



## **Asian Turtle Conservation Network**

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PO Box 222, Số 2/C5, Tập thể Đại học Ngoại thương, Chùa Láng str, Hanoi, Tele. 04-7753935

### **Attitudes Toward Turtles and the Turtle Trade**

Asian Turtle Program Training and Public Awareness Unit

McCord Film Module

May 17, 2006

This module of the training course is intended to help the course instructors better understand public attitudes toward turtles with particular reference to the Asian turtle trade, as well as identify whether welfare issues may be used as a means of leveraging greater public support and participation in combating the illegal turtle trade.

Participants: 30 maximum

Module time: 15 minutes for the film segment, 5 minutes for annotating thoughts, 20 minutes discussions

Materials: McCord market film, blank paper, prepared questions, pencils, projector

1. Students watch up to 15 minutes of the McCord film. The instructor should skip through segments of the film ensuring that adequate time is spent on viewing large quantities of turtles (preferably natives of Vietnam), the medicinal market (dried plastrons), and the butchering of a large soft-shell and the hard-shell turtle, *Orlitia borneensis*.

The instructors should introduce the film and may identify specific turtle species that are shown in the market. However, the audience should not be told the purpose of the viewing, and should be unaware that they will be asked to record their feelings and thoughts after the film is complete.

2. The students will be provided with blank paper and given five minutes to write down at least five initial thoughts that came to mind after seeing the film. The instructor should NOT ask them to record how they feel, as this would suggest that they audience should respond with some sort of feeling.

After five minutes, the instructors will collect the papers from each student. It is not necessary that the students record their names on the papers.

3. The instructor will lead an open discussion on the film with students. Several questions will be used to initiate the discussions, aimed at getting students to share their ideas.

- a. Does anyone want to share their thoughts or feelings about the film we just saw?
- b. A good portion of turtles that were shown in the film were species native to Vietnam. How do you feel about the idea that Vietnam is selling away its natural heritage in foreign markets?
- c. In the last scene, a large soft-shell turtle is slaughtered live. Did this part of the film bother you? How? Why?

The instruction team will record the content of the discussion in full.

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