

# SAFE CHINCHILLA TOOLKIT

2024



SAFE

SAVING ANIMALS  
FROM EXTINCTION

CHINCHILLA



[SAFEchinchillas@gmail.com](mailto:SAFEchinchillas@gmail.com)



[safe\\_chinchilla](https://www.instagram.com/safe_chinchilla)



<https://www.aza.org/aza-safe>

# TABLE OF CONTENTS

<b>WHAT IS SAFE CHINCHILLA?</b>	<b>...pg 3</b>
<b>WHO IS INVOLVED?</b>	<b>...pg4</b>
<b>SAFE CHINCHILLA KEY MESSAGING</b>	<b>...pg 5</b>
<b>SOCIAL MEDIA SUGGESTED POSTS</b>	<b>...pg 6</b>
<b>DID YOU KNOW THE THREATS?</b>	<b>...pg 7</b>
<b>NATIONAL CHINCHILLA DAY</b>	<b>...pg 8-9</b>
<b>HOW CAN YOU HELP?</b>	<b>...pg 10</b>
<b>SUPPORT CHINCHILLA SAFE</b>	<b>...Pg 11</b>
<b>INFOGRAPHIC BOOKMARKS</b>	<b>...Pg 12</b>
<b>HEADBAND CRAFT</b>	<b>...Pg 13</b>
<b>COLORING SHEET</b>	<b>...Pg 14</b>
<b>WORKSHEET</b>	<b>...Pg 15</b>
<b>ADAPTATION CHALLENGE</b>	<b>...Pg 16</b>



# WHAT IS SAFE CHINCHILLA?



SAFE Chinchilla utilizes the collective expertise and resources of AZA members to support the recovery and conservation of chinchillas in the wild.



## Through SAFE partnerships we can save chinchillas in the wild.

Collaboration is crucial for conservation. SAFE Chinchilla partners AZA member organizations and groups including accredited zoos and aquariums, the Rodent, Insectivore, and Lagomorph Taxon Advisory Group (RIL TAG), Ambassador Animal Scientific Advisory Group (AASAG), and Zoo Conservation Outreach Group (ZCOG), with range country colleagues, such as the Zoológico Nacional de Chile, Corporación Nacional Forestal (CONAF), and Ministerio del Medio Ambiente de Chile. This alliance combines expertise, resources, and influence to protect, recover, and conserve endangered chinchillas in the wild.

### Field Work

**SAFE Chinchilla increases awareness about the conservation challenges facing chinchillas in the wild. Program activities mobilize support and resources necessary for their recovery and protection.**

### Awareness

**SAFE Chinchilla uses camera traps, biological sample collection, and community interviews to establish the presence, distribution, and range of remaining short and long-tailed chinchilla in Chile. The information is used to inform the protection and conservation of chinchillas and their habitat.**

### Education

**SAFE Chinchilla provides educational resources and programming to build species understanding, foster empathy, and promote behaviors to support chinchilla conservation.**



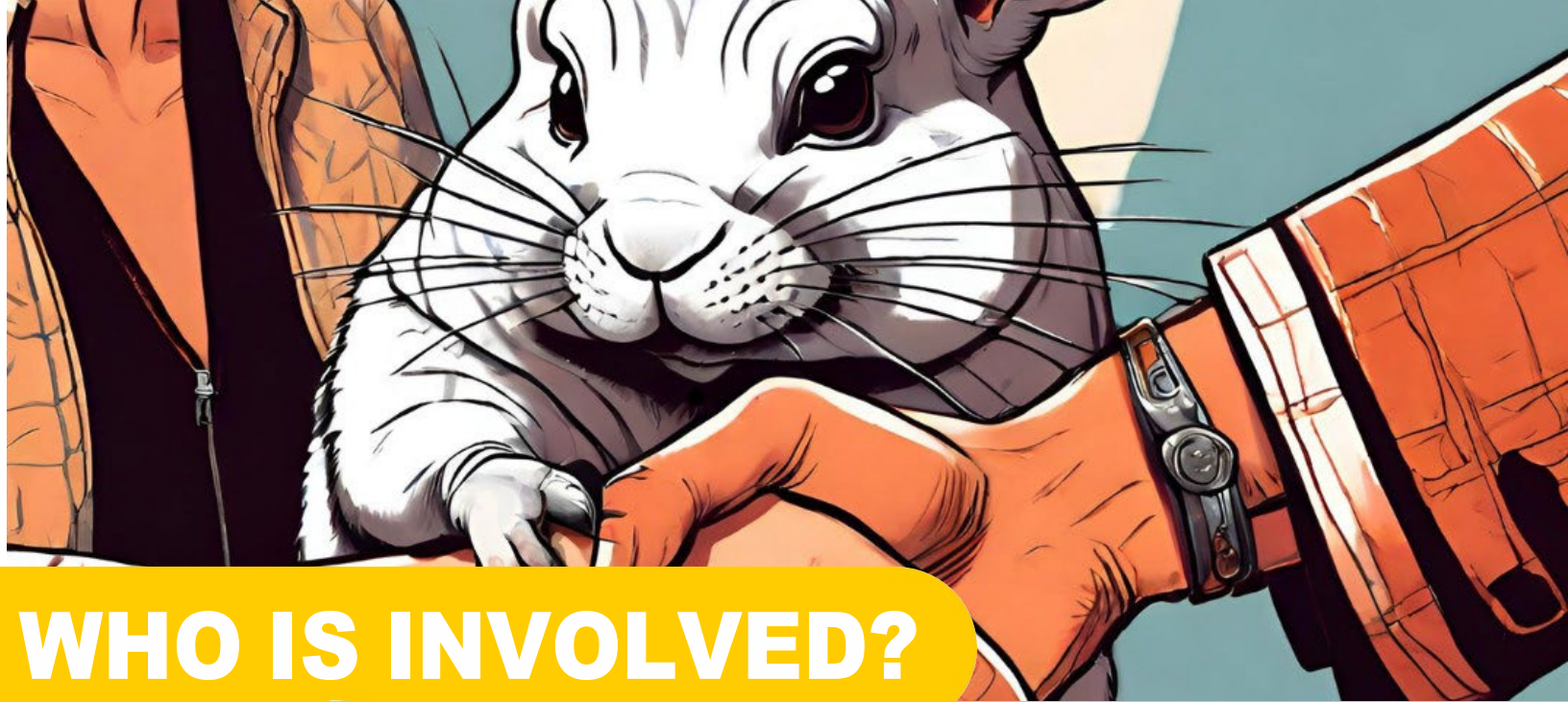
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# WHO IS INVOLVED?



## Steering Committee

Daniel Hilliard, Ph.D., Zoo Conservation Outreach Group (ZCOG)  
Seth Stapleton, Ph.D., Minnesota Zoo  
Maxene Van Damme, Faunarts Graphic Design  
Kenton Kerns, Smithsonian's National Zoological Park  
Rebecca Young, Zoo Atlanta

## Program Partners

Akron Zoo	Phoenix Zoo
Audubon Zoo	Sunset Zoo
Dickerson Park Zoo	Smithsonian's National Zoological Park
Greenville Zoo	Trevor Zoo at Millbrook School
Jacksonville Zoo and Gardens	Utica Zoo
Minnesota Zoo	Zoo New England

## Range Country Partners

Corporación Nacional Forestal (CONAF)  
Ministerio del Medio Ambiente (MMA)  
Grupo Ambiental Flora y Fauna de Huatacondo  
Universidad de Tarapacá  
Zoológico Nacional de Chile

## Dedicated Fund

Zoo Conservation Outreach Group (ZCOG), a 501 (c) (3) non-profit organization and an AZA Conservation Partner for over 25 years, manages the dedicated fund.



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# SAFE CHINCHILLA KEY MESSAGING



## **Chinchillas are endangered in the wild**

Chinchillas are endangered in the wild. Conservation efforts are needed to ensure their survival.



## **Threats**

Habitat change from mining and infrastructure development is the primary threat to chinchillas in the wild. Chinchilla populations have yet to recover from over collection by the fur industry and pet trade.



## **How can you help**

Take action for chinchilla conservation: recycle old jewelry, properly dispose of or recycle batteries, avoid unnecessary device upgrades to slow the tech cycle, and contribute to programs like SAFE.



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## SOCIAL MEDIA SUGGESTED POSTS



### SHOW OFF...

Show off the chinchillas in your collection and share why these animals need our protection!

"Did you know chinchillas are endangered in the wild?"

#EndangeredChinchillas  
#safechinchilla



### DO YOU KNOW THE THREAT?

"Did you know the major threat to chinchillas in the wild is habitat loss due to mining for gold and other heavy metals?"

#ChinchillaConservation  
#safechinchilla

### HOW CAN YOU HELP?

"Take action for chinchilla conservation by recycling old jewelry, properly disposing of batteries, resisting unnecessary tech upgrades, and supporting programs like SAFE chinchilla."

#actionforconservation  
#safechinchilla



#SAFECHINCHILLA

On March 23rd, join the celebration of National Chinchilla Day – a day dedicated to spreading awareness about this unique species. Seize the opportunity to share a #SafeChinchilla social post, contributing to the mission of raising awareness and advocating for their conservation.

## WHEN TO POST? NATIONAL CHINCHILLA DAY MARCH 23RD

## CAPTURE YOUR CELEBRATIONS!



### Set up an awareness day booth!

Setting up an on-site awareness day booth is one way to capture how you engage with chinchilla conservation. Volunteers can get involved by sharing key messages and facilitating chinchilla-centered activities and games.



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safe\_chinchilla

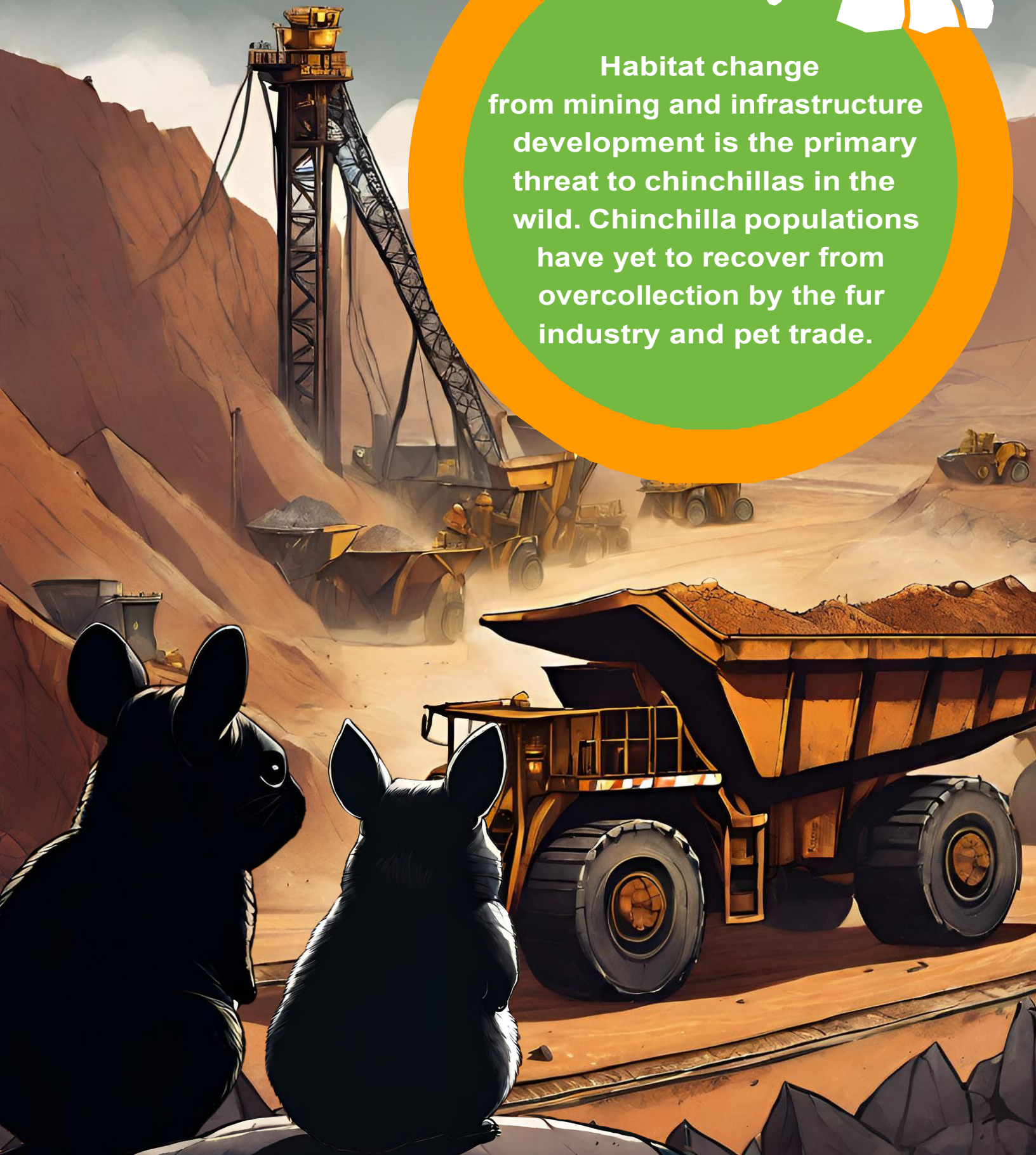


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# DID YOU KNOW...



Habitat change from mining and infrastructure development is the primary threat to chinchillas in the wild. Chinchilla populations have yet to recover from overcollection by the fur industry and pet trade.

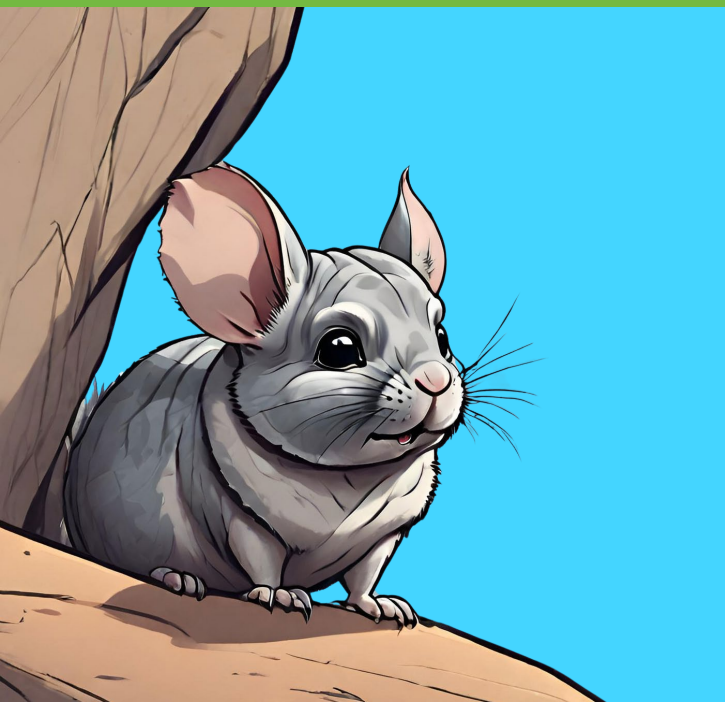


Put your  
Zoo's logo  
here!



# NATIONAL CHINCILLA DAY!

On this day we spread awareness about this endangered species. SAFE Chinchilla is working to secure the survival of chinchillas and their natural habitat. Join us, celebrate these unique creatures, and learn how we can help secure their conservation!



**MARCH  
23RD**





# NATIONAL CHINCILLA DAY!

On this day we spread awareness about this endangered species. SAFE Chinchilla is working to secure the survival of chinchillas and their natural habitat. Join us, celebrate these unique creatures, and learn how we can help secure their conservation!



**MARCH  
23RD**

# How can you help?



You can help chinchillas in the wild by recycling your batteries.



You can help chinchillas in the wild by saying no to unnecessary technological upgrades.



You can help chinchillas in the wild by recycling old jewelry.



You can help chinchillas in the wild by supporting programs like SAFE.



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# SUPPORT CHINCHILLA SAFE THROUGH OUR DEDICATED FUND.

ASSOCIATION  
OF **ZOOS &**  
**AQUARIUMS**



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Print our infographics as posters or bookmarks!



## BY THE NUMBERS

**7,766KM**  
TRAVERSED BY FIELD TEAMS DURING 2023 CAMPAIGNS

**4,310**  
CAMERA TRAP PHOTOS COLLECTED

Range of chinchillas and research sites

**70**  
AZA ACCREDITED FACILITIES CARING FOR CHINCHILLAS IN THEIR COLLECTIONS

**10,950**  
TOTAL HOURS OF CAMERA TRAP DEPLOYMENTS



## WHAT CAN YOU DO TO HELP?

**REUSE, REDUCE AND RECYCLE!**

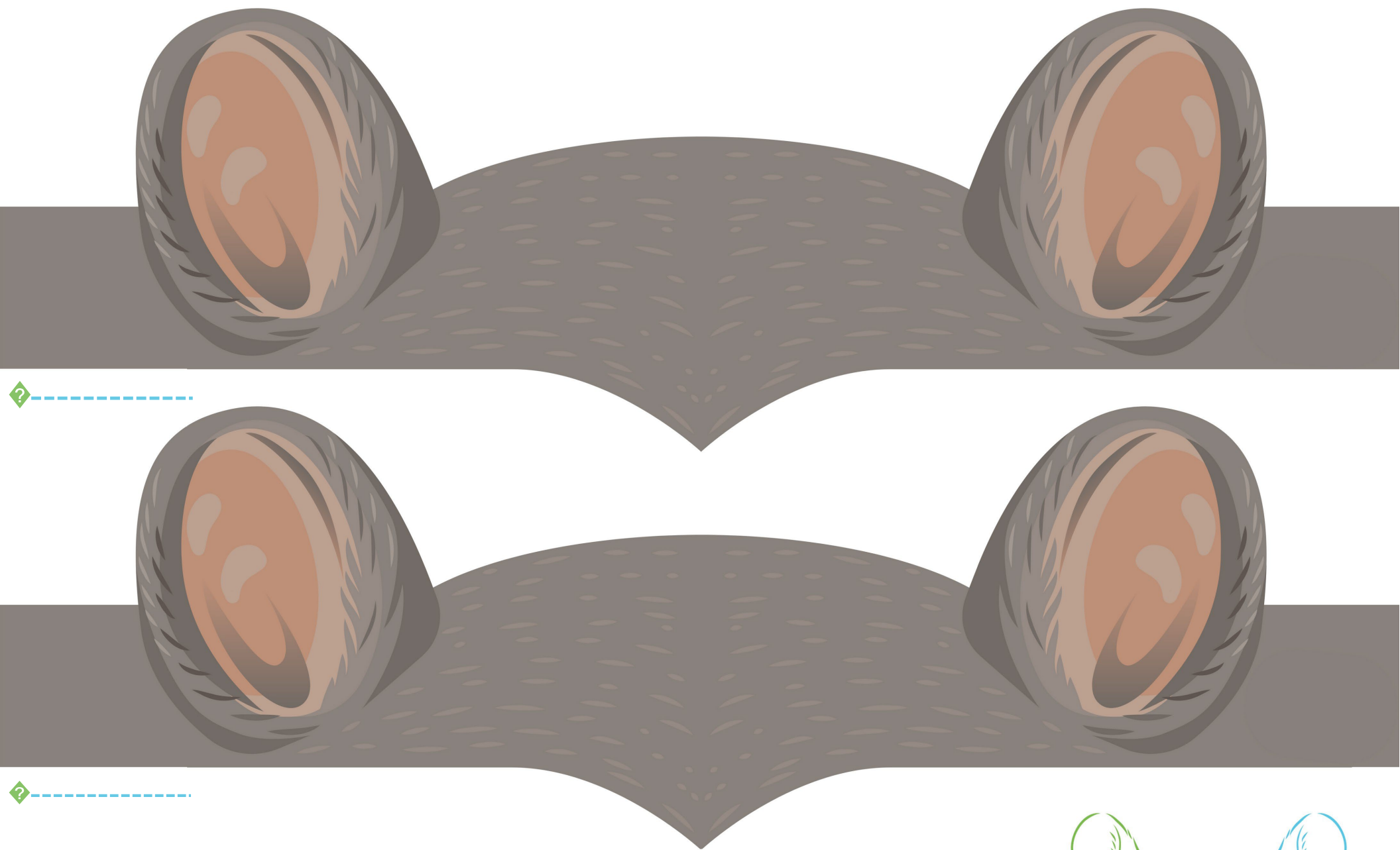
**RECYCLE BATTERIES & ELECTRONICS.**

**SLOW THE TECH-CYCLE. SAY NO TO UNNECESSARY UPGRADES.**

**BUY RECYCLED OR VINTAGE JEWELRY.**

**SPREAD THE WORD ABOUT SAFE!**

**SCAN ME!**



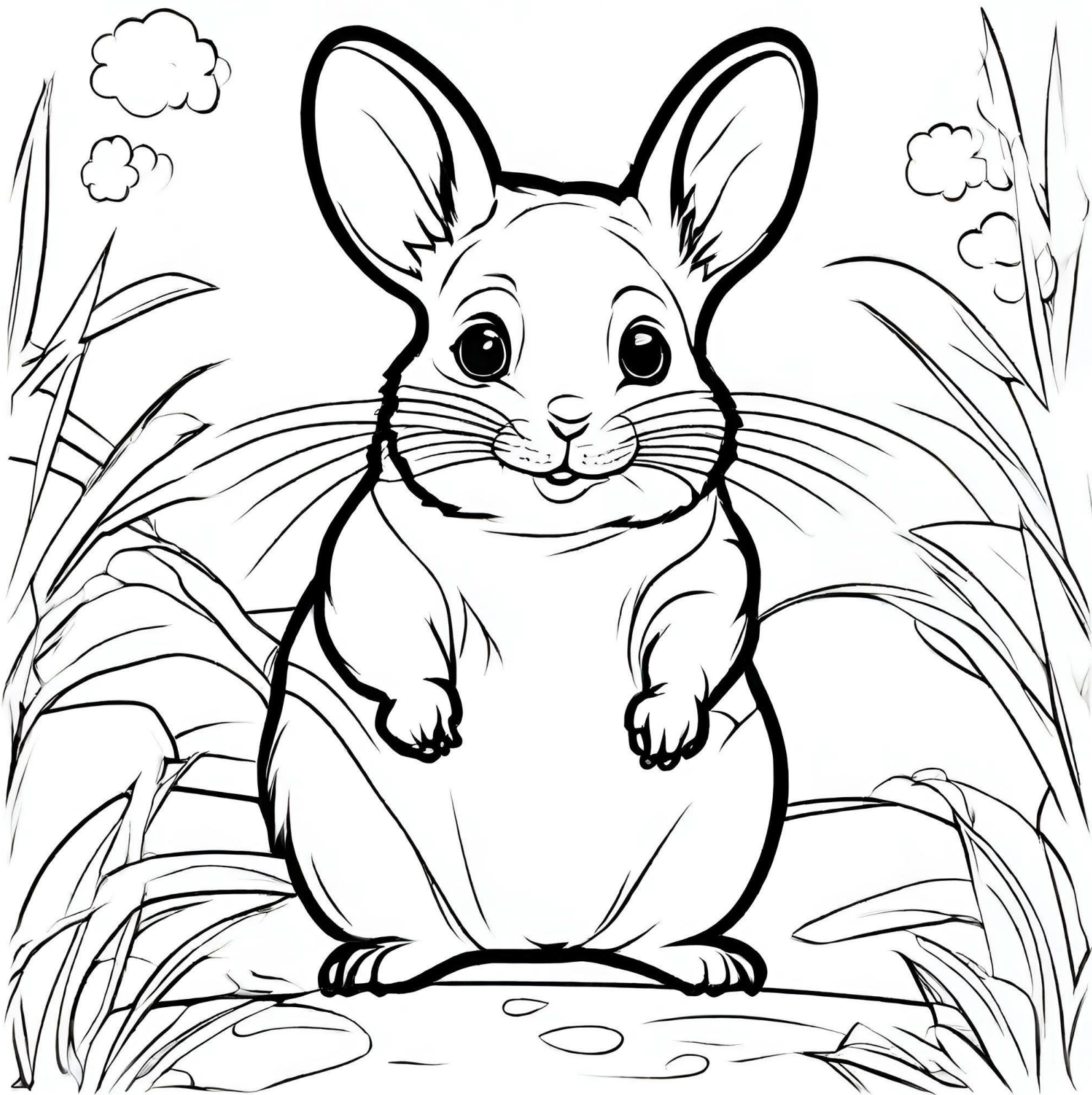
Dress to impress, but keep it chill like a chinchilla!  
Wear a chinchilla headband to spread awareness  
and show your support for these amazing creatures,  
*without wearing fur!*

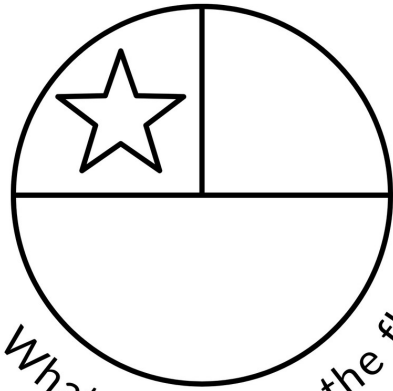
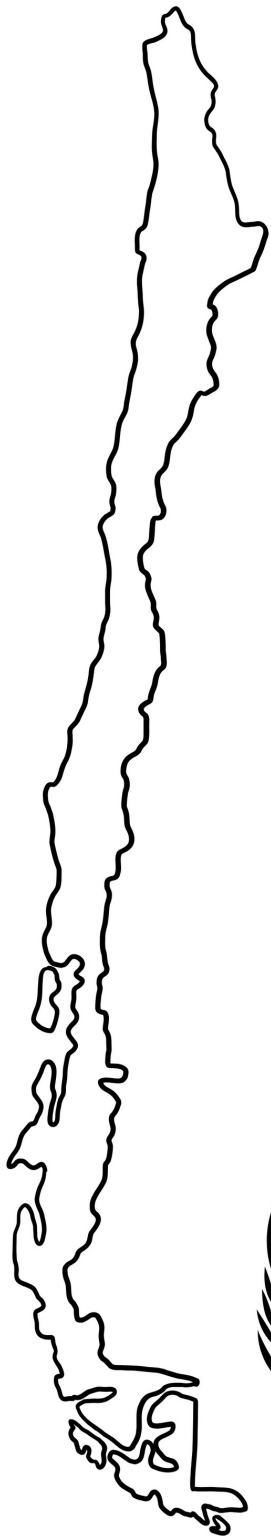


A ZOOLOGICO NACIONAL  
**'V'PARQUEMET**



Did you know that short and long-tailed chinchillas use their tail for balance?  
Help this chinchilla by illustrating its distinctive tail.





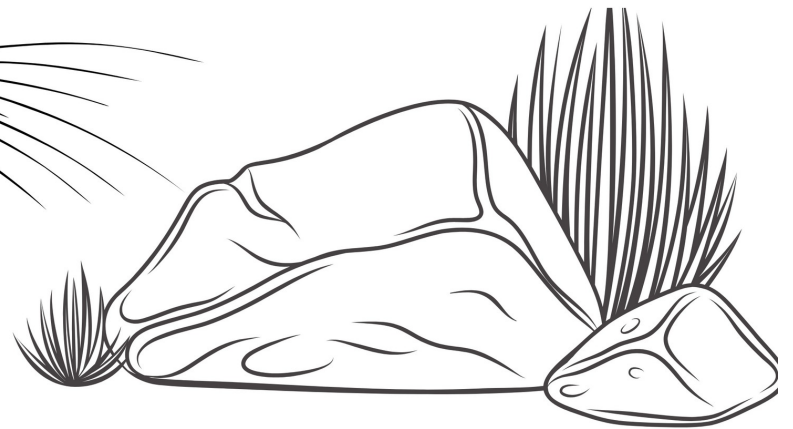
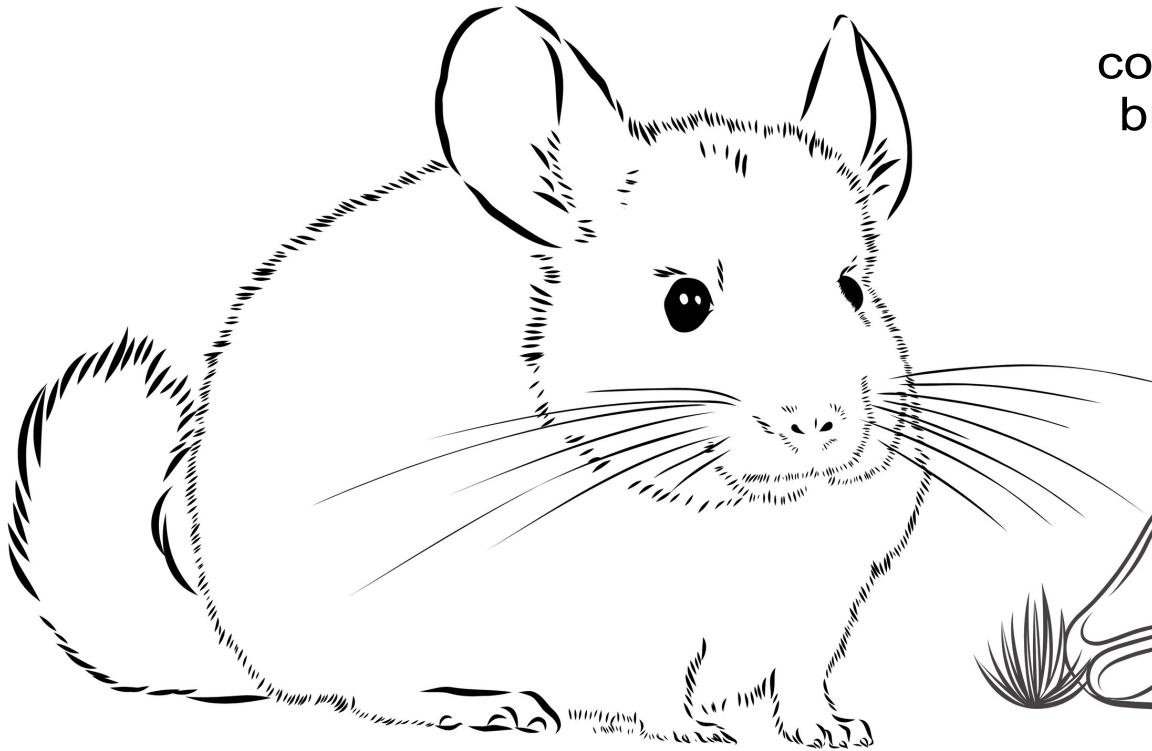
What colors are the flag of Chile?

# Did you know?

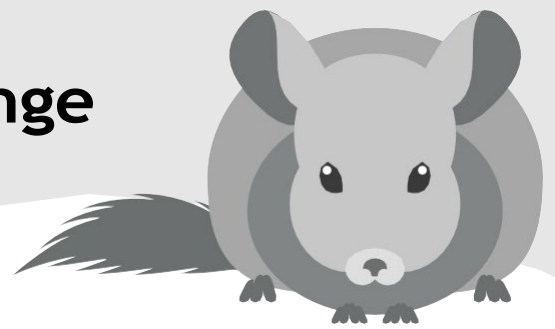
Chinchillas love living on the bumpy hills of the Andes Mountains!

The place they call home is pretty dry, with just a few plants and many rocks.

Chinchillas used to live all along the western coast of South America, but now most are only found in Chile.



# Chinchilla Adaptation Challenge



**Objective:** To test your knowledge about chinchilla adaptations through fun and interactive challenges.

## Materials Needed:

- Props or materials for each challenge station (biofact fur samples, foam pool noodle tail props, dentures or plastic vampire teeth, measuring tape, flour).
- Paper and pencils to keep points!

## Instructions:

1. Introduction: Gather the students and introduce the game by explaining that they will be participating in a series of challenges to learn about chinchilla adaptations. .
2. Adaptation Challenge Stations: Set up different stations around the classroom or outdoor area, each representing a specific chinchilla adaptation. Assign each station a point value based on its difficulty level. Here are some ideas for challenge stations:
  - Fur Challenge: Provide different types of fur samples (soft, coarse, dense) and ask students to match them to the corresponding adaptation (chinchilla fur). Explain how chinchillas have dense fur that helps them stay warm in their high-altitude mountain habitats.
  - Tail Balance Challenge: Set up an obstacle course (balance beam, stepping stones, etc.) and provide students with a tail prop (e.g., a foam tail) to balance as they navigate the course. Time each participant and award points based on completion time.
  - Teeth Chewing Challenge: Prepare a selection of foods with varying textures (soft, crunchy, tough) and ask students to use plastic teeth props to "chew" through each food item. Award points for successfully "chewing" through the toughest items. Discuss how their constantly growing teeth help them chew tough vegetation in their diet.
  - Jumping Distance Challenge: Mark a starting line and a landing zone several feet apart. Have students take turns jumping from the starting line to the landing zone, measuring the distance of each jump. Compare the winners to the average distance a chinchilla can jump. Discuss how chinchillas use their powerful hind legs to escape predators.
  - Dust Bathing Relay: Divide students into teams and set up a relay race where participants must race to a designated area, roll in a bin of "dust" (e.g., flour or cornstarch), and return to tag the next team member. Explain how chinchillas use dust baths to keep their fur clean and healthy.

