

JulietteSpeaks Goals & Activities Program Logic Model

CURRENT SITUATION	RESOURCES NEEDED (INPUTS)	ACTIVITIES (OUTPUTS)	SHORT/MEDIUM TERM IMPACT (1-5 years)	LONG-TERM IMPACT (10+ years)
<ul style="list-style-type: none"> • Captive elephants suffer terribly in zoos, circuses and the tourism trade. • People are unaware of how elephants suffer lifetimes of misery just for a few moments of human enjoyment. • Elephants are being slaughtered in record numbers for the ivory trade and are in danger of going extinct in the next 5-20 years. • People are unaware or don't care that their purchase of ivory involves great suffering and the potential extinction of the African elephant. • People assume that someone else is going to do something and these issues of cruelty and extinction are going unrecognized and unaddressed by sufficient numbers of people to create change. 	<ul style="list-style-type: none"> • Juliette West • Staff • Volunteers • Youth leaders • Financial supporters • Robust educational website that supports youth leaders • Schools, film festivals, public events • Social media 	<p>All of these activities will be done by Juliette. The goal is for these activities also to be taken up by youth leaders inspired by and supported by Juliette (supported mainly through online education and training).</p> <ul style="list-style-type: none"> • Public speaking at schools, conferences, and public events to promote awareness of elephant welfare issues. • Media interviews • Providing an Education & Training section of the JulietteSpeaks website to give youth the tools they need to succeed in becoming effective animal advocates. • Launching and coordinating a "global youth against the ivory trade" school club program to support youth in becoming leaders in stopping the ivory trade in their own countries. • Advocating for the passage of local, national, and international legislation that protects wild and captive elephants. • Reaching out to circus, zoo and tourism offenders and educating them about how and why they should change their treatment of elephants. • Promoting the development of alternative forms of education and entertainment that don't harm elephants. • Contributing to the purchase of captive elephants and their delivery to sanctuaries. • Advocating for the release of specific "worst case" elephants in zoos or circuses. 	<ul style="list-style-type: none"> • Increased public awareness of the cruelty inflicted on captive elephants. • Decreased public support of activities involving captive elephants. • Increased number of elephants that are released to sanctuaries. • Increased public awareness that wild elephants are slaughtered for the ivory trade and are in danger of extinction. • Decreased trade in ivory and decrease in killing of elephants. • Increased youth leadership for promoting elephant welfare and protection. 	<ul style="list-style-type: none"> • Elimination of the slaughter of elephants for the ivory trade. • Resurgence of healthy population of wild African elephants. • Elimination of the use of captive elephants for human entertainment and education. • Eco-tourism is a financially viable and widely popular alternative to zoos, circuses and elephant trekking.