

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.



Acknowledgements

This MYCAT joint project was financially supported by Maybank, the US Fish and Wildlife Service and the Save the Tiger Fund.



Additional thanks to the Department of Wildlife and National Parks, Global Environment Centre, Mr Yau Mon Chong and the Lions Club of Gua Musang, Percetakan Imprint (M) Sdn Bhd and Zoo Negara, for their generous in-kind contributions; and Persatuan Belia Kampung Lembaga (PEKA), Gua Musang Young Malaysians Movement, Leo Club of SMK Tengku Indra Petra (2) and SRJK (C) Gua Musang for their participation.

Special thanks to Farid Ibrahim and Najmy Naim Zaki for all photographs used in this report.

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.



Many thanks to our enthusiastic MYCAT volunteers who made this programme a success - Bashtiah Nahrul Khair, Elli Noor Syafikah, Eunice Wong Zi Yi, Fahrol Liza Jaafar, Farid Ibrahim, Jordyn Lee Chian Hoey, Julia Lo Fui San, Junaidi Omar, Kee Wei Ken, Michelle Fong, Musfirah Mohd Asri, Najmy Naim Zaki, Nusaybah Mohd Asri, Woon Ning Xian, Yeah Boon Nie, Yee Jia Yin and PEKA volunteers Mohd Faizul Azhar Mohd Ariffin, Mohd Nordin Ab Rahim, Nadzirah Ab Ghani, Nor Farazillah Idris, Wan Asma Afendy Wan Abd Talib, Wan Kamarul Ariffin Wan Ibrahim and Wan Marzuri Wan Abdullah.

Saving tigers together



MYCAT Secretariat's Office
Unit 3-2, 2nd Floor, Jalan SS 23/11, Taman SEA,
47400 Petaling Jaya, Selangor
T: +6 03 7880 3940 F: +6 03 7882 0171
E: mycat.so@malayantiger.net
Facebook: <http://groups.to/mycat/>

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