

# BIOMEDICAL RESEARCH AWARENESS DAY TOOLKIT

## Event Planning Guide



BRAD

*A project of Americans for Medical Progress*

## Thank you for celebrating Biomedical Research Awareness Day!

Biomedical Research Awareness Day (BRAD) is devoted to honoring, raising awareness of, and pledging support for the animals needed to find treatments and cures for both humans and animals. The event also highlights careers in biomedical research and laboratory animal care and medicine.

Because participants are so diverse, BRAD events can be tailored to each participant or institution. How you choose to celebrate is up to you – we are here to help you have a successful event!

Here are the basics:

- BRAD is celebrated yearly on the third Thursday in April, but it can be celebrated any time and year-round.
- As a registered participant, you will receive materials for your event, planning assistance, and the opportunity to share your event on multiple social media platforms.
- The \$25 registration fee helps to offset the cost of shipping your BRAD materials. If you are unable to pay the registration fee, please email us to find out more about scholarship opportunities.

This toolkit includes information to get you started in planning your event. We encourage you to get creative as you come up with new ideas, activities, and ways to demonstrate the critical role of animals in biomedical research. This is YOUR event and should be designed for your audience.

If you have questions or need any assistance, please email [brad@amprogress.org](mailto:brad@amprogress.org).

### Find us on social media:

Facebook: @BRADglobal

Instagram: @BRAD\_global

Twitter: @AMP\_BRAD

We can't wait to see your posts as you join other BRAD Ambassadors in advocating for biomedical research!

## Getting Started

### Register to Participate

The first step to planning your event is registering. Visit our website ([BRADglobal.org](http://BRADglobal.org)) and click “sign up” at the top. We will be reaching out to you periodically to provide important updates, planning assistance, and more. Be sure your inbox accepts emails from [BRAD@amprogress.org](mailto:BRAD@amprogress.org) so you receive the information!

### Select Your Event Date

BRAD is officially celebrated on the third Thursday in April, but it can be celebrated any time and all year! Choose a day (or multiple) to celebrate, and let the planning begin!

### Identify Your Audience

Next, identify who your target audience will be – who you are trying to reach. This will frame how you plan your event and what your event will include.

Below are a few of the groups you may be trying to reach:

- Researchers involved in animal research – unite the research community and highlight that everyone is working together to advance medicine
- Researchers not involved in animal research – create trust within your organization or institution and ensure those outside of the animal research community understand and appreciate the research being done
- Students – reach out to local schools (K-12) or host an event to educate undergraduate and graduate students
- The general public – show them why animal research is necessary and what actually happens in research facilities

Think about how your message varies depending on your audience. If you are hosting an event at an undergraduate campus, the conversations you have and the activities that will attract students and make an impact will be different than those used when talking with scientists.

## **Determine Your Event Size and Scope**

If you find that your institution is hesitant to have a big event or any event at all, start small. The individuals involved in research will really appreciate talking about why the work they are involved in is important and how it helps society, whether it is the care staff, or the technicians, the administrative staff, or the lab members.

## **Select Your Venue**

Your target audience and scope will help determine your venue and vice versa. A few tips for selecting your venue based on your audience:

- If you are at an academic institution, consider the class schedule, and choose times to maximize your exposure and impact. For example, you are likely to reach more students in between classes and during lunch.
- To reach the general public at a medical center or research institution, select a location with high traffic, such as a cafeteria or local coffee shop. This is a great way to reach patients and visitors.

## **Secure Permission**

At some institutions, this may be the first step in planning your BRAD event. Know your institution or affiliation, and ensure the necessary individuals are on board for you to participate. If you encounter resistance, please reach out, and we are happy to help you gain support. Often times showing them the list of former participants encourages institutions to join and shows how powerful BRAD events are.

## **Advertise Your Event**

Advertising your event is an important part of maximizing the impact and increasing attendance. Reach out to your public relations department to organize coverage of BRAD on your institution's news and social media outlets. Download the sample advertisement flyer and edit to include your institution's event information. Utilize email list-serves, social media platforms, and other outlets to advertise your event. Post your BRAD celebration plans on the BRAD Facebook page (@BRADglobal) and get inspiration from others.

## Event Ideas



How you choose to celebrate BRAD is up to you! Your celebration can be small (involving a single class or department), large (involving the entire institution/company and the general public), or anything in between.

Below are ideas of activities and items to incorporate into your BRAD event. Be sure to check out the “RESOURCES” section at [www.BRADglobal.org](http://www.BRADglobal.org) for more ideas. We encourage you to get creative and share your ideas with us! We are always looking for new things to incorporate into BRAD. Make the event your own and have fun doing it!

### Possible items to include:



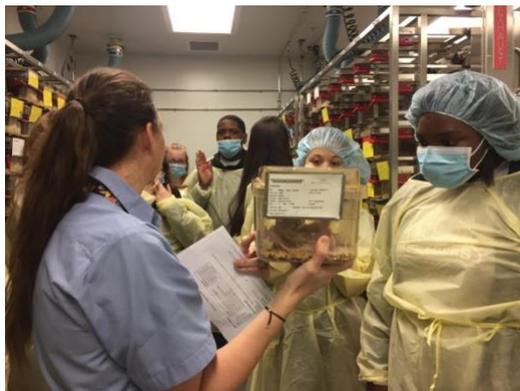
**Seminar/Lecture/Rounds:** If you plan on hosting a lecture, seminar, or panel, identify and secure your speaker(s) early! Topics may include a specific research study that involves animals at your institution, how to speak to legislators about animal research, or veterinary case rounds. Don’t forget to reserve the room, advertise the event, and order food. A sign-in sheet is available for download from the website.



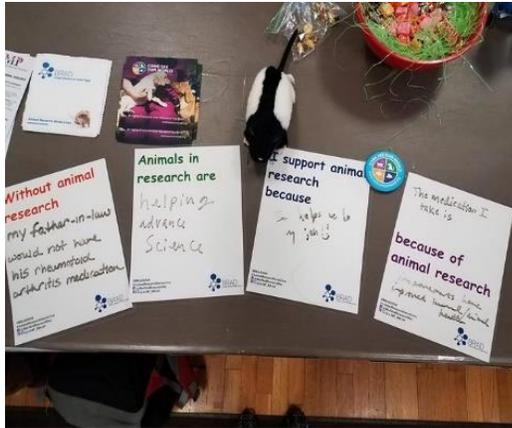
**Interactive Booth:** It's important to ensure your booth or table is accessible, inviting, and informative! Encouraging people to sign the support banner is a great way to attract people to your table, at which point you can provide more information about animals in biomedical research. Reusable BRAD tablecloths are available for purchase at [BRADglobal.org](http://BRADglobal.org).



**BRAD Support Banner:** This banner is available for purchase at [BRADglobal.org](http://BRADglobal.org). Use clear tape to hang this on the wall next to your table and have sharpie markers available for people to sign the banner or use thumb prints to make different animals.



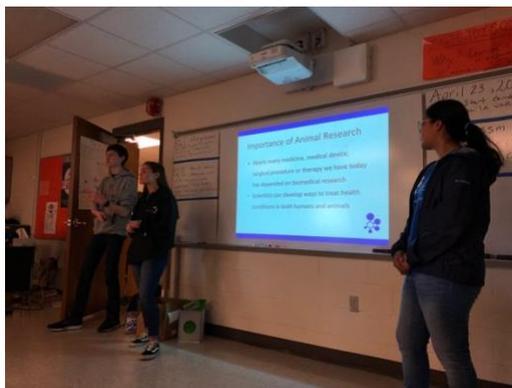
**Facility Tour:** We have partnered with the Bioscience Initiative, a group of advocates working to raise awareness about essential animal research, to encourage institutions to incorporate a tour of the animal facility during BRAD. The Initiative has developed an Animal Research Facility Tour Guide to aid in planning your tour, available upon request by emailing [BRAD@amprogress.org](mailto:BRAD@amprogress.org). Additionally, a brief guide to facilities tour is included in this toolkit to get you started. We are available to provide one-on-one assistance to ensure that this activity is a success.



**Whiteboard Activity** – Participants are provided with prompts in a “fill-in-the-blank” fashion to express why animal research is important to them. You may print copies from [BRADglobal.org](http://BRADglobal.org). We ask that you take pictures of participants with their completed prompts and send them to [BRAD@amprogress.org](mailto:BRAD@amprogress.org) for inclusion in a BRAD 2019 collage! Please use the photo permission document included in this toolkit. You may also post the pictures on social media during your event and tag the BRAD pages!



**Enrichment Matching Game:** The Enrichment Game allows participants to match enrichment items with the animal that uses it. It consists of a poster with pictures of animals as well as pictures of enrichment items. It is a great way to highlight the many things we do for our research animals to make their lives better. This is available for purchase at [BRADglobal.org](http://BRADglobal.org).



**Jeopardy:** This is a great way to attract participants to the booth and quickly teach them facts about animal research. Have a computer at your booth and ask participants to pick a category and answer the question to earn a prize. Download the “Laboratory Animal Research Jeopardy” PowerPoint at [BRADglobal.org](http://BRADglobal.org).



**Fact or Fiction Game:** Teach participants the truth about animals involved in research by reading statements and having participants decide if they are fact or fiction. Download the statements and playing cards from [BRADglobal.org](http://BRADglobal.org).



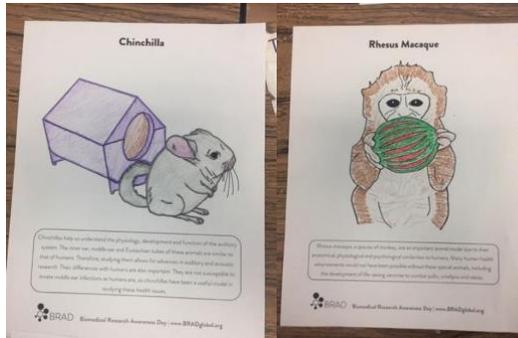
**“What’s in the Box?” Activity:** Have participants put their hand in a box to feel various items related to research and guess each item. This is a great way to involve a larger audience, such as a class of students, in an amusing and informational manner. Download the activity guide from [BRADglobal.org](http://BRADglobal.org) to get started!



**Behavioral Research Training:** Use this activity to help participants learn about behavioral research, how we can test memory in humans and other animals, and some of the interactions between humans and animals. There are seven questions for the participant to try to answer and learn from. Download the “Behavioral Research Training” PowerPoint at [BRADglobal.org](http://BRADglobal.org).



**Enrichment Devices and Creation Station:** Discuss how we use the various devices with the animals to enrich their lives! Visitors can create enrichment items to be given to the animals. For example, you can supply paint-rollers, peanut butter, and seeds. Allow visitors to cover the roller in peanut butter followed by seeds. This device is enjoyed by many non-human primate species. Get creative and allow visitors to create other devices! Be sure to have hand sanitizer for use prior to touching any food.



**Coloring Book Pages:** Each coloring book sheet has information about how the featured animal is involved in research. Include these at your event or send them home with your staff for the kids in their lives. Remember - adults like to color, too!



**Scavenger Hunt:** A scavenger hunt for facts about research with animals is a fun and educational activity for participants. Tailor the questions to include information about research at your institution and encourage your staff to participate! Email [BRAD@amprogress.org](mailto:BRAD@amprogress.org) for a template. Consider raffling off prizes for those who participate.



**Freebies, Candy, and other treats:** BRAD giveaway items, freebies from vendors, and candy attract visitors to the table! Posters can be used as conversation starters. Reach out to the vendors who work with your institution or organization to ask for their support. They may be able to provide freebies, gift cards to raffle off, funds to purchase materials, or attendance at your event.



**Balloons:** Try 2 blue and 1 white balloon on each side of the table for a great look. You can also order large balloon letters that spell out “BRAD” from [BRADglobal.org](http://BRADglobal.org).



**Research Animal Photos** – With permission, include photos of animals from your institution and discuss how the animal is cared for, your connection with the animal, and the work they are contributing to. 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!

## SOCIAL MEDIA TIPS

Social media is key to making sure that the **#BRADglobal** message grows and reaches new audiences. It's also one of the best ways to celebrate biomedical research! We encourage you to reach out to your public relations department to help advertise your BRAD celebration. Let them know about the event and ask them to cover BRAD in your on-site communications and social media pages. They may also take high quality pictures of the event.

**Remember to use the hashtag 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 progress on social media by sharing news stories and scientific breakthroughs
- Share photos from past BRAD events to show support for #BRADglobal
- Share your plans and how you are preparing for #BRADglobal
- Create a video of support for the biomedical research community and share on YouTube, Facebook, and other social media outlets using the hashtag #BRADglobal
- Share social media posts related to biomedical research happening at your institution
- Send information and pictures from your celebration to your institution's public relations department to highlight the day and recognize the importance of animal research. 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. Tag us, and we will share your messages!**

### Sample Messages and Posts:

- Include the year in your hashtag. For example, #BRAD2020.
- Facebook: "Join the worldwide **#BRADglobal** 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. Tag us in photos of your BRAD celebration and share them on our social media pages (don't forget consent forms). Remember to use **#BRADglobal** and visit [www.BRADglobal.org](http://www.BRADglobal.org) 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!

## 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!

## Animal Research Facts

The fast facts below were borrowed from Speaking of Research ([www.speakingofresearch.com](http://www.speakingofresearch.com)) and are great conversation starters as well!

### General Facts

- The physiological systems of humans and other species of animals are very similar.
- Humans share more than 85% of their protein encoding DNA with mice.
- Animal research has resulted in the development of vaccines for some of the deadliest diseases (e.g. rabies).
- Medical devices, such as pacemakers and cochlear implants, were dependent upon animal research.
- Vaccinations for polio, tuberculosis, and diphtheria have all been developed through research on animals.
- Animal research plays a key role in the development of veterinary medicines for our pets.
- Survival of premature babies, from prenatal corticosteroids to life support machines, has relied on animal research.

### Facts by Species

- Cattle helped scientists create vaccines for smallpox, the HPV vaccine and treatment for river blindness.
- Local anesthetics, rabies vaccine, blood transfusions and statins were made possible by research on rabbits.
- Monkeys were key to developing the polio vaccine, antiretrovirals, and deep brain stimulation for Parkinson's patients.
- Hip replacement surgery, kidney transplants and pacemakers were all developed through research on dogs.
- Mice played a crucial role in developing chemotherapy, the meningitis vaccine, penicillin and antirejection medications.

### By the Numbers

- 92% of scientists polled in a *Nature* survey agreed that animal research is essential to the advancement of biomedical science.
- 88% of the Nobel Prizes awarded in Physiology or Medicine have been dependent on research with animals.
- Over 99% of animals used in research are specifically bred for research.
- Approximately 95% of all animal research is conducted on mice, rats, and fish. Other species are used only when necessary.

### **US Rules and Regulations**

- The USDA, which enforces the Animal Welfare Act, conducts unannounced inspections at least once a year.
- USDA inspection reports are posted online for the public to see.
- The Public Health Service (PHS) requires institutions to ensure appropriate care of all animals involved in PHS supported research.
- An Institutional Animal Care and Use Committee is required by the Animal Welfare Act and PHS Policy.
- IACUCs oversee and evaluate all aspects of an institution's animal care and use program.
- IACUCs inspect animal research facilities semi-annually to assure compliance with regulations.
- IACUCs include non-scientific members of the community to help evaluate research proposals.

### **UK Rules and Regulations**

- The Animals in Science Regulation Unit makes announced and unannounced inspections of all facilities in the UK.
- Dogs, cats and monkeys have special protection under UK law; other species must be used if possible.
- All UK researchers must hold an animal license and have attended a Home Office training course.
- The 3Rs – Replace, Refine, Reduce – are written in to the Animals (Scientific Procedures) Act, 1986.

### **Animal Welfare**

- Animal research can only be carried out when there is no viable non-animal alternative.
- The 3Rs (replace, reduce, refine) guide how animals are used in biomedical research.
- Non-animal models, such as cell and tissue culture, are used in addition to animal models, but they cannot replace all animal research.
- All personnel involved with the care and use of laboratory animals must be trained to ensure the animals' well-being.
- Many of the procedures carried out on animals involve no pain or discomfort, such as observing their behavior.
- Animal care technicians, veterinarians, and scientists are all dedicated to the welfare of laboratory animals.



# BIOMEDICAL RESEARCH AWARENESS DAY

## What?

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

## When?

[INCLUDE THE DATE & TIME(S) HERE]

## Where?

[INCLUDE THE LOCATION(S) HERE]

&

Graduate, undergraduate, veterinary, and medical schools, research institutions, companies, associations, and more around the world

## Why?

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

Check us out at [www.BRADglobal.org](http://www.BRADglobal.org)  
Find us on Facebook at [www.facebook.com/BRADglobal](http://www.facebook.com/BRADglobal)



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## 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**

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.

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

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

City \_\_\_\_\_

Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*If this release is obtained from a presenter under the age of 18, then the signature of that presenter's parent or legal guardian is also required.*

Parent's Signature \_\_\_\_\_ Date \_\_\_\_\_

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