

PANORAMA NEWS

AUTUMN 2022 N°83 QUARTERLY NEWS SHEET

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BRAD: BIOMEDICAL RESEARCH AWARENESS DAY

A conversation with Tecniplast Marketing Coordinator, Victoria McMahon, and BRAD Program Director, Logan France.



V: BRAD has been an important program at Tecniplast since before I joined the company in 2019. How did this partnership get started?

L: Tecniplast was one of the first companies to partner with BRAD, and it has been such an incredible relationship. Tecniplast really believed in our mission of providing education on the importance of animal research and wanted to help us grow and become a sustainable

program. It expanded from there as Tecniplast became the official BRAD webinar sponsor, and we have since collaborated on multiple educational initiatives – from [poster series](#) about animals in vaccine development and Nobel prize winning breakthroughs to informative videos about cage design, enrichment, and more as part of our [“Ask An Expert”](#) series. We love the opportunity to work with a company that is so passionate about animal welfare,

impactful science, and education. So, as you can tell, we are so grateful for your support. What about you – how has this partnership impacted Tecniplast?

V: The partnership has allowed Tecniplast to expand on BRAD's mission and play a part in the accomplishments and advancements of Biomedical research. We are proud to offer innovative products that are designed not only for the animals, but also around the needs of the researchers and facility staff. When the design supports the research with ease, it allows the research to flourish and further advancements in biomedical research. When BRAD started in 2016, there were 20 veterinary schools. Now, over 200 participants around the world join in celebrating each year. What inspires you to continue expanding BRAD and educating the public on the importance of animal research?

L: I never could have imagined that BRAD would grow to what it is today. Institutions and individuals have embraced the program and made it a part of their culture. It's an

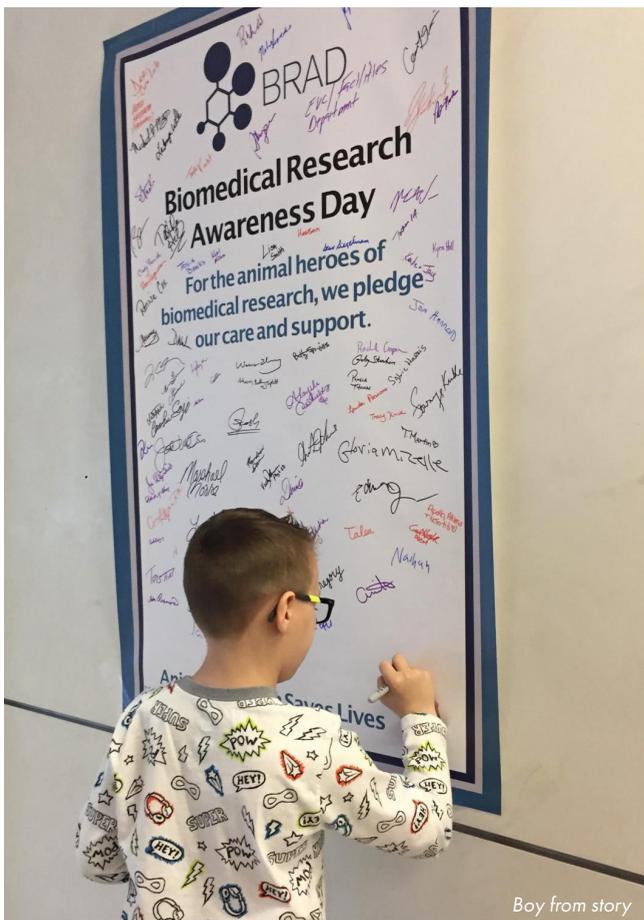


opportunity to highlight the work they do, show appreciation for the staff supporting animal research, and educate their community on the necessary role of animals in medical progress. The growth of BRAD demonstrates the need for this type of program – those in the field of laboratory animal medicine now have an outlet to celebrate and advocate for their work. It is made possible by the individuals who devote time and effort to hosting BRAD events and companies like Tecniplast that support the program. Seeing repeat participants growing their event and new participants joining inspires me to continue providing resources to help them reach their audience, and it's a reminder that there is always another institution we can recruit to participate.

During a BRAD event at a hospital, a young boy stopped by with his mom who was holding a bag full of his chemotherapy drugs. After explaining BRAD's mission, both the boy and his mom signed the banner pledging their support for animal research, including research that helped develop the very drugs keeping him alive. Those stories, those experiences, the reality that the work being done is so very necessary for people and animals – that is what keeps me going. For that research to continue, we need to have public support which starts with education.

V: These stories are what make it personal for so many. Many of us are touched by health concerns personally or through close friends and family at some point in our lives. Many overlook the behind the scenes works and what truly goes into medical advancements. Overall, it has been so rewarding for us, as a company, to be a part of BRAD. How can our customers around the world participate and join in advocating for animal research?

L: We would love to have more global participants join us in celebrating BRAD.



Boy from story



BRAD 2022 at Emory University

This can be done by [hosting an event](#), sharing [educational materials](#) digitally and on social media, and by tuning in to the BRAD webinar every April. We are working on translating our materials into other languages and welcome assistance in that process. If you're interested in helping,

please [email us](#). Our BRAD Team is always available to help with event planning, provide resources and materials, and to brainstorm ways to reach your target audience. We encourage new participants to read [testimonials](#) from former participants and to reach out for support and guidance. Also, be sure to follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

Help us design the new Tecniplast "Crazy Creatures" poster series for BRAD 2023!

Vote your favorite crazy creature to be featured in the poster series and learn about their contributions to research and medical advances.

Visit the link or QR code below to vote!

[Link: <https://www.bradglobal.org/crazycreatures>]

Finally, we are thrilled to have been invited by Tecniplast to participate in the Welcome Reception at AALAS 2022 on Sunday Oct 23rd. Those who are attending AALAS should be sure to stop by to see the many things Tecniplast has to offer and to visit the BRAD table for a chance to create your own lab animal to take home!

BRAD is a project of Americans for Medical Progress



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