

# ADVOCACY EFFORTS OF THE AMERICAN ASSOCIATION FOR LABORATORY ANIMAL SCIENCE AND THE AALAS FOUNDATION

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Memphis, Tennessee



# AALAS Mission Statement

AALAS is an association of professionals that advances responsible laboratory animal care and use to benefit people and animals.



**AALAS National Office  
Memphis, TN**



# Associations Advance Their Missions Through:

- Information Dissemination – Publications, Conferences
- Self-Regulation – Certification, Accreditation, Standards of Practice, Code of Ethics
- Professional Development – Education, Training, Products, Publications
- Public Relations – Influence Publics, Advocacy
- Coalition Building – Common Good
- Scientific Endeavors – Research, Position Statements
- Government Relations – Lobbying, Advocacy



# Membership

587 Institutions

148 Commercial Vendors

31 Affiliate Organizations

6 Global Partners

13,500 Individuals

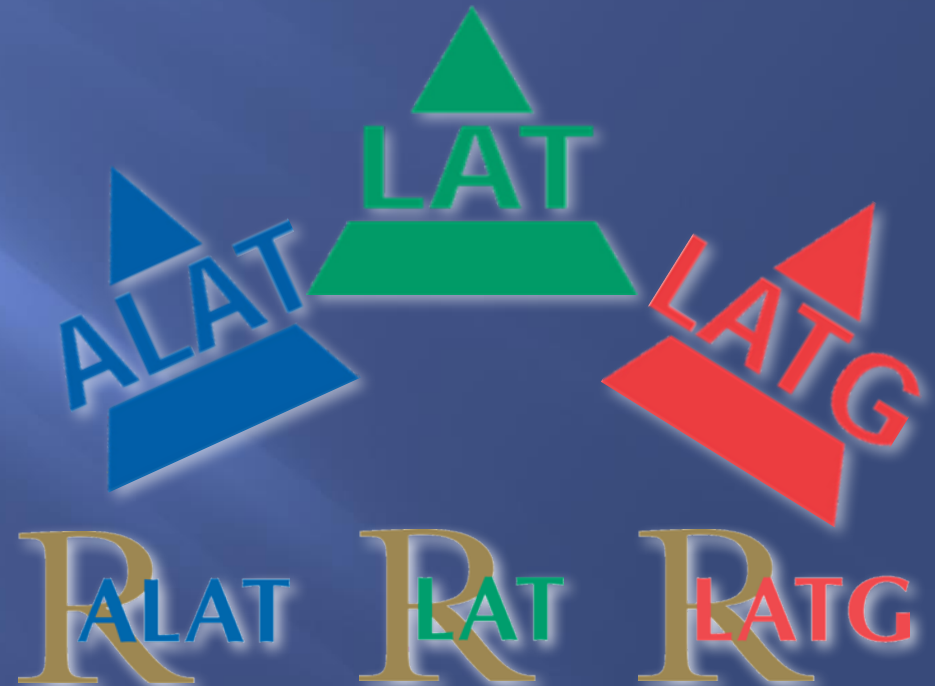
- 750 members and organizations located in 47 countries.
- 43 Branches: 8,000–10,000 additional individuals



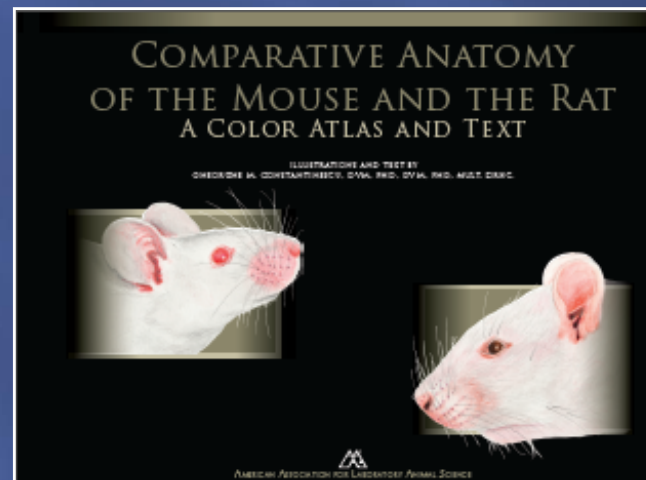
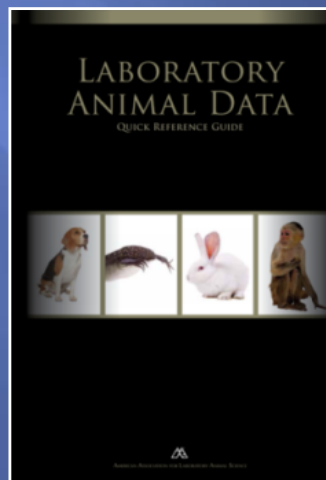
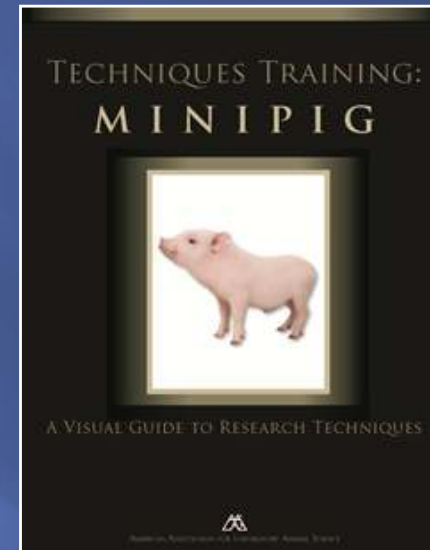
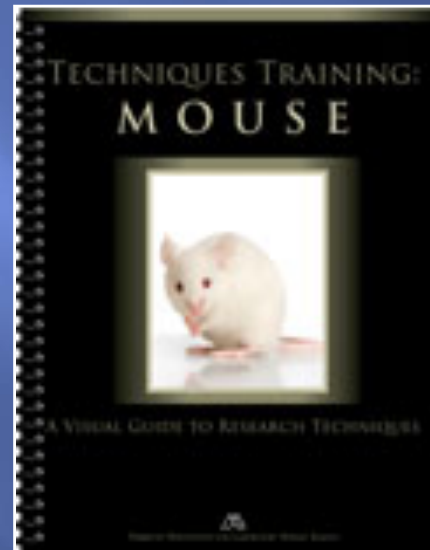
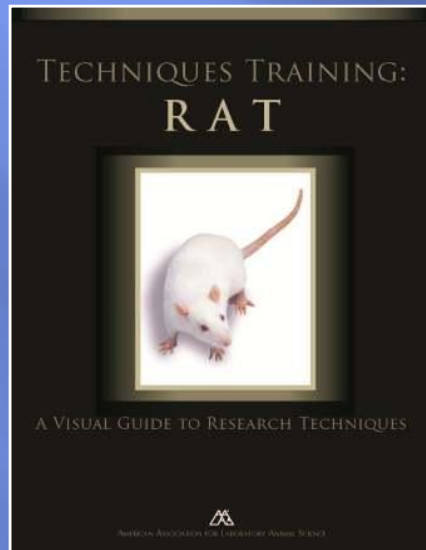


# Education and Professional Development

- Technician certification and registry
- Management certification
- Training manuals and materials
- Conventions and meetings
- Online learning
- Grants for Laboratory Animal Science



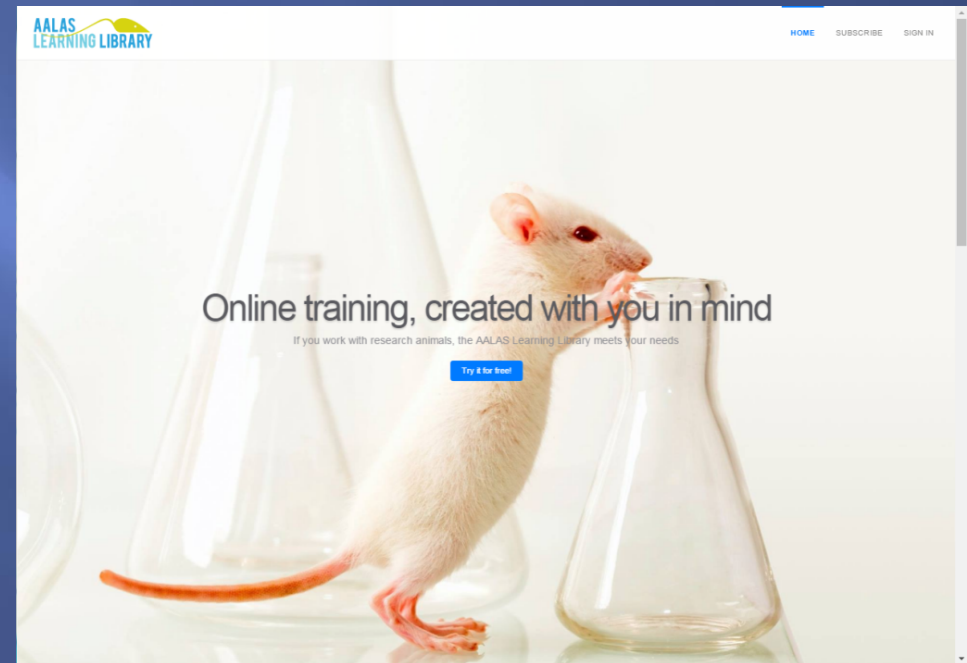
# Training and Reference Materials



# Online Learning

The AALAS Learning Library is designed to handle the training needs of:

- Researchers
- Technicians
- Animal facility managers
- Directors
- IACUC members
- Anyone involved with the care and use of laboratory animals
- Teacher Resources (free)



[www.aalaslearninglibrary.org](http://www.aalaslearninglibrary.org)



# Webinars

- Various topics in the lab animal field
- Audiences range from techs to vets to IACUCs
- Offered monthly
- Webinar recordings library

“Voice of One: Speaking for Animal Research”



# Grants for Lab Animal Science

- Grants for Laboratory Animal Science
  - Standard grants up to \$50K
  - Small grants up to \$7.5K
- Enhance scientific knowledge in laboratory animal science through research.
- 57 Awards for scientific proposals since 2007
- 246 Citations – journal articles, posters, presentations



# 2018 AALAS National Meeting



69<sup>th</sup> AALAS NATIONAL MEETING | OCTOBER 28–NOVEMBER 1, 2018

## Telling Our Stories



[www.aalas.org/national-meeting](http://www.aalas.org/national-meeting)



# AALAS Journals



Practical information such as management, professional development, occupational health and safety, facility design, technologies and more.



Peer-reviewed articles on animal biology, technology, facility operations, and compliance.



Peer-reviewed articles on laboratory animal disease, animal models of disease, and basic biologic mechanisms related to disease in people and animals.





# www.aalas.org



The screenshot shows the AALAS website homepage. At the top, there is a navigation menu with links for Home, About AALAS, Join AALAS, Store, Calendar, Media, and Contact. Below the menu is a search bar and a registration/login section. The main content area features a large banner for the AALAS Election 2017, with a red checkmark icon and the text "Get Ready for the AALAS Election". Below the banner, there are four publication thumbnails: LAS Professional, JAALAS, Comparative Medicine, and National Meeting Abstracts Archive. On the right side, there is an "Account Login" section with input fields for username and password, and a "LOG IN" button. Below the login section, there is a "CareerLine" section with the text "Currently 34 Available Positions:" and two job listings: "Behavior Specialist - Research Assistant" in San Antonio, TX, and "Research Support Specialist III" in Bethesda, Maryland.

- Get the latest on AALAS products, services and events
- Search for articles, vendors, products and services
- Position statements



# Animal Research Education and Awareness Program

Educating the next generation of leaders about the essential role of animals in research, education, and product safety testing.



**Pfizer Grants for Branch AREA Program**

<http://www.aalasfoundation.org/get-involved/AREA-Program>





Our Mission: The AALAS Foundation is a nonprofit organization dedicated to educating the public about the compassionate professionals working in laboratory animal science and the important roles of animals working in biomedical research.

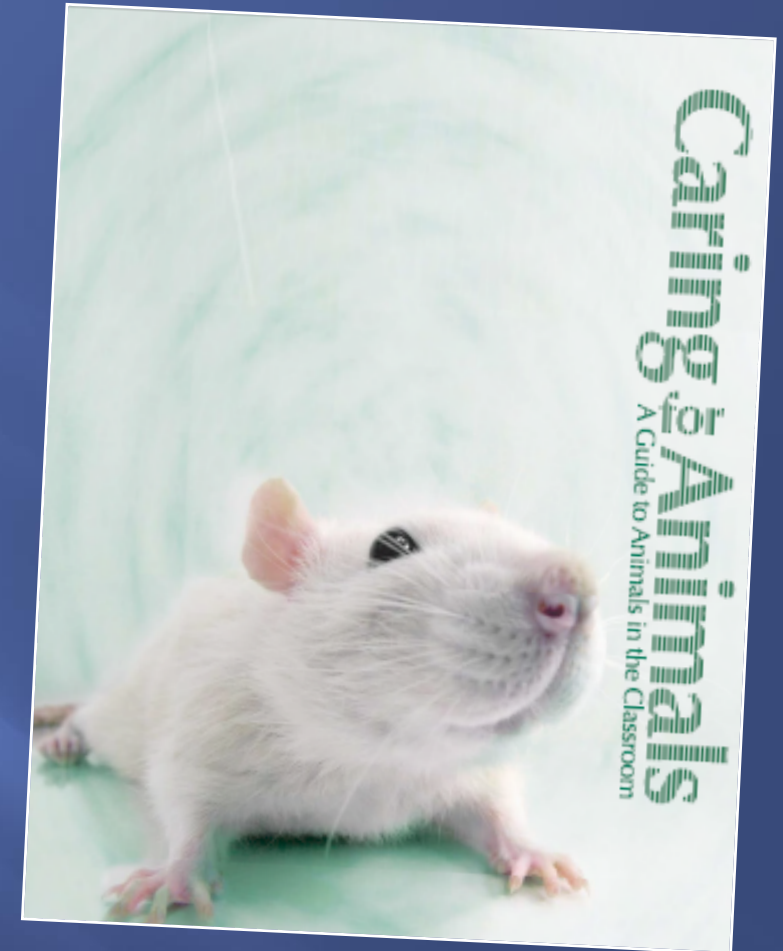


# Caring for Animals in the Classroom

Comprehensive guide to help teachers and students properly care for common classroom pets

Encourages classrooms to establish Animal Care Committees to ensure animals remain healthy

Distributed to educators through organizations like the National Science Teachers Association, National Association of Biology Teachers, and Future Farmers of America.





# Early Foundation Projects

Provides age-appropriate information, games, and activities for students, teachers and parents.

Funded by a grant from Charles River.



Providing information to students, teachers, and parents on responsible laboratory animal care and use in biomedical research, testing, and education.

KIDS



A fun way for kids in grades K-6 to learn about the basics of laboratory animal science and how it improves the lives of people and animals.

TEENS



A resource for teens on the field of laboratory animal science, including the truth behind animal testing myths and information on careers in the field of biomedical research.

TEACHERS & PARENTS



Information for teachers and parents on laboratory animal science, a field of science devoted to the production, care, and study of animals used in biomedical research and education.



[www.kids4research.org](http://www.kids4research.org)

# AALAS Foundation in Whyville

The AALAS Foundation worked with the creators of Whyville to create three customized games to teach citizens about the essential role of animals in biomedical research.



# AALAS Foundation National Public Outreach Activities

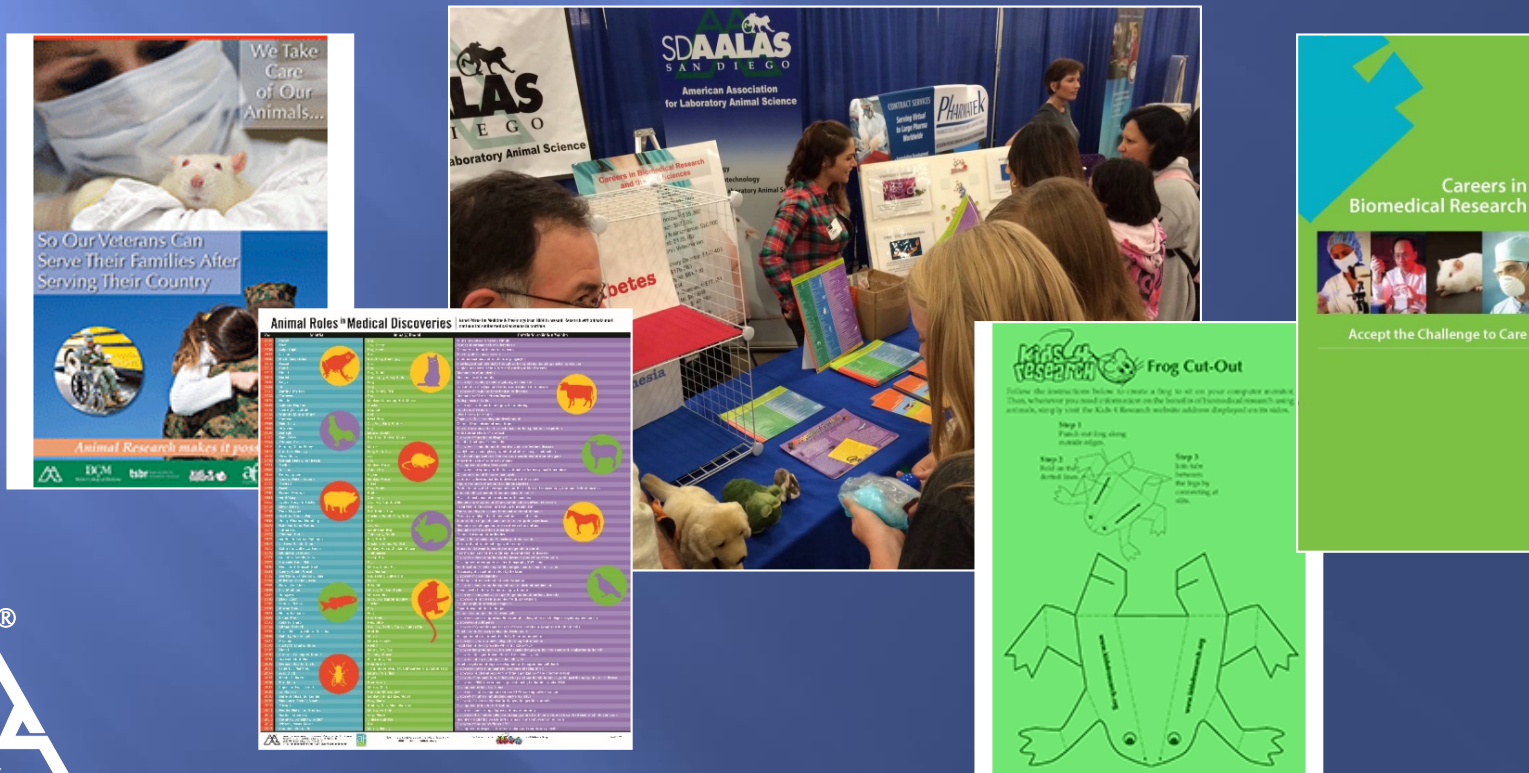
The AALAS Foundation Board and Staff attend leading national educational conferences, such as the National Science Teachers Association and Future Farmers of America, to share our materials and messaging with teachers and students.





# AALAS Foundation Free Public Outreach Materials

The AALAS Foundation distributed almost 50,000 pieces of public outreach materials in 2017 to assist AALAS Branches and members in their local public outreach efforts through the AALAS Bookstore.



# AALAS Foundation Public Awareness Campaigns

In 2013, AALAS Foundation launched its “We Care” public relations campaign along with its “Share That You Care” social media campaign.

- Ads placed in *USA Today* – targeting five major cities
  - Reached 338,989 subscribers
- Increased views to [www.care.aalas.org](http://www.care.aalas.org) website by 142%



# AALAS Foundation Public Awareness Campaigns

The AALAS Foundation also launched its “Celebrate the Mouse” Program at the 2014 National Meeting

- Encouraging LAS professionals to speak to their family and friends about how mice (and other animals) have helped discover treatment options and cures for people and animals.
- Plans are in the works to develop the program as an outreach tool to bring awareness of how animals are making strides in biomedical research to survivors of catastrophic diseases

## “Celebrate the Mouse!”

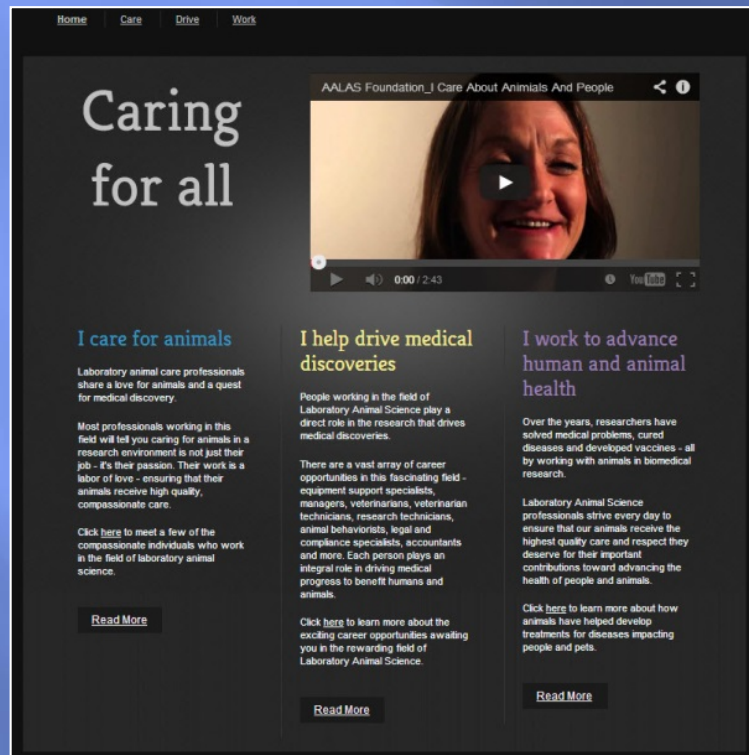
This “Celebrate the Mouse” pin—with its tail curled into a pink ribbon—was designed by the AALAS Foundation to celebrate the research mouse and the important role it has played, and continues to play, in the advancement of breast cancer research.

We hope you will wear this pin proudly and help us “Celebrate the Mouse” and all those who courageously work in biomedical research to help find treatment options and cures to benefit people and animals.





# “Caring for All” Website



Serves as a valuable resource showcasing the passionate professionals working in laboratory animal science.

- Growing collection of videos – highlighting various careers
- Wealth of information about the importance of biomedical research and the strict guidelines in place for working with animals in research



[care.aalas.org](http://care.aalas.org)

# AALAS Foundation

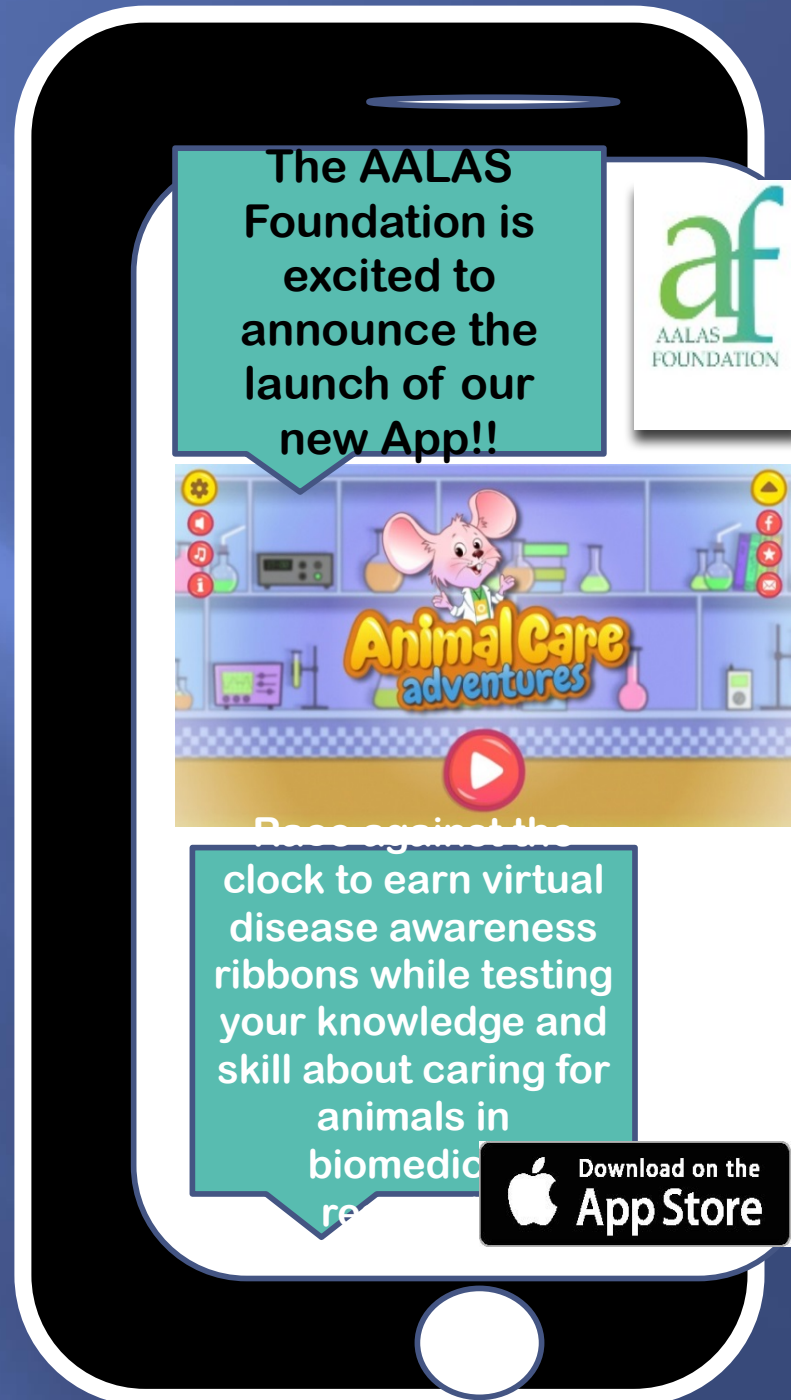
## 2016 We Care Media Campaign



- Campaign launched 2/1/16 - targeting Millennials
- Re-Targeting technology delivers digital ads based on online behavior: website visits, keyword searches, and geographic location
- Digital ads contain link to [care.aalas.org](http://care.aalas.org)
- Digital ads have been delivered to **13,863,253 individuals** who meet the targeted criteria



The "Animal Care Adventures" app for kids has been downloaded to **3,497** mobile devices!



# AALAS Foundation Facebook Page

**af**  
AALAS  
FOUNDATION

AALAS  
Foundation  
@aalasfoundation

Home  
About  
Events  
**Photos**  
Likes  
Invite Your Friends!  
Videos  
Posts  
[Create a Page](#)

Biomedical Research  
*It's a Gift*  
af  
AALAS  
FOUNDATION

Liked Following Share More Donate Message

Albums See All

Timeline Photos 418 Photos

Cover Photos 10 Photos

2016 Celebrate The Mouse 113 Photos

Mobile Uploads 88 Photos

Corporate	Brunch
1 32 (Albino)	1 20 (Brown)
2 25 (Brown)	2 47 (Brown)
3 17 (Silver)	3 13 (Brown)
2,2 (Agouti)	



- 2,030 likes
- 1,996 followers



# Thank You!

Ann Turner, PhD, FASAE, CAE  
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