

Talking Points

It is important to know what you're going to say when you are talking about BRAD or someone stops by your table. Here are a few examples of things to say and ways to attract visitors to your table.

- Today is Biomedical Research Awareness Day, which is a day devoted to honoring animals involved in research and talking about the critical role of animals in medical advances for both humans and animals.
- We are asking people to sign our banner pledging their support for the humane involvement of animals in biomedical research. Are you interested in signing?
- We have lots of freebies, posters, and educational handouts available! Please take some!
- Do you know anyone who has (name a disease – for example, diabetes)? All of the available treatments have been made possible by animal research. In fact, any drug that is approved by the FDA must involve animals in development in order to make sure it works and is safe.
- The White Board Activity is a great way to express why animal research matters to you. You can fill in the blank – for example, “Without animal research, my grandma wouldn’t be alive.” If you’re okay with it, we would love to take your picture holding the sign and share it on our Facebook page. You can check out our page by searching for @BRADglobal. Do you mind signing the photo release form?
- Would you like to play a game? This is the Enrichment Matching Game. You have to match the enrichment item to the animal that uses it. Animals in research receive lots of attention, and we try to give them items to keep them happy and entertained. But most importantly, enrichment items allow the animals to express their natural behaviors. For example, mice like to build nests, so we provide animals with nesting material and room to make their own nests.
- What questions do you have about animals in research?
- Tell YOUR story and express why you support animal research!
- Encourage visitors to participate in activities to win freebies or other prizes!