



## AArk South Asia Summer Alert AArk South Asia SA

<b>Summer Awareness Campaign</b>	<b>South Asia AArk Summer Alert or South Asia AArk SA</b> or even SA AArk SA is a five month campaign beginning in May. Amphibian Crisis campaigners should continue to create awareness among public and policy makers about the perilous plight of amphibians in South Asia and virtually all regions of the world. Some “what to do’s” are listed beneath this plan.
<b>Campaign Objectives</b>	AArk South Asia intends for the campaign to: <ul style="list-style-type: none"> <li>• Increase awareness and understanding of the amphibian extinction crisis and Amphibian Ark’s role</li> <li>• Motivate individuals and organizations to contribute their time and energy to educate others about the need to protect amphibian.</li> <li>• Increase awareness of environmental protection and related issues such as global warming generall.</li> </ul>
<b>Campaign Activities</b>	Field first-run materials on Coimbatore school teachers who have taken ZOO educator training – date June 6 – World Environment day Field first-run materials on selected educators who can organize an activity fast Evaluate first run materials Move to combining AArk South Asia Summer Campaign with “Amphibians on the Map” ... project funded by Sea World Conservation Fund. Send press release and visuals to press with appropriate version to policy makers, amphibian researchers, wildlife departments, Chief Education Officers throughout South Asia via country partners. Distribute educational materials or camera ready copy. Track activities, promote South Asian awareness activters globally, and encourage in other ways. Finally, get ready for Wildlife Week, 1-7 October, AArk, India Campaign. India’s most popular wildlife awareness event (over 50 years old).
<b>Amphibian Ark</b>	<b>Amphibian Ark’s three principal partners are:</b> <ul style="list-style-type: none"> <li>• IUCN/SSC Conservation Breeding Specialist Group (CBSG)</li> <li>• IUCN/SSC Amphibian Specialist Group (ASG)</li> <li>• World Association of Zoos and Aquariums (WAZA)</li> </ul> <b>AArk South Asia’s principal partners are :</b> <ul style="list-style-type: none"> <li>• Zoo Outreach Organisation</li> <li>• Amphibian Network of South Asia</li> <li>• CBSG South Asia</li> <li>• South Asian Zoo Association for Regional Cooperation</li> </ul> <b>AArk South Asia’s principle sponsors are :</b> Sea World Conservation Fund AArk South Asia supports the creation of a widespread awareness of what

	amphibians are, what they do for the environment, what is the amphibian crisis, and what governments and private citizens can do to help
<b>Amphibian Crisis</b>	<ul style="list-style-type: none"> <li>• One-third to one-half of the world's approximately 6,000 known amphibian species could go extinct in our lifetime</li> <li>• This would be the most significant mass extinction since the disappearance of the dinosaurs.</li> <li>• Amphibians are among the first species to be affected by environmental stressors.</li> <li>• When amphibians declines in the wild, it is a warning to humans for themselves and other species as well as amphibians</li> <li>• Amphibians are an integral part of the ecosystem and possess biological systems that hold the key to medical research.</li> </ul>
<b>Causes of amphibian decline</b>	<ul style="list-style-type: none"> <li>• Habitat loss</li> <li>• Climate change</li> <li>• Pollution and pesticides</li> <li>• Over-collection for food and pets</li> <li>• Most immediate cause: a parasitic fungus called amphibian chytrid</li> </ul>
<b>Solutions</b>	<p>First priority for South Asia : make policy makers, press and public understand what is an amphibian and what is the crisis. See below for</p> <p><i>... ways to improve amphibian awareness !</i></p>

## *... ways to improve amphibian awareness!*

### Things you can do to

-  **Popularize amphibians,**
-  **Promote a positive image of amphibians and**
-  **Progress awareness:**

1. Ask friends and family members to sign the **Amphibian Ark petition**.
2. Enlist friends also to collect signatures for the AArk petition.
3. Provide incentives and reinforcement for most prolific collectors among your friends (we can help).
4. Write letters in support of frogs to your local language newspaper editor and to your local government leaders
5. If you have a "show and tell" or equivalent at your school, get some amphibian education materials and "show and tell" about them to your class
6. If you have an earth area in your compound make an **Amphibian Friendly Wildlife Habitat** that creates homes for amphibians and get friends to do so. See <http://www.nwf.org/backyard/> or see South Asianised version below.
7. Lobby your school to create a Wildlife Habitat as a class project and make it amphibian friendly.

8. Organize a "Ribbit" Ride – a bike ride with friends through the country displaying AArk signs on your bike and listening for frogs in your area ["Ribbit" is kind of the sound frogs make]
9. Read frog books, articles and websites – share with friends
10. Learn the differences between the 5 major amphibian types: frogs, toads, salamanders, newts, and caecilians
11. Gather groups of friends to solicit signatures for the AArk petition at markets, temples, outside movie theatres, etc.
12. Have a Sidewalk Chalk Art Show - draw pictures of frogs with your class or a group of friends. Whoever comes to see what you are doing can sign the petition.
13. Do you know the story of the princess and the frog ... a princess kisses a frog and he turns into a handsome prince. Have a 'kiss the frog' booth at any public event with people kissing a stuffed frog or a picture of a frog and then signing the AArk petition. We can send you a picture of a real princess kissing a frog to display as an attractant.
14. Hold a school or any group Olympics Field Day Challenge with frog-themed games like jump rope, sack races, hop scotch, long jump, and hurdles.
15. Ask your boss to let you run a small campaign at work – a good first step would be to invite colleagues to have their children create "save the frog" posters and display them at a central place in your work site. ZOO/AArk will send materials for their kids.

## **Make an Amphibian-friendly Wildlife Habitat**

South Asia version of National Wildlife Federation's project of encouraging home-based wildlife habitats. <http://www.nwf.org/backyard/>

### **Why Garden For Wildlife?**

1. **It's fun!** Watching wildlife in action can be fun and relaxing for everyone. Your habitat may attract beautiful songbirds, butterflies, frogs, and other interesting wildlife for viewing from your very own window.
2. **Practical beauty!** Replacing concrete or dirt with native wildflowers, shrubs, & trees makes your compound beautiful and provides a nurturing refuge for wildlife.
3. **Eco-friendly!** Gardening for wildlife, -- reducing use of chemicals, conserving energy and water, composting also improve air, water and soil quality.
4. **Community!** Gardening for wildlife helps share your love of wildlife with your neighbors and get them involved too. .

All species of wildlife need the basics of food, water, cover and places to raise young.

### **Food Sources**

**Plant native flowers,** shrub, trees to provide the foliage, nectar, pollen, berries, seeds, and nuts that many species of wildlife require to survive and thrive.

**Use Native plants** - because they are indigenous to a specific region, native plants usually require little maintenance, and will serve an important role in the local ecosystem.

**Ask your local botanical gardens and forest departments** – rather than collect anything from a natural area.

### **Water Sources**

Wildlife (particularly frogs [as opposed to toads]) need sources of clean water for drinking, bathing, and reproduction. Water sources may include natural features

such as ponds, lakes, rivers, springs, etc; or human-made features like bird baths, installed ponds, or rain gardens.

### **Places for Cover**

Wildlife requires places to hide in order to feel safe from people, predators, and inclement weather. They also need a sheltered place to raise their offspring.

You can create hiding places for animals by using logs, brush or rocks, providing birdhouses, roosting boxes for bats, etc.

Ponds provide cover for aquatic wildlife, including fish and amphibians. A "toad abode" can be constructed to provide shelter for amphibians on land.

### **Gardening in an Environmentally Friendly Way**

How you maintain your garden or landscape can have an important effect on the health of the soil, air, water and habitat for native wildlife - here are some sustainable gardening techniques:

#### **Mulching**

Mulch helps keep water in the soil and available to the plant, rather than evaporating into the air. Mulch reduces your watering time, provides nutrients to the soil, and reduces need for fertilizer. Be sure to use mulches that are from sustainable forestry practices, and that are free from pests.

#### **Reducing Lawn Areas**

Replacing grass lawn with native wildflowers, bushes, and trees provide the food, shelter, and cover that help to maintain healthy, natural ecosystems.

#### **Xeriscaping**

Xeriscaping is an approach to landscaping that minimizes outdoor water use while maintaining soil integrity through the use of native, drought-tolerant plants.

#### **Collect rainwater**

Collect rainwater for use during drier months. Use a bucket and when it gets full, collect that water in discarded plastic bottles and other containers. It is a better water for plants being softer and less chemically contaminated...and free !

#### **Remove Invasive or Alien Plants**

Restore native plant communities which are better for the environment than exotic plants, generally requiring less fertilizer and other additives, less water, and less effort in pest control. They are especially important to native wildlife, such as pollinators. Wildlife will benefit more when native plant communities remain intact, or are restored to their natural habitats.