

Never Forget; Never Again

Hanoi, November 6, 2020 – Today, Education for Nature – Vietnam (ENV) releases its second **“Never Again”** Public Service Announcement (PSA). The film portrays life in Vietnam during the Covid-19 shutdown, and encourages the public to take action to ensure another pandemic is *never again* possible.

The PSA begins with familiar scenes during the 2020 pandemic of an eerily empty city, quickly building in speed and intensity – similar to the pandemic itself. Almost a year since the origin of the destructive coronavirus, the world is still reeling from the catastrophic effects. More than one million people have already lost their lives, the global economy has been severely impacted, and governments have spent trillions of dollars working to contain and eliminate the virus.



Covid-19 may be the latest deadly disease originating from wildlife, but it's not unprecedented. In fact, according to the World Health Organization, about 70% of all infectious diseases over the last 30 years have been zoonotic, including HIV/AIDS, avian influenza, swine flu, SARS, Ebola, MERS, and now Covid-19.¹ At this rate, we are bound to see more zoonotic outbreaks within our lifetime, unless we change now.

“The government of Vietnam has responded remarkably to the outbreak, not only in protecting the public from large-scale contagion, but also declaring stronger action to fight Vietnam's illegal wildlife trade,” says Nguyen Phuong Dung, ENV's Vice Director.

However, Dung warns, “While life may appear to have returned to normality in Vietnam, it is important that we do not forget the serious threat that Covid-19 and other viral diseases from animals pose to our health and safety, as well as the substantial economic losses we have faced from closure of businesses and fighting the pandemic.”

ENV's “Never Again” PSA is part of ENV's “Never Again” campaign, launched in response to the Covid-19 outbreak. The campaign calls upon the public to take drastic measures to permanently eliminate consumption and trade of wildlife. Since the first [Covid-19 Public Service Announcement](#) (PSA) in April, ENV has broadcast “Never Again” messages on over 60 news channels, including major channels such as VTV1, VTV2, VTV3, and VTV6, as well as in residential and commercial building elevators, on buses and trains, and virally on social media.

¹ <https://www.oie.int/doc/ged/D14089.PDF>

Key risk areas for the public to consider and avoid:

- Restaurants and other business establishments where wildlife is served are hotspots for zoonotic outbreak. More importantly, you do not have to consume wildlife to be at risk. Eating in a restaurant that serves illegal wildlife to any of the customers puts you at risk by exposing you and your food to unhygienic conditions.
- Markets where wild animals or meat, parts, or products are sold.
- Commercial wildlife farms or products from these farms where illegal laundering of wildlife may occur.
- Places where wild animals are kept in captivity or in storage, such as TCM processing places, slaughter houses, and certain zoos where animals are poorly kept or cared for.
- Pet markets or other places where wild animals may be illegally sold as pets.

Stay safe! Do not consume wildlife or products made from wildlife. Do not keep wild animals as pets. Report wildlife crime to your local authorities or to ENV's national toll-free Wildlife Crime Hotline 1800-1522.

ENDS.

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About ENV

Education for Nature Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on the conservation of nature and the protection of the environment. ENV combats the illegal wildlife trade and aims to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife.

ENV employs creative and innovative strategies to influence public attitudes and reduce demand for wildlife trade products. ENV works closely with government partners to strengthen policy and legislation, and directly supports enforcement efforts in the protection of endangered species of regional, national, and global significance.

Since 2007, ENV has focused its activities on three major program areas that comprise ENV's integrated strategic approach for addressing illegal wildlife trade in Vietnam. These include:

- Reducing consumer demand for wildlife products through investment in a long-term and sustained effort to influence public attitudes and behavior.
- Strengthening enforcement through direct support and assistance to law enforcement agencies and mobilizing active public participation in helping combat wildlife crime.
- Working with policy-makers to strengthen legislation, close loopholes in the law, and promote sound policy