

Why a cartoon?

- trying a different approach

text by by Carrie Moorcroft and Anya Moon,

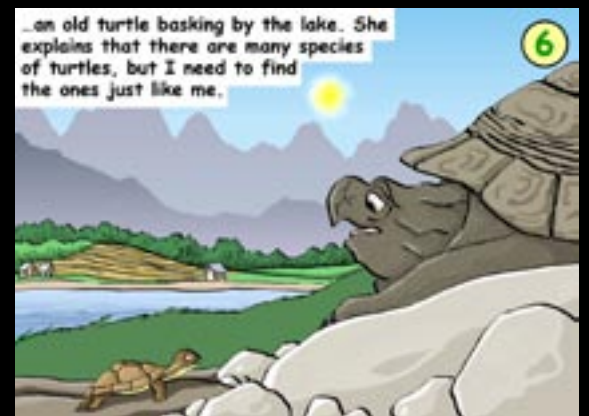
Education Division, Chester Zoo, North of England Zoological Society

Chester Zoo's participation in the ShellShock campaign involved staging an exhibition in our Wildlife Discovery Centre.

The ShellShock campaign materials supplied by the European Association of Zoos and Aquariums (EAZA) included many worrying facts and disturbing images. Although we wanted visitors to understand these and even perhaps be shocked, we did not want to turn them off or have them walk away. So, a cartoon idea was devised as a palatable way of conveying complex and potentially gruesome messages to a family audience.

Hearing about the Yunnan box turtle we decided that this story would be ideal, providing the opportunity to convey many conservation messages but also a potentially happy ending.

With our aim of taking people on a journey, a comic strip in 15 panels was set out around the room, allowing visitors to follow Shelley from baby to adult. Along the way they encounter interactive items, live species, interesting facts and even a live presenter to reinforce the message.



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I like being in the lake, but I am not always safe. Look and see what could eat me.

7



Argh!! Help me! I'm trapped in a net!

8

I manage to squeeze through but the fish are trapped and caught.

I swim to the surface and look around. I've been here before, but it looks different. There are more houses with people. What are they doing?

9



12

Oh no, the net again! Argh!!

I'm too big to get away this time. Someone grabs hold of me.



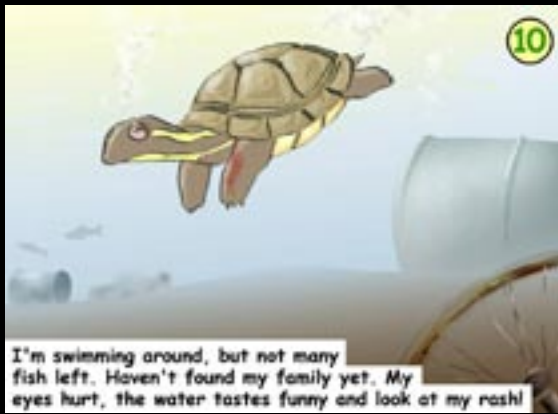
13

I'm thrown into a crate with other turtles. They are not exactly like me, though. I can't breathe, everything hurts, there are too many of us.



14

Now I am dumped onto a counter, with my legs tied. Turtles around me are killed or eaten. Some are taken away.



10

I'm swimming around, but not many fish left. Haven't found my family yet. My eyes hurt, the water tastes funny and look at my rash!



15

I'm gently picked up, looked at and measured. The men rescue me. I find out I'm the only one left! My rescuers hope to find more like me, to save us from extinction.



11

I'm on the surface again and notice the village is now a town, with a big building pumping out smoke.

The End

cartoon by Noel Ford