



CELEBRATE OUR RESEARCH ANIMAL PARTNERS

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Abstract

The Foundation of the American Association for Laboratory Animal Science developed a series of outreach programs featuring a complete power point, script, and giveaways that can be distributed to provide information about how various animals are used to find treatments and cures for disease. Breast cancer, heart disease, arthritis, diabetes, organ transplants and Alzheimer's disease are currently available and can be downloaded and presented to community groups, survivor groups and school classes. The poster will provide information about the resource and how to obtain the powerpoint presentations free of charge and the giveaway items at discounted pricing.

Introduction

The American Association of Laboratory Animal Science (AALAS) Foundation's "Celebrate Our Research Animal Partners" Public Outreach Program offers fully scripted, speaker-ready, PowerPoint presentations to serve as a free tool to help persuade survivors of catastrophic diseases, and the general public, to embrace and become advocates for biomedical research. Currently, the AALAS Foundation offers six "What's Happening in Research?" presentations.

A Public Outreach Message

The general public rarely hears messaging about the fact that animals in research play an extremely critical role in the advancement of medical discoveries. The messaging most often heard by the public is from animal rights activist groups whose messages play on their emotions.

Science is a complex subject and not always easy to explain to the non-scientific community – especially, the science behind the role of animals in research. The "Celebrate Our Research Animal Partners" is a public outreach program that offers free and low cost tools to help explain to the general public how various animal species are working with scientists to achieve better treatment options and cures.

The program is meant to reach out to survivors of catastrophic diseases (and their friends and families) and persuade them to embrace and become advocates of laboratory animal science.

Making the Connection

The program's taglines and logos are meant to invite advocacy conversations. The "Celebrate the Mouse" logo is a white mouse with its tail curled into the shape of a disease awareness ribbon. The "Celebrate the Pig" logo is a pig with its tail curled into the shape of a disease awareness ribbon. Each of the logos were designed to create an immediate visual connection with the public between a research animal species and a specific disease.



Easy to Use Presentations

The "What's Happening in Research?" PowerPoint presentations are fully scripted with speaker notes, making it easy for anyone to give the presentations, regardless of their level of scientific knowledge or expertise.

The PowerPoint presentations present information in "baby steps" – no preachiness and no "head-bashing." The material focuses on news pertaining to advances toward cures and/or treatments. They subtly weave in the fact that animal research contributed to the medical progress being made today.

The presentations are best suited for audiences such as "survivor" groups and other civic/community groups who generally meet regularly and, who need speakers willing to talk to their groups on various topics.

Each presentation provides an overview and/or explanation of the particular disease research. Here are a few samples of the slides contained in each presentation.

The presentations provide current facts and stats:

Who Does Breast Cancer Affect?

- 1 in 8 women (12%) will develop breast cancer.
- For women in the U.S., breast cancer death rates are higher than for any other cancer.
- 85% of breast cancer occurs in women with NO family history.
- Men can get breast cancer too – approx. 440 die from it each year.

Transplant Facts
According to the American Transplant Foundation

- Over 700,000 transplants have occurred in the U.S. since 1988.
- Almost 114,000 people in the US are currently on the waiting list for a lifesaving organ transplant.
- On average, 20 people die every day from the lack of available organs for transplant.
- Liver and kidney disease kill 120,000 people each year (more than Alzheimer's, breast or prostate cancer).

The free speaker-ready presentations also provide information that explains why a particular animal species makes a great research model for a specific disease:

Mouse Models (not that kind!)

- Mice are amazing models for research because:
 - 95% of their genes are the same as humans.
 - Identical strains allow accurate studies.
 - they have an accelerated lifespan (1 mouse year = 30 human years).
 - they are well understood and characterized, and
 - they can be manipulated to have human-like diseases.

Why Pigs...

- They're easy to breed.
- Pig organs are of a similar size to those of humans.
- Pig valves are already used successfully in heart transplants.

Read more: <https://www.aalasfoundation.org/innovation/future-animal-to-human-organ-transplants-10056402>

The presentations inform the audience about various ways the animal model has helped achieve medical discoveries:

Pigs Have a Long History in Medical Research

- Insulin from pigs was used to treat diabetes until the 1980s.
- The 1st tissue-engineered organ transplant was performed in 2008 after studies in pigs.
- The CT or CAT scan was developed using pig tissue.
- Hypothalamic hormones in the brain were identified using pigs.
- Pig skin is structurally similar to human skin regarding thickness and spacing between hair follicles, making it useful for studies on wound healing and burn lesions.

The presentations provide exciting news about research currently in the lab:

Revelations from the Lab

- Light Impacts the Effectiveness of Tamoxifen**
 - Studies with rats at Tulane University School of Medicine indicate Tamoxifen therapy (commonly taken by breast cancer patients) is more effective when taken at night and while sleeping without exposure to light.

Additionally, the free presentations attempt to explain what many in the public question, "Why does it take so long to find a cure or better treatment options?"

Why is it Taking So Long for a Cure or Better Treatment Options?

- On average, it takes a drug about 12 years to get from discovery to market.
- Only about one drug in 10,000 actually makes it.
- And due to the rigorous processes of preclinical research, about 1 in 5 investigational new drug (IND) applications approved by the FDA eventually make it through trials to you.

So, Back to What You're Probably Wondering ...
By now you should realize that plenty of people are working on breast cancer, but ...

Why is it taking so long to find a cure or better detection/treatment options?

- It takes approximately 12 years from idea inception to drug approval for human use.
- with many steps along the way from discovery to development, involving preclinical (animal) and clinical (human) research.
- plus FDA review and post-market safety monitoring.
- at a cost of more than 1 billion dollars.

Handy speaker-notes accompany each slide.

A Grass Roots Movement Opportunity

Be part of the AALAS Foundation's "Celebrate Our Research Animal Partners" effort. Request one, or all, of the free presentations and take steps to make a presentation in your local community.

Help educate the public about the important role mice, pigs, and other animal species play in discovering treatment options and cures for catastrophic diseases.

Request any of the following speaker-ready PowerPoint presentations by emailing foundation@aalas.org.

- "Celebrate the Mouse – What's Happening in Breast Cancer Research?"
- "Celebrate the Mouse – What's Happening in Heart Disease Research?"
- "Celebrate the Mouse – What's Happening in Diabetes Research?"
- "Celebrate the Mouse – What's Happening in Alzheimer's Disease Research?"
- "Celebrate the Mouse – What's Happening in Arthritis Research?"
- "Celebrate the Pig – What's Happening in Organ Transplant Research?"

Make a lasting impression of your "What's Happening in Research?" presentation by ordering "Celebrate the Mouse" and/or "Celebrate the Pig" lapel pins as giveaway items to your audience.

Visit <https://tinyurl.com/Celebrate-Research-Animal> or email foundation@aalas.org for program guidelines and details.