BRAD 2019: Tips, Logistics, and What’s New!

Logan France, DVM, DACLAM
BRAD Program Director, Americans for Medical Progress
Overview

• History and Growth
• BRAD Toolkit
• Planning Your Event
• Questions and Stories
HISTORY AND GROWTH
Michael D. Hayre Fellowship

“Promote peer education about animal research among students and early career professionals”
BRAD TOOLKIT
Planning and Advertising

Games and Activities

Educational Materials, Freebies, and Resources
PLANNING YOUR EVENT

Getting Started
Biomedical Research Awareness Day (BRAD) is an initiative committed to raising awareness about the importance of biomedical research.
Getting Started

• Identify your audience
  • Researchers and research staff involved in animal research
  • Researchers and research staff NOT involved in animal research
  • Students
    • K-12
    • Undergraduates
    • Graduate students
  • General public
Getting Started

- Identify your audience
- Determine the size and scope
Getting Started

• Identify your audience
• Determine the size and scope
• Select your venue
Getting Started

- Identify your audience
- Determine the size and scope
- Select your venue
- Secure permission
Getting Started

- Identify your audience
- Determine the size and scope
- Select your venue
- Secure permission
- Consider logistics of your event
Timeline & Checklist

February

☐ Choose a day (or multiple days!) to celebrate.
☐ If you will have an information booth, secure a space and table. Preferably in a high traffic area such as a lobby or outside a cafeteria.
☐ Contact and book potential seminar/lecture/rounds speaker(s).
☐ If you’re planning a tour, reach out to those who will need to be involved in the planning process, and reference our “Facility Tour Guide Overview” section for more information.
☐ Reach out to your public relations department to organize coverage of BRAD 2019 on your institution’s news and social media outlets.
☐ Edit the draft advertisement flyer to include your institution’s events.
☐ Advertise at your institution, and send reminders about your events.
☐ Post your BRAD celebration plans on the BRAD Facebook page @BRADglobal.

March

☐ Once a speaker is confirmed, book the location, order food (optional), arrange for A/V assistance, and advertise your event (email, flyers, etc.)!
☐ Attach Velcro to the back of enrichment game pieces (enrichment items) and to the game itself (animals).
☐ Advertise at your institution and send reminders about your events.
☐ Post your BRAD celebration plans on the BRAD Facebook (www.facebook.com/BRADglobal).

BRAD 2019 – Day of Event

☐ Set up the booth – a tablecloth, tape, and an easel may be helpful – see “Event and Table Ideas” section for more ideas.
☐ Bring dry erase markers for the whiteboard activity and Sharpies for the banner.
☐ Send reminders about events happening throughout the day.
☐ Take lots of pictures, post them on Facebook, and email them to BRAD@amprogress.org. Don’t forget to have all participants in photos sign the release form.
☐ Raise awareness of research with animals, and have fun!
PLANNING YOUR EVENT

Activities and Games
Biomedical Research Awareness Day

For the animal heroes of biomedical research, we pledge our care and support.

Animal Research Saves Lives
Enrichment matching game
Animals in research are

Without animal research

White board activity

I support animal research because

because of animal research
Laboratory animal jeopardy

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Fact or Fiction

FACT

FICTION

www.BRADglobal.org
Scavenger hunt for facts

NAME: ____________________________

SCAVENGER HUNT INSTRUCTIONS: The answers to the questions below can be found on the animal room doors in the specified building! Each question corresponds to a different door in that facility. Note that there may be multiple parts to a question! Both the questions and answers pertain to the research utilizing the animals in that room, and you’ll be amazed by the incredible work being done at this institution!

Turn in your form on ___________ from ______ in ______ and pick up FREE BREAKFAST!

We are raffling off prizes for those who participate! You will receive the following:

ONE raffle ticket if you complete up to 20 questions
TWO raffle tickets if you complete 21-32 questions
THREE raffle tickets if you complete 33-38 questions
FOUR raffle tickets if you complete all 39 questions!!

You will be notified by ___________ on _______ if you are one of the lucky winners!

Building 1
1. Mice are used to model Alzheimer’s disease, autism, and addiction. Name one organ that is impacted by all of these conditions.

   ______________________________________

2. What does EBS stand for?

   ______________________________________

3. What do you see as a result of this condition?

   ______________________________________

4. Name 3 things that can impact a mouse in a lab setting.

   ______________________________________

   ______________________________________

   ______________________________________

5. Mice in this room are used to study NEC. What does this stand for? ____________________________

   ______________________________________

   What other animal is used as a model of this disease?

   ______________________________________

6. What is Kabuki Syndrome and what species is used to study it?

   ______________________________________

   ______________________________________

7. Mice are used to develop treatments for pulmonary fibrosis. What is pulmonary fibrosis?

   ______________________________________

   ______________________________________

   What is one major cause in humans?

   ______________________________________

   ______________________________________

   ______________________________________

Mice in this room are used to model Alzheimer’s disease, autism, and addiction. All of these impact the brain and can alter memory function.
Rhesus Macaque

Rhesus macaque, a species of monkey, are an important animal model due to their anatomical, physiological and psychological similarities to humans. Many human health advancements would not have been possible without these special animals, including the development of life-saving vaccines to combat polio, smallpox and rabies.

Chinchilla

Chinchillas help us understand the physiology, development and function of the auditory system. The inner ear, middle ear and Eustachian tubes of these animals are similar to that of humans. Therefore, studying them allows for advances in auditory and acoustic research. Their differences with humans are also important. They are not susceptible to inner middle ear infections as humans are, so chinchillas have been a useful model in studying these health issues.

Pig

Pigs are similar to humans in many ways. For example, pig and human hearts and their associated blood vessels are approximately the same size and structure. In addition, their organs function in similar ways. Thus, pigs are a valuable model in understanding heart function, disease progression and treatment.
Featured Lecture

Matthew D. Bacchetta,
M.D., M.B.A., M.A.

*Live-streamed and recorded
Activity Options

- Support banner
- Enrichment matching game
- White board activity
- Laboratory animal jeopardy
- Fact or Fiction
- Scavenger hunt for facts
- Animal research coloring sheets
- Lecture, seminar, or rounds presentation
Other Activities...

• Host a ‘Lunch N’ Learn’
• Open your doors
• Participate virtually
• Acknowledge that it is Biomedical Research Awareness Day
PLANNING YOUR EVENT

Educational Materials, Freebies, and Resources
PIGS

“If [something] works in the pig, then it has a high possibility of working in the human.”
- Michael Swindle, DVM

Research Areas
- Aging
- Cardiology
- Dermatology
- Diabetes
- Imaging
- Kidney disease
- Liver disease
- Organ transplants
- Thyroid disease

Nobel Prize Winning Breakthroughs
- Development of CT scans
- Discoveries concerning MRI
- Discovery of the role of bacteria in peptic ulcers
- Peptide hormone production related to endocrine disorders

Biomedical Research Awareness Day
A project of Americans for Medical Progress

NONHUMAN PRIMATES

While only 0.5% of health research involves nonhuman primates, these amazing animals play an irreplaceable role in advancing both human and animal medicine.

Research Areas
- Addiction
- Alzheimer’s disease
- Ebola
- Fertility
- HIV/AIDS
- Obesity
- Parkinson’s disease
- Vaccines
- Zika

Nobel Prize Winning Breakthroughs
- Polio
- Yellow fever vaccine
- Tumor viruses, gene interactions
- Visual processing in the brain
- Treatment of malaria & parasites
- Drug addiction
- MRI advancements
- Discovery of HIV

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WHAT CAN ANIMAL RESEARCH TEACH US ABOUT SUPPORTING HEALTHY BRAINS?

- The brain requires a variety of simple substances such as sodium, potassium, magnesium and sugars to support normal function.
- Physical activity supports brain health, improves memory, academic performance and decision making.
- Animal research has revealed the important role of a healthy diet and regular exercise in supporting brain function and limiting the effects of stress and aging.

CERTAIN FOODS SUPPORT STRONG MEMORY

Studies in mice have revealed diets rich in quercetin, Vitamin E, choline, DHA and folate enhance learning and memory.

This combination of foods helps reduce inflammation in the hippocampus, a brain region important for learning and memory.

EXERCISE SUPPORTS HEALTHY NEURONS

Physical activity and exercise release dopamine, norepinephrine and neurotrophic factors in the brain.

Research with animals has shown that exercise supports healthy neuron function and can reverse the effects of stress due to the release of these neurochemicals.

Researchers continue to examine new ways to help support neuron health and improve brain function.

BIOMEDICAL RESEARCH IS HIGHLY REGULATED

- All research involving animals must first be approved by an ethics committee called an Institutional Animal Care and Use Committee.
- Animals involved in research are cared for by veterinarians and other well-trained specialists.
- Laws, regulations and institutional policies are in place to safeguard the welfare of research animals.
Thanks to research, they’ll have more time to be best friends.

Animal research saves human and animal lives.

BRADglobal.org

A project of Americans for Medical Progress
How has animal research helped your dog?

Melanoma is the most common form of oral cancer in dogs and it can spread rapidly throughout the body. Mouse studies have led to a vaccine that can target these melanoma cells and save dogs’ lives.

Lyme Borreliosis is a tick-borne disease that can cripple infected dogs and may even lead to kidney failure. Mouse research has led to the creation of a more effective vaccine to help prevent this disease in pets.

Canine parvovirus is a highly contagious infectious disease that primarily affects unvaccinated puppies. Thanks to studies in rats, an anti-oxidant therapy is now available to combat the disease.

How has animal research helped your cat?

Up to 15% of cats are infected with Feline Immunodeficiency Virus (FIV), a disease very similar to Human Immunodeficiency Virus (HIV), which causes AIDS. Learning more about how FIV progresses in cats will hopefully lead to breakthroughs that benefit felines and people alike.

Keeping your cat from becoming obese is essential for the prevention of type 2 diabetes. Just like cats and people, monkeys can also develop diabetes. It is hoped that nonhuman primate studies will lead to new and improved feline and human treatments.

High blood pressure is a common problem for cats with diseases such as hyperthyroidism and kidney dysfunction. Studies in pigs have revealed important information about why hypertension occurs. It’s believed that continued research can be used to develop new feline treatments.

BRAD  www.BRADglobal.org
ANIMAL RESEARCH SAVES LIVES
BRADglobal.org
PLANNING YOUR EVENT

Advertising
BIOMEDICAL RESEARCH AWARENESS DAY

What?

A day to pledge your support for the humane involvement of animals in research by:

When?

Where?

&

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
Find us on Facebook at www.facebook.com/BRADglobal
PLANNING YOUR EVENT

More Tips & Tricks!
Talking Points

It is important to know what you’re going to say when you’re 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) and are great conversation starts 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 meds.

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.
Utilize social media
BRAD Sponsors and Partners

**Sponsors:**
- American College of Laboratory Animal Medicine (ACLAM) Outreach Committee
- Tecniplast
- Envigo

**Partners:**
- American College of Neuropsychopharmacology (ACNP)
- Society for Laboratory Animal Veterinary Technicians (SLAVT)
- Institutional Officials Consortium (IOC)
Questions?
Share your experience!
Thank you!

Logan France

BRAD@amprogress.org