

June 4, 2014

## **Be Smart! Tiger bone is not a magical medicine**

Hanoi, June 4, 2014 – Education for Nature – Vietnam (ENV) has released its [latest public service announcement](#) (PSA), aimed at motivating the public to protect Vietnam’s few remaining tigers by stopping the use of tiger bone as a form of traditional medicine.

The PSA features a number of people who tell the audience that they formerly believed that tiger bone was a “magical medicine”, capable of curing their ailments, but have since come to realize that tiger bone medicine was ineffective.

*“I used to think that tiger bone glue would relieve my aching bones, but tiger bone brings nothing but disappointment”,* says an elderly man in the short film. Another claims that using tiger bone was like pouring money down the drain: *“I spent millions on tiger bone medicine, but my arthritis is just as bad as before. Tiger bone is a waste of money.”* The film also features an appeal from Vu Quoc Trung, a well-known traditional medicine doctor as he warns the public to not be fooled by the rumors of the medicinal value of tiger bone.



The wild tiger population has declined dramatically in Vietnam over the past few decades, mainly due to illegal hunting and trade. According to experts, there may be fewer than 30 tigers left in the wild in Vietnam.

*“If we do not take drastic actions, tigers will soon follow the path of the Javan rhino and disappear forever from the forests of Vietnam,”* says Ms. Nguyen Thi Phuong Dung, Vice Director of ENV. *“The consumption of tiger bone medicine by our generation may deprive our descendants of the chance to admire this iconic and charismatic species in its natural habitat.”* Dung goes on to suggest that people seek alternatives to their beliefs that do not have such a devastating impact on nature. *“Ask your traditional medicine doctor about herbal alternatives or seek modern medicine which is more effective and less costly than tiger bone.”* Dung says.

The new PSA is the second film released this year aimed at discouraging the public from using tiger bone medicine. ENV has produced 19 PSAs to date as part of a long-term campaign to reduce demand and consumption of products made from endangered species. The PSA will be widely broadcasted on both national and provincial TV channels in the coming months.

ENV gratefully acknowledges the U.S. Fish and Wildlife Service for their valuable support in producing this PSA, and for their support to ENV in helping address tiger consumption and trade in Vietnam.

The PSA with English subtitle can be watched online [at the link](#)

More details about ENV’s campaign to stop the illegal tiger trade can be found at <http://www.envietnam.org/index.php/what-we-do/env-species-focused-campaigns/stop-the-illegal-tiger-trade>

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### **About Education for Nature – Vietnam (ENV)**

Education for Nature - Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on the conservation of nature and protection of the environment. Our mission is to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife. We employ creative and innovative strategies to influence public attitudes and mobilize Vietnamese citizens to live in balance with the natural world. We work closely with government partners to strengthen policy and legislation and directly support enforcement efforts in the protection of endangered species of national, regional and global significance.

### **About ENV's Wildlife Crime Hotline**

ENV maintains a toll-free National Wildlife Crime Hotline (**1800 1522**) to facilitate reporting of crimes by the general public. Trained case officers from ENV receive calls and transfer information about wildlife crimes to appropriate local authorities. Each case is then documented and tracked through to conclusion. Members of the public are kept informed of the results of cases that they report to ENV.

So far, ENV has documented more than **6,700** wildlife crime cases resulting in confiscation of hundreds of animals, closure of wildlife markets and restaurants, removal of advertisements, and punishment to violators, as well as voluntary action by hundreds of violators after initial warnings were issued by ENV.