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# **CELEBRATE OUR RESEARCH ANIMAL PARTNERS**

Ann Turner, PhD, CAE, FASAE Executive Director, AALAS and the AALAS Foundation

## 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, speakerready, 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.

#### 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

### 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.

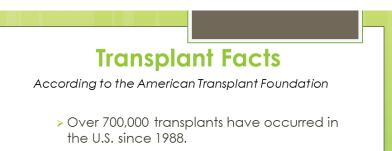
species and a specific disease.



**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 presentations provide current facts and stats:

Who Does Breast Cancer Affect? • 1 in 8 women (12%) will develop breast cancer.



## A Grass Roots Movement Opportunity Be part of the AAALAS 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.

The PowerPoint presentations present information in "baby steps" – no preachiness and no "headbashing." 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

 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.

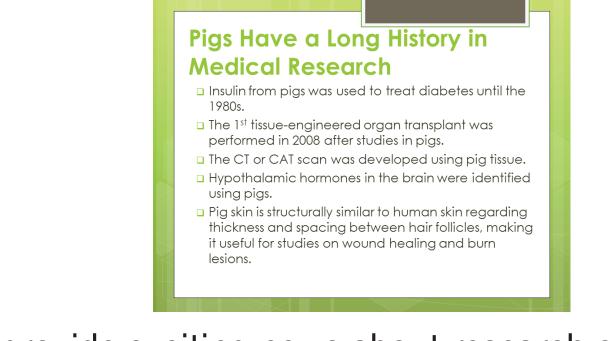
• Men can get breast cancer too – approx. 440 die from it each year.

> 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:



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



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

Revelations from the Lab

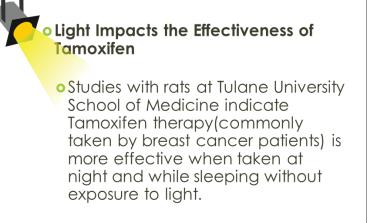
Help educate the public about the important role mice, pigs, and other animal species play in discovering treatment options and cures for catastrophic diseases.

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?"

# a few samples of the slides contained in each presentation.



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.

#### Handy speaker-notes accompany each slide.

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.

"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.