opportunity);
- quiz programme testing participants on the information in the booklet contained in the packet
- at least one or two games suggested in the guidelines to be played with participants
- Participants should have an opportunity to have the certificate in the packet signed or they sign the pledge card, whichever is there.
- if a painting or drawing competition is conducted or a debate, one or more of the themes should be concerned with the packet themes.

2. The applicant / organiser ordering kits and packets **must pay postage** for the items and must send their order well in advance of the event so that items reach on time.

3. The organiser must take photographs of the event and send one or two to Z.O.O. along with a Report of a minimum of one page about the programme. These are for publication in any of the following: ZOOS' PRINT, SANIZE News, Bat Net (for bat programmes). Photos of participants doing something, which can be identified as part of the programme, are preferable to those of dignitaries on the dais or plain group photographs. Examples of quiz, drawings, essays, etc. can accompany these reports and are welcome.

4. If press is called, information that Zoo Outreach Organisation ***and the sponsor of the packets*** (this is most important) should be included in the press news.