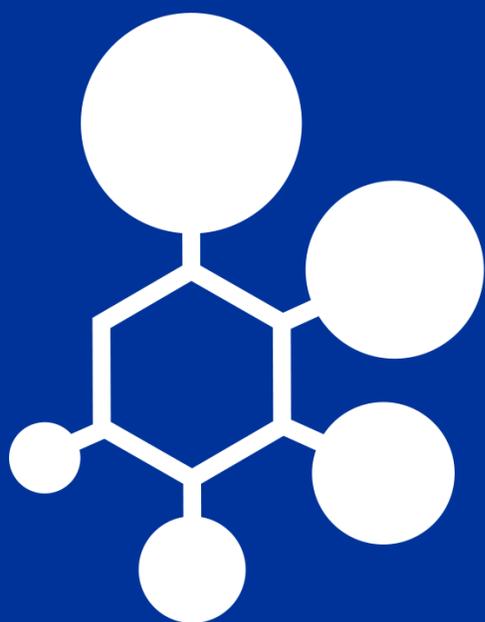


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Biomedical Research Awareness Day

# TOOLKIT



BRAD

*A project of Americans for Medical Progress*

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## Thank you for celebrating Biomedical Research Awareness Day (BRAD) 2018 with us!

The goal of BRAD is to honor, raise awareness of, and pledge support for the animals helping find treatments and cures for both humans and animals. The event also highlights careers in biomedical research as well as laboratory animal care and medicine. You are joining over 100 veterinary and medical schools, primate centers, veterinary hospitals, research institutions, and associations in this celebration. Because participants are so diverse, we have designed BRAD to be flexible and tailored to each institution. How you choose to celebrate at your institution is up to you – we are simply here to help you have a successful event!

We have put together an 'event kit' that has ideas, basic materials, and documents to get you started. BRAD can be on one day (preferably April 19<sup>th</sup> but this isn't required) or a series of events over the course of a week or more! Here are some activities that may be part of your BRAD event:

- Table with informational handouts, freebies, posters, and banners for participants to sign.
- Seminar on topics related to biomedical research and laboratory animal care/medicine.
- Interactive activities such as games, trivia, and a scavenger hunt – often with prizes!
- Tour of research facilities and/or vivarium.
- Rounds and case presentations related to laboratory animal care/medicine.
- Your own ideas.

**Planning & Advertising:** Included are several documents that will help you with the planning process at your institution.

- Timeline: The timeline includes a checklist to help keep you on track as you plan your BRAD.
- Advertisement flyer: The advertisement flyer can be tailored for your institution's celebration.
- Social media tips: Sharing your event on social media is an important aspect of BRAD. The social media tips will help you plan your social media strategy. It also includes information about posting on the BRAD Facebook page before, during, and after your event.

We encourage you to reach out to your public relations department to help advertise your BRAD. Let them know about the event and ask them to cover BRAD in your on-site communications and social media pages. They may also be helpful in taking high quality pictures of the event.

**Informational Handouts, Posters & Freebies:** We will send you a box of goodies upon request ([brad@amprogress.org](mailto:brad@amprogress.org)). Items include handouts with information on research with animals as well as careers in research and laboratory animal medicine. These can be used to talk to participants about animals needed for research and related careers. We encourage you to request the Foundation for Biomedical Research's *Love Animals? Support Animal Research!* booklet at [info@fbresearch.org](mailto:info@fbresearch.org) or 202-457-0654. The box will also include freebies, such as screen cleaners and pens, as a way to draw participants to your booth and get them excited about BRAD. In addition, there will be several animal research related posters you can hang around your institution and a large support banner. Many of the handouts and posters can also be found on [our website \(www.amprogress.org/resources/advocacy-materials\)](http://www.amprogress.org/resources/advocacy-materials). A list of other organization where materials can be requested is included in this kit. We encourage you to reach out to your local community or vendors as they may wish to support your event by providing additional freebies or sponsoring refreshments.

**Interactive Activities:** There are several interactive activities that you can choose to incorporate in BRAD.

- **Whiteboard Activity:** We are very excited to introduce our new whiteboard activity to raise awareness of animals in research. Participants are provided with prompts which they complete in their own words. We will provide you with laminated copies to reuse or you may print paper copies included in this kit. We ask that you take pictures of participants with their completed prompts and send them to us so we can compile them into a BRAD 2018 collage! Please use the photo permissions document included in this kit. You can also post the pictures on Facebook during your event.
- **Enrichment Game:** The Enrichment Game is a game where participants match enrichment items with the animal that uses it. It consists of a poster with pictures of animals and pictures of enrichment items that can be stuck to the poster. The game is provided upon request ([brad@amprogress.org](mailto:brad@amprogress.org))
- **Come See Our World:** AMP's Come See Our World website ([www.comeseeworld.org](http://www.comeseeworld.org)) is an interactive way to discuss research with animals. You can navigate the website on a computer, tablet, or phone. Encourage participants to find it on their own phone and share a story on social media!
- **Scavenger Hunt:** A scavenger hunt that includes clues related to the research with animals at your institution is a fun and educational activity for internal employees. You may request a template at [brad@amprogress.org](mailto:brad@amprogress.org).

**Seminar/Lecture/Rounds:** If you plan on having someone speak be sure to identify this person early and book them! Topics may include a specific research study that involves animals at your institution, how to speak to legislators about animal research, or veterinary case rounds. Don't forget to reserve the room, advertise the event, and order food (see the timeline/checklist for more information). If you don't have someone to speak or are looking for an additional lecture, livestream Dr. Irina Burd's seminar entitled "*A Journey to the Center of the Fetal Brain through Animal Research*," which will take place at Johns Hopkins University on April 19<sup>th</sup> from 11-12 EST! You may live stream the webcast [here](#). We will also have it posted on the BRAD Facebook Page.

**Facility Tour:** We have partnered with the Bioscience Initiative, a group of advocates working to raise awareness about essential animal research, to encourage institutions to incorporate a tour of the animal facility during BRAD. The Initiative has developed an Animal Research Facility Tour Logistics Packet to aid in planning your tour. Contact us ([brad@amprogress.org](mailto:brad@amprogress.org)) to request the packet. This kit includes a one page document to get you started. We are available to provide one-on-one assistance to ensure that this activity is a success.

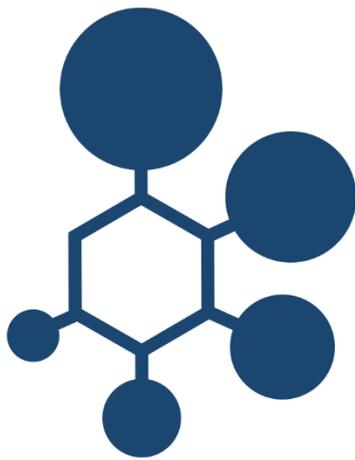
#### **Day of the Event:**

1. **Pictures!** Pictures are what bring BRAD to life and help others join the celebration. Be sure to take lots of pictures and when possible, obtain photo permission (permission form included) so we can incorporate in publications and other materials about BRAD. To ensure your event is captured, assign someone to be in charge of pictures. We encourage you to use a high resolution camera or get your public relations department or student newspaper (if applicable) to join the effort.
2. **Social!** Post your event throughout the day. Unite with other BRAD celebrations by sharing what's happening at yours. Be sure you check in with your institution's policy on pictures and social media.
3. **Have fun!** BRAD unites the research community both internally and externally. Enjoy the opportunity to honor the amazing animals that make medical progress possible and all the people who dedicate their careers to providing them with compassionate care.

These materials should get you started, but we encourage you to get creative and come up with new activities or displays. We have included links to other organizations in which you can request additional resources and materials to make your day a success.

Remember, this is YOUR event, and all activities can be tailored to your audience. If you have questions or need any assistance, please do not hesitate to reach out to us at [brad@amprogress.org](mailto:brad@amprogress.org). Make sure to follow and like the [BRAD Facebook page](https://www.facebook.com/BioMedResearchDay) ([www.facebook.com/BioMedResearchDay](https://www.facebook.com/BioMedResearchDay)) – we can't wait to see your posts as you unite with the research community!

# Planning & Advertising



BRAD

*A project of Americans for Medical Progress*



## Timeline & Checklist for BRAD 2018

### February

- Choose a day (or multiple days!) to celebrate
- If you will have an information booth, secure a space and table
- Contact potential seminar/lecture/rounds speaker(s) and secure them ASAP
- If you're planning a tour – reach out to those who will need to be involved in the planning process & see our Facility Tour Guide for more information
- Reach out to your public relations department to organize coverage of BRAD 2018 on your institution's news and social media outlets
- Edit the draft advertisement flyer to include your institution's events
- Advertise at your institution and send reminders about your events
- Post your BRAD celebration plans on the BRAD Facebook page @BioMedResearchDay

### March

- Once a speaker is confirmed, be sure to book the room, order food (optional), arrange for A/V assistance, and advertise your event (email, flyers, etc.)!!
- Attach velcro to the back of enrichment game pieces (enrichment items) and to the game itself (animals)
- Advertise at your institution and send reminders about your events
- Post your BRAD celebration plans on the BRAD Facebook @BioMedResearchDay

### BRAD 2018 – Day of Event

- Set up the booth – a tablecloth, tape, and an easel may be helpful
- Bring dry erase markers for the whiteboard activity
- Send reminders about events happening throughout the day
- Take lots of pictures and send them to us!!! Don't forget to have all participants in photos sign the release form
- Raise awareness of research with animals and have fun!



# BIOMEDICAL RESEARCH AWARENESS DAY

## What?

A day to pledge your support for the humane use of animals in research by:  
**[ADD YOUR ACTIVITIES HERE e.g. Visiting our booth, Attending our talk, etc.]**

## When?

April 19, 2018

**[INCLUDE THE TIME(S) HERE]**

## Where?

**[INCLUDE THE LOCATION(S) HERE]**

&

Veterinary & medical schools, research institutions, companies, associations & more  
around the world

## Why?

To honor the role laboratory animals play in the quest for new treatments and cures for  
people and animals & to highlight careers in biomedical research

Find us on Facebook at [www.facebook.com/BioMedResearchDay](http://www.facebook.com/BioMedResearchDay)



## SOCIAL MEDIA TIPS

Social media is key to making sure that the **#BRAD2018** message grows and reaches new audiences. It's also one of the best ways to celebrate biomedical research! **Remember to use the hashtag #BRAD2018 on social media posts. Here are a few ways you can get involved with BRAD on social media:**

- Activate your social media networks (or open a new social media account) to talk about BRAD.
- Celebrate biomedical research heroes and advances/progress on social media by sharing news stories and scientific breakthroughs.
- Share photos from past BRAD events to show support for #BRAD2018.
- Share your plans and how you are preparing for #BRAD2018.
- Create a video of support for the biomedical research community and share on YouTube, Facebook, and other social media using the hashtag #BRAD2018.
- Share your organization's social media posts related to biomedical research happening at your institution.
- Send information & pictures from your celebration to your institution's public relations department (or whoever controls your organization's social media pages) – schools in particular love to post these stories!
- “LIKE” the BRAD Facebook page and support other BRAD participants during their celebrations!

**We want to hear your story and for your followers and network to join the conversation! You can follow us on Facebook @BioMedResearchDay.**

**Tag us and we will share your messages!**

## SAMPLE MESSAGES AND POSTS:

- Facebook: “Join the worldwide **#BRAD2018** initiative supporting the critical need for animals in medical research”
- Post a photo related to biomedical research, or create a short video about why animals are necessary for research. You can also post and tag @BioMedResearchDay in pictures leading up to and of your BRAD 2018 celebration (don't forget consent forms). Remember to use the hashtag **#BRAD2018** and visit [amprogress.org/brad](http://amprogress.org/brad) to learn more.
- Share how your organization supports biomedical research. You can also share our stories, pictures, and updates to spread the word about this impactful initiative!

## Photograph & Video Release Form

I hereby grant permission to Americans for Medical Progress to the rights of my image, likeness and, if applicable, sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- print or online publications
- conference, educational, or informational presentations
- website, social media

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in the public educational setting.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document only. **Biomedical Research Awareness Day/Outreach photos.**

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

*If this release is obtained from a presenter under the age of 19, then the signature of that presenter's parent or legal guardian is also required.*

Date \_\_\_\_\_

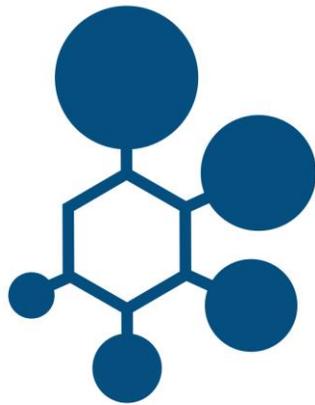
Street Address/P.O. Box \_\_\_\_\_

City and Zip Code \_\_\_\_\_

Full Name \_\_\_\_\_

Signature \_\_\_\_\_

# Informational Handouts, Posters, & Freebies



BRAD

*A project of Americans for Medical Progress*

# BRAD Freebies



**BRAD Pen**



**AMP Chapstick**



**HAH Sticker**



**CSOW Magnet**



**BRAD Magnet**



**Screen Cleaners**



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## Animals in Research: Myth versus Fact

**MYTH: Animals are not required for biomedical research. Most medical advancements have resulted from epidemiological studies, computer models, and cell cultures.**

**FACT:** Biomedical research involving lab animals has played a significant role in essentially every significant medical breakthrough of the last century. Almost all present day protocols for the prevention, control, and cure of disease, as well as relief of pain, is due to knowledge attained directly or indirectly through research with animals.

**MYTH: Animal research is the exploitation of one species for the sole benefit of another.**

**FACT:** Nearly all biomedical research with lab animals advances veterinary medicine as well as human medicine. These advances help animals live longer, happier, and healthier lives. Dozens of diseases affecting both humans and animals are prevented through the administration of vaccines. Many other conditions are successfully treated, in both humans and animals, with antibiotics, chemotherapeutics, and other drugs developed with the help of animals.

**MYTH: Research on animals is not relevant to people because animals are different from people.**

**FACT:** Humans are biologically similar to other mammals. All mammals, including humans, have the same organs that work in the same way and are controlled by the bloodstream and nervous system. Although there are minor differences, these are far outweighed by the significant similarities. These differences can also lead to innovative breakthroughs about diseases and how they might be treated.

**MYTH: Dogs, cats, and monkeys are the most widely used research animals.**

**FACT:** The majority of animals used in research in the U.S. (over 95%) are rats and mice obtained from scientific breeding facilities. Dogs, cats, and non-human primates together account for less than 1% and their use has significantly declined over the last 25 years.

**MYTH: There are no laws or regulations to protect research animals.**

**FACT:** The USDA has created federal regulations overseeing the care and use of animals in biomedical research. The Animal Welfare Act sets high standards of care for research animals with regard to their housing, feeding, cleanliness, ventilation, and medical needs. Additionally, it requires the use of anesthesia and analgesia for potentially painful procedures and during post-operative care.

**MYTH: Scientists are not concerned about the welfare of research animals.**

**FACT:** Good science and good animal care are inseparable. Poor welfare results in unreliable data and for results to be valid, research animals must be in good condition and appropriately healthy. Additionally, pain and distress can have a negative impact on the immune system. Therefore, researchers protect their animals from undue stress.



# Animal Research Saves Lives

## Facts on Studies with Dogs

Canines

The Federation of American Societies for Experimental Biology (FASEB) affirms the essential contribution of animal research aimed at improving the health of both humans and animals. Dogs remain critical in understanding the fundamental processes of life and in developing treatments for injury and disease.

### CANINE RESEARCH HELPS PEOPLE

#### Treatments for Diseases

|                     |                      |
|---------------------|----------------------|
| Alzheimer's Disease | Cleft palate         |
| Anxiety             | Epilepsy             |
| Arthritis           | Heart disease        |
| Asthma and COPD     | Hemophilia           |
| Birth defects       | Lou Gehrig's disease |
| Cancer              | Narcolepsy           |
| Cataracts           | Retinal degeneration |

#### Innovations

|                    |
|--------------------|
| Cancer detection   |
| Genetic testing    |
| Insulin            |
| Open heart surgery |
| Organ transplants  |
| Pacemakers         |
| Vaccines           |



### CANINE RESEARCH HELPS DOGS

#### Treatments and Therapies

|              |                      |                 |              |
|--------------|----------------------|-----------------|--------------|
| Anxiety      | Distemper/Rabies     | Heart Disease   | Lyme Disease |
| Arthritis    | Epilepsy             | Hemophilia      | Obesity      |
| Cataracts    | Flea/Tick repellants | Hip replacement | Parasites    |
| Cleft palate | Genetic testing      | Influenza       | Vaccines     |

Dogs and humans have 82% genome similarity and share many of the same diseases.

**Less than 0.5% of animals used in research are dogs<sup>1</sup>.**

Dogs were essential in developing 22 of the 25 most prescribed drugs in the U.S. in 2014.<sup>2</sup>

### CANINE RESEARCH IS CLOSELY REGULATED

- ❖ Studies include dogs only when necessary.
- ❖ Researchers and animal care staff are trained to work with dogs.
- ❖ Dogs are provided with food, veterinary care, interaction with other dogs and/or caregivers, and get regular exercise.
- ❖ An ethical review committee must approve all studies that involve dogs.
- ❖ The federal Animal Welfare Act regulates the care and use of dogs in research.
- ❖ All institutions where dogs are studied are subject to unannounced USDA inspections.
- ❖ Only dogs specifically bred for research are allowed in NIH-funded studies.

1. [http://www.cdc.gov/news/2006\\_11/animal\\_care/factsheet\\_ar\\_general.htm](http://www.cdc.gov/news/2006_11/animal_care/factsheet_ar_general.htm)  
 2. <http://www.nabr.org/biomedical-research/laboratory-animals/animal-research-behind-top-drugs/>



## ABOUT US

Understanding Animal Research aims to achieve understanding and acceptance of the need for humane animal research in the UK, by maintaining and building informed public support and a favourable policy climate for animal research.

The information provided by Understanding Animal Research is based on thorough research and understanding of the facts, historical and scientific.

Understanding Animal Research seeks to engage with and inform many sectors to bring about its vision. Key stakeholders include members of the public, the media, policy makers, schools and the scientific research community.

# ANIMAL RESEARCH BENEFITS US - AND ANIMALS TOO

"Animal experiments have played a critical role in just about every medical breakthrough of the last century. They are vital for testing the safety of drugs and vaccines, from common painkillers to advanced anti-cancer treatment."  
*The Independent, 21 June 2011*

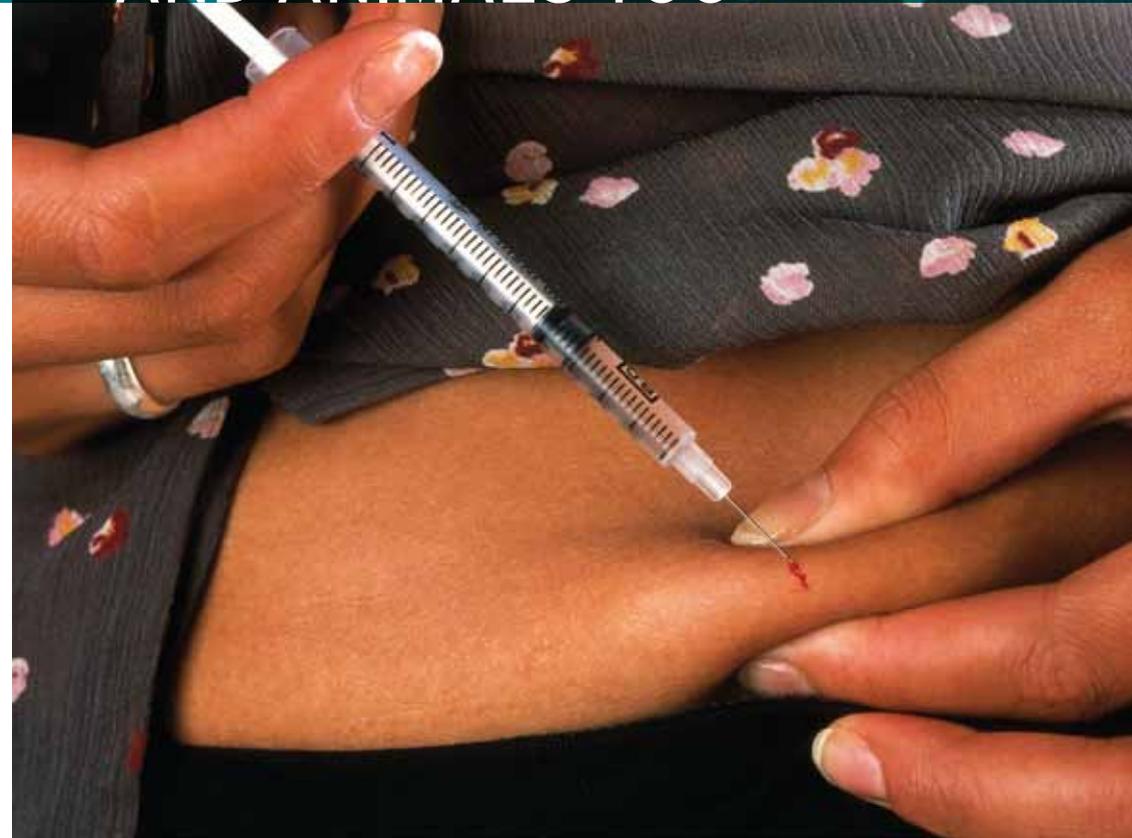
## ALSO AVAILABLE IN THIS SERIES:

Why do we use animals in medical research?  
How much animal research is done in the UK?  
How is animal research regulated?  
Animal welfare and the three Rs: replacement, refinement and reduction

## IMAGE CREDIT

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2: © luismmolina/iStockphoto

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Email: [info@uar.org.uk](mailto:info@uar.org.uk)  
Web: [www.UnderstandingAnimalResearch.org.uk](http://www.UnderstandingAnimalResearch.org.uk)





## HOW DO WE BENEFIT FROM ANIMAL RESEARCH?

Animal research has helped us to make life-changing discoveries, from new vaccines and medicines to transplant procedures, anaesthetics and blood transfusions. Millions of lives have been saved or improved as a result.

Animal research has been important in the development of many major medical advances. Studies that use animals have played a role in the prevention or treatment of conditions as diverse as tuberculosis, diabetes, polio, Parkinson's disease, muscular dystrophy and high blood pressure.

Other examples include:

**ASTHMA INHALERS** Both 'reliever' and 'preventer' inhalers were developed after work on guinea pigs and frogs. One in 10 children currently receives treatment for asthma.

**MENINGITIS VACCINES** have led to a huge fall in certain types of the disease. Cases of meningitis C in the UK are now rare, down from 700 per year only a decade ago.

**LEUKAEMIA TREATMENTS** including chemotherapy. Today, 8 out of 10 children diagnosed with acute lymphocytic leukaemia survive for at least five years. 25 years ago, 7 out of 10 with the disease died within five years.

**ORGAN TRANSPLANTS** Heart and kidney transplant techniques, plus vital anti-rejection medication, were developed using animals. In 2009-2010, 3,700 people received major organ transplants via the NHS.

## DOES RESEARCH BENEFIT ANIMALS TOO?

Yes. Conditions exclusive to animals, as well as the ones they share with people, are now better understood and can be more effectively treated, thanks - in part - to animal research. Most animal medicines such as antibiotics are based on those used by people.

**DIABETES** Studies to explore the treatment of diabetes with insulin involved animals such as dogs and rabbits. Today, insulin is used to treat the condition in animals as well as in people.

**PASTEURELLOSIS** A vaccine developed through research on 450 calves now allows us to prevent pasteurellosis - a severe respiratory disease that used to affect 1 in 5 cattle - and has protected over 100 million of them.

"Animal research is essential for all our futures. Thanks to such research, we have better lives and the survival rates for many cancers, for instance, continue to improve." *Professor Fran Balkwill, QMUL, 2011*

"The use of animals in research has enabled major advances in the understanding of biology and led to the development of nearly every type of drug, treatment or surgical procedure in contemporary medical and veterinary practice." *Wellcome Trust, 2011*

## WILL FUTURE MEDICAL ADVANCES REQUIRE ANIMAL RESEARCH?

Yes. For some aspects of medical research there are no suitable alternatives. We cannot yet recreate the interconnectivity of the heart, lungs, blood vessels, nervous system and other parts of the body that exists in animals and people - so it is vital to study the 'whole body'.

All potential medicines must be safety-tested on animals before they are tested in humans. Such tests can identify unexpected side effects and check that the medicine is likely to be safe. Other tests estimate effective doses and find the best way to administer them.

These are just a few broad areas of medical research where animals are being used:



Alzheimer's diseases, spinal cord or brain damage.

- Stem cell research using mouse stem cells has paved the way for human stem cell lines to be used in research into many conditions including stroke, heart disease, muscular dystrophy, osteoarthritis, burns, blindness, diabetes, multiple sclerosis, Parkinson's and Alzheimer's diseases, spinal cord or brain damage.
- Gene therapy for serious inherited conditions such as muscular dystrophy, cystic fibrosis and sickle cell disease.
- Vaccines against complex diseases such as Alzheimer's, malaria and HIV/AIDS.
- Oral or inhaled insulin, or cell implants, for diabetes sufferers, instead of injections.

While animal research continues to benefit both animals and people, work being done now may help to phase it out of some areas in future. For example, stem cell research may one day replace some kinds of animal testing by generating human cell types and tissues that are better suited to evaluating the effectiveness and safety of medicines.

## ANIMAL AND HUMAN DISEASES: HOW DIFFERENT ARE THEY?

Most human diseases exist in at least one other species, and many veterinary medicines are the same as those used for people. Just as we do, animals get illnesses such as cancer, malaria, heart failure, asthma and arthritis - and they can be treated in much the same way as us.

## ARE THERE ALTERNATIVES TO ANIMAL RESEARCH?

The research community aims to find non-animal research methods because of high costs and ethical concerns, but also because the law states that a licence for animal work will not be given if there is an alternative. A growing number of alternatives are being developed, as described in our leaflet *Animal welfare and the three Rs: replacement, refinement and reduction*.

## ANIMAL RESEARCH AND TESTING IN CONTEXT

Research will continue to rely on a variety of methods. And after the research and development stages (in which some animal use is crucial) no potential new medicine can be given to humans until it has been tested on animals.

## FURTHER INFORMATION

To learn more about how animal research benefits both humans and animals, please visit our website [www.understandinganimalresearch.org.uk](http://www.understandinganimalresearch.org.uk)



## Here other resources and materials to incorporate in your BRAD

AALAS and AALAS Foundation:

- Careers Brochure - <https://www.aalas.org/store/detail?productId=182>
- Other posters - <https://aalasfoundation.org/outreach/resources/posters>
- Other brochures, word searches, origami - <https://aalasfoundation.org/outreach/resources/brochures>

Foundation for Biomedical Research

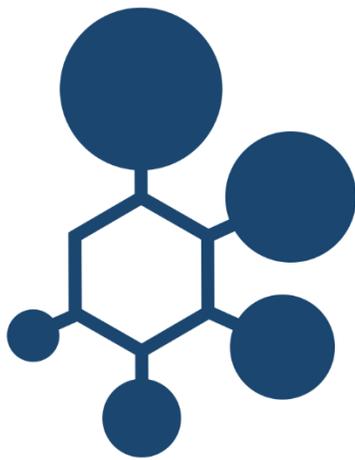
- Love Animals? Support Animal Research!  
<https://fbresearch.org/love-animals-support-animal-research-brochure/>  
Email [info@fbresearch.org](mailto:info@fbresearch.org) with full name, address, and number needed. Mention it is for your BRAD
- Top 25 Drugs (And the animals that made them possible) - <https://fbresearch.org/medical-advances/animal-testing-research-achievements/animal-research-behind-top-drugs/>

The Federation of American Societies for Experimental Biology (FASEB)

Dog research fact sheet -

<http://www.faseb.org/Portals/2/PDFs/opa/2015/Dog%20Fact%20Sheet%20Final%2011.16.15.pdf>

# Interactive Activities



BRAD

*A project of Americans for Medical Progress*



**Interactive Activities: There are several interactive activities that you can choose to incorporate in BRAD.**

- **Whiteboard Activity:** We are very excited to introduce our new whiteboard activity to raise awareness of animals in research. Participants are provided with prompts which they complete in their own words. We will provide you with laminated copies to reuse or you may also print the paper copies included in this kit. We ask that you take pictures of participants with their completed prompts and send them to us so we can compile them into a BRAD 2018 collage! You can also post the pictures on Facebook during your event.
- **Enrichment Game:** The Enrichment Game is a game where participants match enrichment items with the animal that uses it. It consists of a poster with pictures of animals and pictures of enrichment items that can be stuck to the poster. The game is provided upon request ([brad@amprogress.org](mailto:brad@amprogress.org)).
- **Come See Our World:** AMP's Come See Our World website ([www.comeseeyourworld.org](http://www.comeseeyourworld.org)) is an interactive way to discuss research with animals. You can navigate the website on a computer, tablet, or phone. Encourage participants to find it on their own phone and share a story on social media!
- **Scavenger Hunt:** A scavenger hunt that includes clues related to the research with animals at your institution is a fun and educational activity for internal employees. You may request a template at [brad@amprogress.org](mailto:brad@amprogress.org).

I support animal  
research  
because

**#BRAD2018**

**#AnimalResearchSavesLives**

 **@BioMedResearchDay**

  **@AMP\_BRAD**



# Animals in research are

**#BRAD2018**

**#AnimalResearchSavesLives**

 **@BioMedResearchDay**

  **@AMP\_BRAD**



# Without animal research

**#BRAD2018**

**#AnimalResearchSavesLives**

 **@BioMedResearchDay**

  **@AMP\_BRAD**



because of  
animal research

**#BRAD2018**

**#AnimalResearchSavesLives**

 **@BioMedResearchDay**

  **@AMP\_BRAD**





**Match the enrichment items to the animal that uses them!**

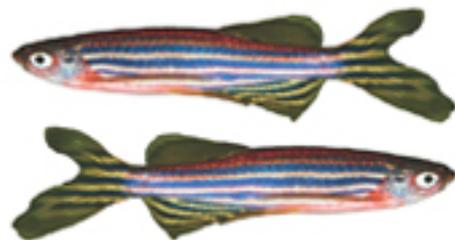
**Rhesus Macaque**



**Marmoset**



**Zebra Fish**



**Rabbit**



**Pig**



**Dog**



**Chinchilla**

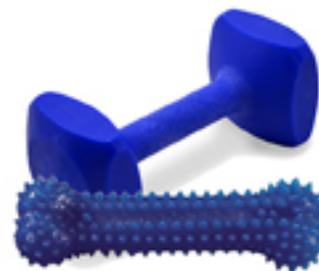


**Mouse**



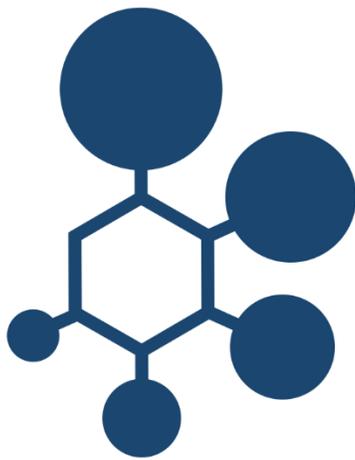
**Animal Research Saves Lives**

# Enrichment Game Pieces



*Please contact us and we will send you the full game.  
[brad@amprogress.org](mailto:brad@amprogress.org)*

## Seminar/Lecture/Rounds

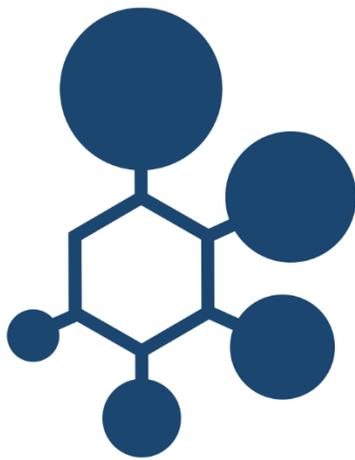


BRAD

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# Facility Tour



BRAD

*A project of Americans for Medical Progress*



## Facility Tour Guide

We are so excited you are interested in hosting a tour of your vivarium and/or research facilities! Below are several tips on how to get started and things you might want to consider. Be sure to request the Animal Research Tour Logistics Packet which includes detailed information on hosting a tour.

**Making arrangements:** Reach out to your Attending Veterinarian and Facilities Manager to see if a tour is possible. We are able to connect you with other institutions that have successfully hosted tours (if your institution has not hosted tours before). If you would like to tour an investigator's laboratory, reach out to the PI as well. You should do this as early as possible, but no later than one month in advance so everyone has plenty of time to plan for the tour. Below is a sample email template you can work from.

Dear NAME,

I am planning Biomedical Research Awareness Day (BRAD) here at [INSTITUTION], which is a day that celebrates animals in research and the contributions they have made to treatments and cures for both humans and animals. We have several events planned for BRAD on April 19<sup>th</sup>, and are hoping to incorporate a tour of our research facilities. This tour promotes sharing the truth about animal research, shows participants that these animals are extremely well cared for by so many people, and provides them with a sense of how research with animals is conducted – all of which serve to counter the false, negative images and thoughts about research with animals. The tour would be for up to NUMBER of [students, internal employees, department, etc.] Please let me know if a tour is possible and what information you need from me to make it happen.

Thank you for your consideration,

**Advertising & planning:** You will need to identify what audience will be able to go on the tour, what the maximum number of people allowed is, what information is required from participants (Do they have to fill out a Form E? Sign a visitor's policy?), how they will sign up, and you will advertise it.

**Day of the tour:** Ensure you have all required documentation from participants and remind them before the tour starts of your institution's policies (i.e. no photography, cell phones, etc.).

