

THE PRESCRIPTION AND CONSUMPTION OF ILLEGAL WILDLIFE PRODUCTS IN TRADITIONAL MEDICINE IN VIETNAM

SURVEY RESPONDENTS



TM PRACTITIONERS



PATIENTS

SURVEY METHODS

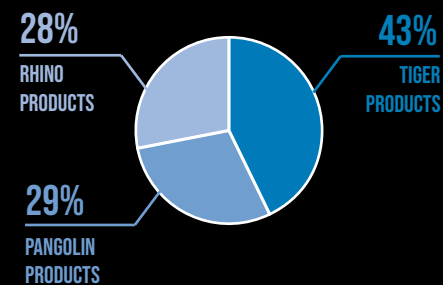


PRESCRIPTION INCIDENCE

59%

(n=29) TM practitioners admitted having prescribed rhino horn, tiger, and pangolin products in the past two years.

Among the total number of illegal prescriptions. (n=162)



Key groups of recipients:

- ▶ Close clients (i.e. regular patients).
- ▶ Relatives (i.e. family members, friends) and rich people.
- ▶ People directly requesting the products.

KEY FINDINGS

MOTIVATORS



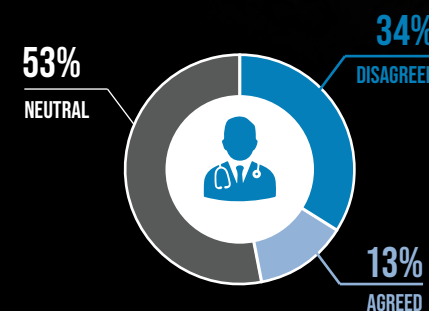
Perceived effectiveness is the main motivator for both doctors' prescription and patients' consumption.



BARRIERS

Legality

The charts below show the opinions on whether it is acceptable to prescribe products derived from endangered wildlife and illegal sources.



CONSUMPTION RATE AMONGST PATIENTS

77%

(n=140) patients admitted that they were prescribed or recommended to use those products by TM practitioners. However, only 29% of patients said they consumed the products after being prescribed/recommended.

Product authenticity

63%
(n=41)

of patients said they purchase the products from individual sellers, while 16% of them made the purchase from TM practitioners or allopathic doctors. Patients found difficulties in sourcing genuine products.

BARRIERS (CONT.)

Alternative

87% of TM practitioners agree that allopathic medicine is efficient and a suitable replacement. **Plant-based TM products** are another perceived effective alternative.

Nine out of ten patients rely on allopathic medicines instead of illegal wildlife products in TM.

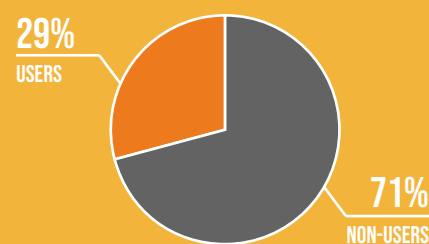
PAST AND FUTURE PRESCRIPTION TREND AMONGST TM PRACTITIONERS (N=122)

Present and future intention to prescribe wildlife products tends to decrease.

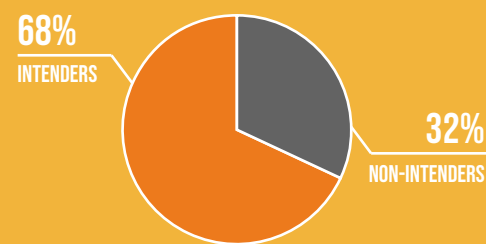
41% said they were prescribing fewer wildlife products than before. Even **51%** expressed their refusal to prescribe those products in the future. TM practitioners tend to further reduce the prescription of pangolin products.

PAST AND FUTURE USE/CONSUMPTION TREND AMONGST PATIENTS (N=140)

Consumption habits in the Past



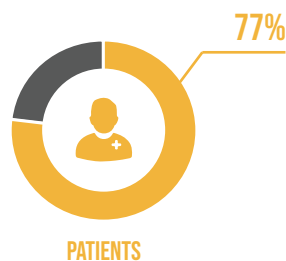
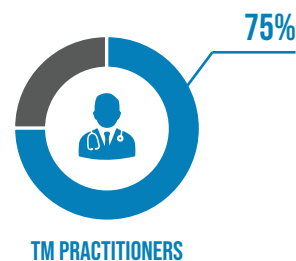
Intentions to consume in the future



73% of the patients who were prescribed tiger products (n=60) and rhino horn (n=49) said they would use the products in the future.



The charts show the share of respondents who trust the product's effectiveness (for example, tiger bone glue).



► Tiger products are perceived as the best cure compared to rhino and pangolin products for bone-related diseases.

"The real tiger bone glue has a "heating" property, and can have negative impacts on body organs especially when used with wine."
- TM practitioner



RECOMMENDATIONS

Guidance for implementing future Social Behaviour Change campaigns, based on the survey's results and TRAFFIC experience.

Specific messages and messengers suggestions for TM practitioners and patients:

TM PRACTITIONERS

MESSAGE

- Promote the use of safe, legal, effective and sustainable TM ingredients.
- Focus on reputational risks and the fact that the practice is socially unacceptable.
- Avoid disrespect and underestimate the traditional value of TM practice where plants and animals are used for treatment.
- Provide traditional and/or western medicine alternatives and lists of medicine containing illegal wildlife parts or products, to avoid prescribing those medicines to patients.

MESSENGERS

TM training and education institutions and/or academy by:

- Integrating the wildlife protection issues into TM official training materials and programs.
- Influencing peers and friends.

PATIENTS

MESSAGE

- Emphasise on the illegality and non-scientific medical functions of the products.
- Provide information about **safe, legal, effective and sustainable** alternative.

MESSENGERS

TM practitioners and allopathic doctors.

MESSAGING FRAMEWORK

- Should be **scientific, concise**, and **clear** on what to do.
- Should **affirm the non-effectiveness** of rhino horn and pangolin on healthcare and treatment.
- For tiger products, messaging should **focus on proved alternatives**.

SURVEY LIMITATIONS

Overall, using and purchasing wildlife products is a highly sensitive activity, which cause difficulties when conducting survey. Due to this reason, the actual number of users/buyers/doctors affirming that they buy or prescribe products can be higher than that reported in the survey.

This survey is part of an ongoing project led by TRAFFIC and WWF Deutschland (WWF Germany) directed at eradicating rhino horn prescription and consumption in traditional medicine in Vietnam.

TRAFFIC

