



Presenting Laboratory Animal Research: Engagement Tools And Strategies

Written by Logan France, DVM, DACLAM

Outreach is a critical component of the animal research community, but finding the time to research and develop presentations, handouts, and other educational content can be challenging and prevents some from hosting outreach events. Are you interested in doing outreach but not sure where to start? Are you short on time and looking for materials to easily present to students, scientists, the public, and others? Perhaps you're a seasoned community educator searching for new resources and activities to incorporate into your presentations.

Laboratory animal science professionals are incredibly busy. Finding the time to research and develop presentations, handouts, and other educational content can be challenging and prevents some from hosting outreach events. Don't let a lack of access to effective communication resources deter you from participating in outreach. We can help!

This unique seminar is a presentation about presentations. Yep, you read that right! It will provide everything you need to begin or enhance your existing animal research outreach, advocacy activities, and goals. For each of the four topics below, speakers active in community outreach will share a presentation-ready slide deck, reviewing the message, key points, and effective ways to present the content. Additionally, they will discuss engagement strategies to enhance participation and provide tips for tailoring the presentation for specific audiences. Upon completion of the seminar, attendees will have online access to all slide decks for use in their outreach efforts.

Animal Rights and Advocacy

To kick off the session, I will share a presentation-ready slide deck on recent animal rights campaigns in the US and globally, their effect on animal research, and how to present this information to various audiences in an impactful way. Attendees will learn to find local campaigns and incorporate this information into their presentations. The pre-made presentation will cover pro-research organizations and initiatives, including Biomedical Research Awareness Day (BRAD). Finally, attendees will receive tips for facilitating a session in which attendees create elevator speeches to advocate for themselves and animal research.

Careers in Laboratory Animal Science

The opportunities within laboratory animal science are immense and quite variable. Deborah Calantropio-Covington, a veterinary technician at Bristol-Myers Squibb, will share a presen-

tation-ready slide deck covering the many career opportunities within the field and paths for advancement and certification. This presentation can easily be given to any audience – from K-12 to college students looking to learn more about jobs and opportunities that bring together science, innovation, technical skills, veterinary medicine, and research. Deborah will also provide tips for incorporating your experience into the presentation and resources for finding positions.

Animal Models of Human and Animal Diseases

While those in the field are acutely aware of how animals contribute to research, the public often struggles to connect animal research and advancements for humans and animals. Dr. Rachele Stammen, a veterinarian at Emory National Primate Research Center, will give an overview of an animal model presentation highlighting the incredible species involved in research and their numerous contributions. She will share tips on tailoring the slides and content for various audiences and ways to showcase the species and study at your institution. Additionally, attendees will learn how to find information about animals involved in discovering specific drugs and treatments and available resources that may be incorporated into the presentation.

Animal Research Ethics & Regulations

The ethics of animal research have been debated for centuries. To close out the seminar, Dr. Thomas Prevot, a scientist at the University of Toronto, will share a presentation focused on animal research ethics, considerations when evaluating animal research protocols, and the risk-benefit analysis for determining

the research value. He will also provide ways to engage attendees in thoughtful discussions about the role of animals in advancing science and medicine. Additionally, the presentation will incorporate an overview of the laws, regulations, and governing bodies protecting research animals. It will prepare attendees to present this content in an exciting and applicable manner.

If you are attending the AALAS 2022 National Meeting, this is a session you don't want to miss! Attendees will leave with the tools and resources (including ready-to-go presentations) to engage any audience in outreach efforts covering various topics. We hope you will join us for this informative and helpful seminar!

Presentation-Ready Slide Decks and Guidance to Support Research Advocates in Community Outreach

Tuesday, October 25

8:00 am - 10:15 am | Ballroom D

Leader: Tom Leach

Moderator: Paula Clifford

Speakers: Logan France, Rachele Stammen, Thomas Prevot, Deborah Calantropio-Covington



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