Snip Rings for Wildlife Asset Bank & Guide

Thank you for sharing the Australian Wildlife Society's Snip Rings for Wildlife Campaign with your audience! This document contains everything you need to share the campaign and encourage people to snip through ring-shaped items to protect Australia's wildlife.

Background

The Snip Rings for Wildlife campaign, established by the Society in 2020, aims to raise awareness and encourage individuals to protect Australia's wildlife by snipping through ring-shaped items such as plastic rings, rubber bands, hair ties, loops of facemasks, and plastic dome-shaped lids, in their entirety, before disposing of them.

Each year, thousands of birds and semi-aquatic, air-breathing species such as platypus, turtles, and water dragons are strangled, obtain significant injuries, and often die horrific deaths from discarded litter, including ring-shaped items. Wildlife often becomes entangled in ring-shaped items that wrap around their beak or muzzle, preventing them from eating. These items can also tangle up their feet, wings, or fins, limiting their movement. Young animals can become trapped in these items, and as they grow, these items cut into their flesh, sometimes amputating limbs or killing the animal.

Jars, bottles, and tetra packs now come with a ring that snaps apart from the lid upon opening or a peel-off seal under the cap. While it is a step in the right direction, it poses another issue: being made of plastic.

The campaign operates on three levels: community, organisational, and governmental.
1. **Community** – Engage and educate community members and encourage them to snip through ring-shaped items (and dispose of them correctly) to protect Australia's wildlife.
2. **Organisational** – Write to manufacturers and businesses to encourage them to improve the design of their products to a wildlife-friendly alternative. We also encourage community members to do the same and provide a template letter to make it easy for them to do so.
3. **Governmental** – Meet with and write to Ministers, state and federal, to influence a positive change in legislation and policy by advocating for a ban on ring-shaped items to protect native wildlife from the risk of entanglement and death.

While we continue urging manufacturers and the government to take action, we ask our followers and their audience to Snip Rings for Wildlife. All you need to do is snip the ring-shaped item in half, place it in the bottle, put the cap back on, and then you can place the item in your recycling bin.

We must remind ourselves that when we work together, we can create real change 😊

Snip Rings for Wildlife

Est. 2020

Useful Links

- **Snip Rings for Wildlife Asset Bank**
  The asset bank includes images and videos from the Australian Wildlife Society that you may use in your communications to promote the Snip Rings for Wildlife Campaign. Please find the usage rights and credits included on some images/videos by clicking on the image/video's information button.
  https://photos.app.goo.gl/NHErHndH7TNwSfG96

- **Webpage**
  Australian Wildlife Society's Snip Rings for Wildlife webpage.
  https://www.aws.org.au/snip-rings-for-wildlife/

- **Letter Template**
  Manufacturers – help your audience reach out to manufacturers and encourage them to improve the design of their products to protect native wildlife: https://www.aws.org.au/wp-content/uploads/2023/12/Snip-ring-for-wildlife-template-letter.docx

  Local Member of Parliament – help your audience reach out to their local member of parliament to raise awareness of the impact of ring-shaped items on native wildlife and ask for their support to ban these items to protect native wildlife.

- **Entangled Wildlife Australia**
  A platform where citizen scientists can report and log wildlife entanglements
  https://biocollect.ala.org.au/acsa/project/index/23409a0b-6873-40a1-b291-f7eff3cbe837

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Suggested Social Media Posts

Show your support and help raise awareness by sharing the campaign on social media. This copy is intended as a useful guide. You can use the copy directly or use it to inform your communications. You can tag the Australian Wildlife Society in posts and share or retweet the Society's posts to your audiences. Don't forget to use the hashtag **#SnipRingsforWildlife**. The Society's tag for each platform is listed below:

Facebook: @AustralianWildlifeSociety
Instagram: @australian_wildlife_society
X: @AustralianWild2
LinkedIn: @Australian Wildlife Society
YouTube: @australianwildlifesociety-3220

Copy 1:

Each year, numerous birds and semi-aquatic species like platypus, turtles, and water dragons suffer and die due to discarded litter, particularly ring-shaped items. These items entangle wildlife, obstructing their ability to eat or restricting their movement. But together, we can make a difference and save countless animals from the dangers of these items. Let's show the world the power of collective action. #SnipRingsforWildlife – because every snip counts!

Copy 2:

We need YOUR help to #SnipRingsforWildlife and protect threatened species. It's easy! Just grab those pesky ring-shaped items, snip them in half, and drop them into a bottle. Screw the cap back on, and voila! You can proudly toss it into your recycling bin.
https://www.aws.org.au/snip-rings-for-wildlife/

Copy 3:

We are helping @AustralianWildlifeSociety protect native wildlife from entanglement in ring-shaped items. If you see a wildlife entanglement, take a photo and upload it to Entangled Wildlife Australia. It is quick and easy and will help scientists identify risk hotspots, key risk factors, and the range (and prevalence) of species impacted. #SnipRingsforWildlife
https://biocollect.ala.org.au/acsa/project/index/23409a0b-6873-40a1-b291-f7eff3cbe837

If you share the Snip Rings for Wildlife campaign, we would love to hear which channels you have shared it through. Please feel free to get in touch with the Office Manager with any questions about sharing this campaign at manager@aws.org.au