

# JOINING FORCES

## Joining Forces: CALAS celebrates Biomedical Research Awareness Day

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Time and time again, the value and necessity of animal research is demonstrated through vaccine development, new therapeutics, medical devices and techniques, and other medical breakthroughs. Science is ever-evolving and changing the landscape of disease management not only for humans but also for animals. Still, animal rights organizations work tirelessly to disrupt and eliminate life-saving animal research occurring around the world. These organizations are increasingly vocal while misrepresenting the truth of how animals in research are cared for and the value of the information we learn from these studies.

In response to waning public support for animal research and a lack of understanding by professionals and the public on its importance, Biomedical Research Awareness Day (BRAD) was founded and first celebrated in 2016 at 20 veterinary schools in the United States. BRAD is an international outreach program that seeks to increase public awareness about animal roles in biomedical research and the resulting medical advancements that benefit both humans and animals. BRAD highlights the importance of animal studies, including those involving nonhuman primates, and demonstrates research organizations' commitment to providing excellent animal care. It also helps animal research professionals feel more comfortable about their work by providing material to assist them in talking about what they do for a living without shame or fear of judgement. Altogether, BRAD builds a research advocate community and showcases biomedical research and laboratory animal care and medicine careers. Since its inception, BRAD has been celebrated at 469 different sites around the world including medical, dental, and undergraduate schools, K-12, pharmaceutical companies, contract research organizations, research institutions, universities and more.

### MORE ABOUT BRAD

BRAD is celebrated annually on the third Thursday in April. How you choose to celebrate BRAD is up to you! Your celebration can be small (involving a single class or department), larger (involving the entire institution, company, and the general public), or anything in between. You can even celebrate BRAD on a different day or even a different time of the year! Here are example activities that may be part of your BRAD event:

- Table with informational handouts, freebies, posters, and a support banner for participants to sign
- Seminar on topics related to biomedical research and laboratory animal care/medicine
- Rounds and case presentations related to laboratory animal care/medicine
- Interactive activities such as games, trivia, jeopardy, and a scavenger hunt – often with prizes! See the "Games & Activities" section in the BRAD Toolkit for more ideas!
- Tour of research facilities and/or vivarium
- Simply take a moment to get together and celebrate animals in research and those that take care of them



### BRAD & CALAS

CALAS recently collaborated with BRAD to increase participation within Canada and encourage institutions and organizations to host their own BRAD events to educate their community on the importance of animal research. Dr. Thomas Prevot, the first ever Canadian BRAD Champion, represented BRAD at the 2022 CALAS Annual Meeting by hosting a BRAD booth in the exhibition hall and sharing program information with meeting attendees. The booth was a tremendous success with more than 40 people signing the banner in support of animal research and grabbing BRAD swag and educational handouts. In addition, BRAD 2022 was celebrated at 13 locations in Canada, from Quebec City (Quebec) to Victoria (BC). Working towards more participation in Canada, BRAD is now developing materials in English and in French, so more people can benefit from the fantastic free resources available on the BRAD website.

### HOW TO PARTICIPATE

As a scientific community, it is important that we work together to increase transparency regarding animal research while advocating for the science and the animals and individuals involved in medical discoveries. We invite you to join CALAS in celebrating BRAD 2023. Registering is fast and easy. Visit [BRADglobal.org](https://www.BRADglobal.org) and select "SIGN UP" at the top. There is a \$25 registration fee; however, scholarships to waive the fee are available for those who are unable to pay but want to celebrate BRAD. Just email [BRAD@amprogress.org](mailto:BRAD@amprogress.org) to learn more. CALAS has provided funding to cover shipping costs, so registered participants will receive a BRAD box with educational items, posters, handouts, giveaways, and more. As a registered participant, you will receive a BRAD Planning Toolkit, individual assistance as needed from our BRAD Champions, access to [online downloads and resources](#), and the opportunity to tune into the official BRAD webinar on April 20th, 2023. We look forward to working with you and supporting your efforts to highlight the tremendous research with animals happening around the world. And remember - BRAD events are what you want them to be, so [register TODAY!](#)