

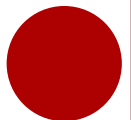
**COMMUNICATION OF
APPROPRIATE INFORMATION
TO THE PUBLIC –
DISSEMINATION OF LAS
INFORMATION**

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Drugs and Veterinary Applications, General
Directorate of Viable Animal Production and
Veterinary Services, Ministry of Rural
Development and Food, Athens, Greece*

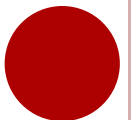
PRESENTATION SCOPE

- **Understand the need to communicate appropriate information to a wider public audience and be able to prepare an appropriate non-technical project summary to facilitate this.**
- **Describe the importance of disseminating information that will promote understanding of ethical issues, good animal welfare, good science and application of the Three Rs.**



INTRODUCTION

- The use of animals for scientific purposes is frequently an important issue for the public.
- A small percentage of people condemns the use of animals in biomedical research
- Another small percentage completely approves the use of animals in science without any ethical restriction.
- The majority accepts the necessity of the use of animals but is not thrilled with the idea.....



THE PUBLIC DEMANDS THAT:

- There should be a concise and beneficial result
- There is no alternative way to receive the desired information
- The least possible animals are used in procedures with the best possible statistical design and the greatest care

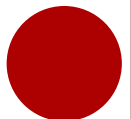
IN ORDER TO ACCEPT THAT A PROJECT USING ANIMALS IS ETHICALLY ACCEPTABLE...



CONSEQUENTLY

- Scientists are frequently asked to develop communication strategies for the public and political and civil agents in order to convince them for the necessity of the use of animals in biomedical research.

Mike Ropek

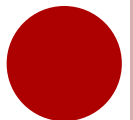


COMMUNICATION PRINCIPLES

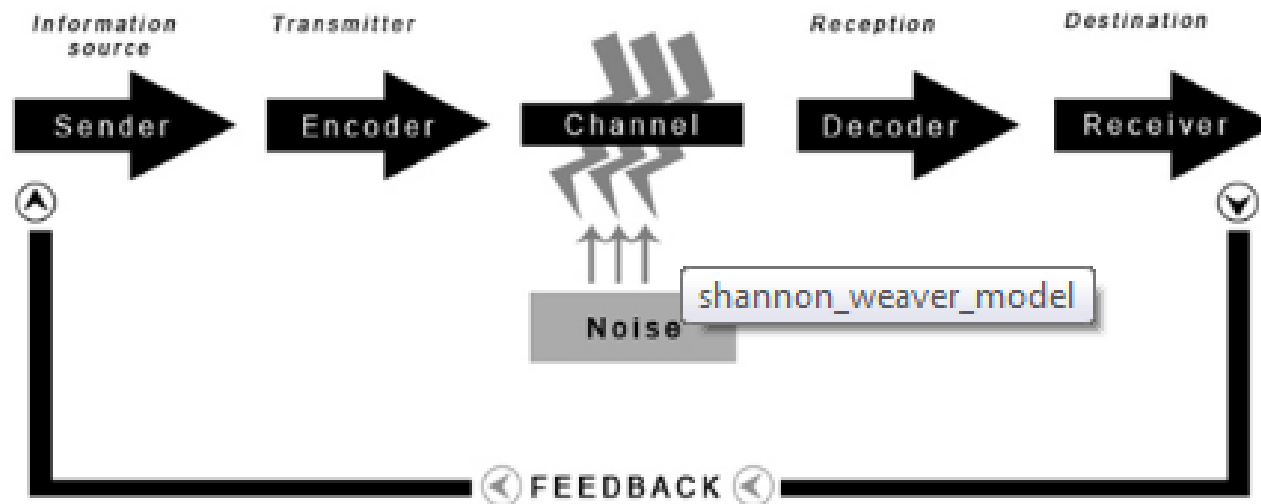
- Two way process
- Transmission of information



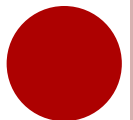
- Feedback from recipients
- Facilitate clarifications and exchange of views, rather than denying the opportunity to comment



SHANON WEAVER MODEL OF COMMUNICATION

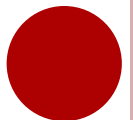


SHANNON-WEAVER'S MODEL OF COMMUNICATION



MAIN ELEMENTS FOR AN EFFECTIVE COMMUNICATION

- The medium through which the communication takes place
- The subject matter and message
- The person to whom information is addressed



COMMUNICATION OBJECTIVE

- To understand the ethically sustainable and scientifically valid use of animals.
- If the second cannot be justified, then the first cannot be defended!
- Don 't refer to past achievements. The present and the future matter.

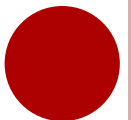


HINTS FOR LABORATORY ANIMAL COMMUNICATION

- Great mistrust and
- Conflict of interest between different stakeholders
- Personal security of researchers
- Illegal activities of animal rights extremists
- Commercial confidentiality



- Reluctance to share information



WHY IS A COMMUNICATION STRATEGY NECESSARY?

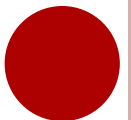
Because a good strategy needs to:

- 1) Inform with accurate data
- 2) Control the distribution of false information
- 3) Change behaviour towards researchers and other involved
- 4) Influence those who form public opinion
- 5) Provoke response from recipients
- 6) Change attitudes and provoke fruitful thinking
- 7) Encourage best practice.



WHAT DOES THE STRATEGY WISH TO ACHIEVE?

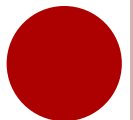
- Create a culture of care
- Help staff and researchers show this out
- Support good animal welfare and science
- Promote public understanding of the ethification and scientific use of animals



WHO PROVIDES INFORMATION?

- Researchers
- Heads of Units
- People who have no access to data
- Third parties
- Unreliable persons

- CAUTION: knowledge of the interests and agenda of those who provide information is very important. A hidden agenda is worse than no agenda!

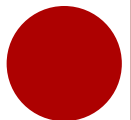


SENTIMENTAL APPROACH

- If you wish to win feelings rather than arguments, you might lack objective evidence.
- Evidence, proper language and target images form our tools.

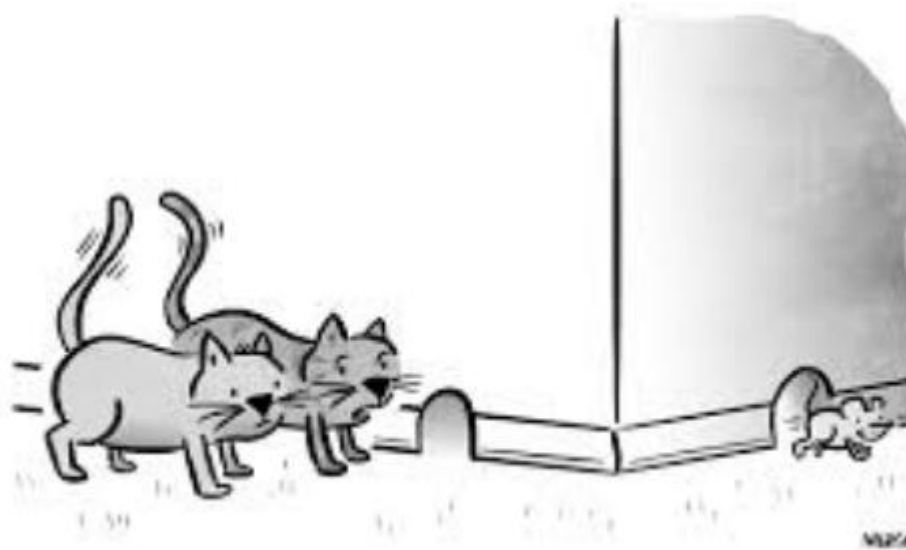
People who do not critically evaluate information:

- May not appreciate the need for such evaluation
- Will not estimate the risk of considering one point of view
- May form their opinion on highly emotional and less factual material



MAIN ACCURATE SOURCES OF DATA

- Scientific community
- Funding bodies
- Regulatory and competent authorities

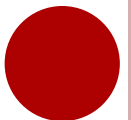


"According to our current predictive analytics solution, the mouse should be exiting from this hole in 3... 2... 1..." #betterdata



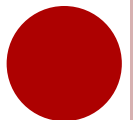
CHOICE OF PEOPLE

- Experts or representatives of authorities are not always the best persons to communicate
- In some cases a celebrity might be more effective than someone with a technical background
- Our behaviours are not always rational



WHAT INFORMATION WILL BE PROVIDED?

- Broad spectrum of views on laboratory animal science. Their validity might be questioned, but never their strength.
- Access to the same data, does not preclude the formation of the same opinion.
- Human interest stories are preferable to long technical descriptions of impersonal data.
- First hand data is preferable, since other sources are less selectively gathered, may be distorted, useful parameters ignored and editors might have further excluded data.
- Reliance is better by those who published the data!

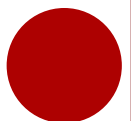


MEANS OF COMMUNICATION OF INFORMATION

- **Internet:** Definitely an active means of communication
- User-friendly design of webpages with useful information
- Search engines- easy to find
- Communication networks
- Social media



- Attention: Many webpages are updated without prior notice!



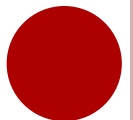
MEANS OF COMMUNICATION OF INFORMATION

- **Mass media**
- **Face-to-face meetings,**
- **presentations, discussion groups in small audiences**
- **Written reports, peer reviewed publications**
- **Prepare in advance!**
- **“Make friends before you need them..” since you have no editorial control on what is published**



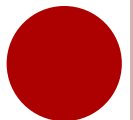
EXAMPLES OF COMMUNICATION FROM REGULATORS

- EU messages:
- Animal welfare is important
- The use of animals for scientific purposes is necessary
- The use of animals for scientific purposes must include the use of 3R's
- Actions must be taken to develop alternative methods
- Ethical justification is necessary for animal welfare



KEY DOCUMENTS FOR THE PUBLICATION OF COMMUNICATION STRATEGY ON THE WEB

- ⦿ Technical reports, scientific opinions, expert texts
- ⦿ References in media and newsletters
- ⦿ Questions in the Parliament
- ⦿ Official consultations
- ⦿ Studies on the impact of animal experiments to our life
- ⦿ **IMPORTANT:** Pay attention to mass media and forwarded e-mails!



INFO FROM THE GREEK MINISTRY OF RURAL DEVELOPMENT AND FOOD

- <http://www.minagric.gr/index.php/el/for-citizen-2/zoagiaepistimones>

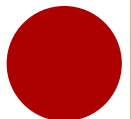
Βρίσκεστε εδώ: Πολίτης Ζώα για Επιστημονικούς σκοπούς

Ζώα για Επιστημονικούς σκοπούς



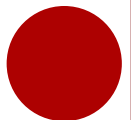
Εθνική Επιτροπή για την ευζωία των ζώων που χρησιμοποιούνται για επιστημονικούς σκοπούς

- Υπόδειγμα αίτησης αδειοδότησης πρωτοκόλλου
- Υπόδειγμα έκθεσης αναδρομικής αξιολόγησης
- Υπόδειγμα μη τεχνικής περίληψης πρωτοκόλλου
- Στατιστικές πληροφορίες σχετικά με τη χρήση ζώων εργαστηρίου σε διαδικασίες στην Ελλάδα για το έτος 2016
- Στατιστικές πληροφορίες σχετικά με τη χρήση ζώων εργαστηρίου σε διαδικασίες στην Ελλάδα για το έτος 2015
- Στατιστικές πληροφορίες σχετικά με τη χρήση ζώων εργαστηρίου σε διαδικασίες στην Ελλάδα για το έτος 2014
- Οδηγία 2010/63/EK του Ευρωπαϊκού Κοινοβουλίου και του Συμβουλίου της 22ας Σεπτεμβρίου 2010 περί προστασίας των ζώων που χρησιμοποιούνται για επιστημονικούς σκοπούς (Κείμενο που παρουσιάζει ενδιαφέρον για τον ΕΟΧ)



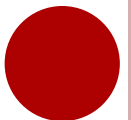
FUNDING BODIES' MESSAGES

- Animal research is funded for the benefit of societies
- Funded work is published in peer reviewed journals
- Areas or research priorities of the body
- Process and criteria for funding
- Assurances that legal requirements and ethical rules are applied
- Scientific validity is assured
- Animal welfare is assured



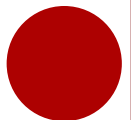
INDUSTRY' S MESSAGES

- The development of alternative methods is highlighted
- Work on the 3R's is highlighted
- Funding of public sector relevant work is highlighted
- Individual companies or trade associations perform the communication strategy
- Professional well resourced
- Sometimes lobbying purposes



USER ESTABLISHMENTS' MESSAGES

- Animal use is essential
- Local information
- Individual work and presentation of scientists
- Area of research
- Less promotion of animal use
- Risk of overestimating or underestimating the results of research (high expectations for patients)
- Attention to peer reviews sections of discussion: unresolved questions may be used by opponents to the use of animals



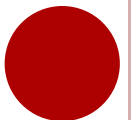
NGO'S MESSAGES

- Local actions
- Media
- Webpages
- Short messages
- Videos
- Flyers
- Mass mailings
- Access to politicians
- Access to journalists
- Messages are black or white, right or wrong



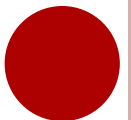
MEDIA'S MESSAGES

- Lack of scientific evidence
- News stories
- Broadcast
- Newspapers (Sunday)
- Internet blog
- Animal use is bad news....no medical progress but medical failure
- Point of view only, no facts



GOOD ASPECTS

- Media coverage can also help with raising additional funding for research, attracting offers of consultancy work and/or promoting the name of your institution.
- Attention from the media can also raise the public profile
- Creative discussions with qualified journalists
- Press releases convince people that something new has taken place.





National Centre
for the Replacement
Refinement & Reduction
of Animals in Research

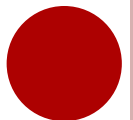
The ARRIVE Guidelines

Animal Research: Reporting of *In Vivo* Experiments



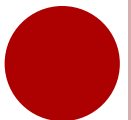
THE GUIDELINES ARE INTENDED TO:

- Improve reporting of research using animals.
- Guide authors as to the essential information to include in a manuscript, and not be absolutely prescriptive.
- Report a wide range of research areas and experimental protocols.
- Promote reproducible, transparent, accurate, comprehensive, concise, logically ordered, well written manuscripts.
- Improve the communication of the research findings to the broader scientific community.



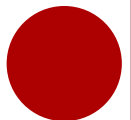
WHO ARE THE GUIDELINES AIMED AT?

- Novice and experienced authors
- Journal editors
- Peer reviewers
- Funding bodies



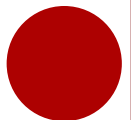
INPUT OF THE DIRECTIVE 2010/63/EC TO THE DISSEMINATION OF INFORMATION

- Recital 41 of the Directive:
- “To ensure that the public is informed, it is important that objective information concerning projects using live animals is made publicly available. This should not violate proprietary rights or expose confidential information. Therefore, users should provide anonymous non-technical summaries of those projects, which Member States should publish. The published details should not breach the anonymity of the users.”



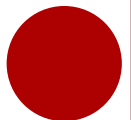
ARTICLE 43 OF THE DIRECTIVE 2010/63/EC (1)

- “1. Subject to safeguarding intellectual property and confidential information, the non-technical project summary shall provide the following:
- (a) information on the objectives of the project, including the predicted harm and benefits and the number and types of animals to be used;
- (b) a demonstration of compliance with the requirement of replacement, reduction and refinement.
- The non-technical project summary shall be anonymous and shall not contain the names and addresses of the user and its personnel.



ARTICLE 43 OF THE DIRECTIVE 2010/63/EC (2)

- 2. Member States may require the non-technical project summary to specify whether a project is to undergo a retrospective assessment and by what deadline. In such a case, Member States shall ensure that the non-technical project summary is updated with the results of any retrospective assessment.
- 3. Member States shall publish the non-technical project summaries of authorised projects and any updates thereto.

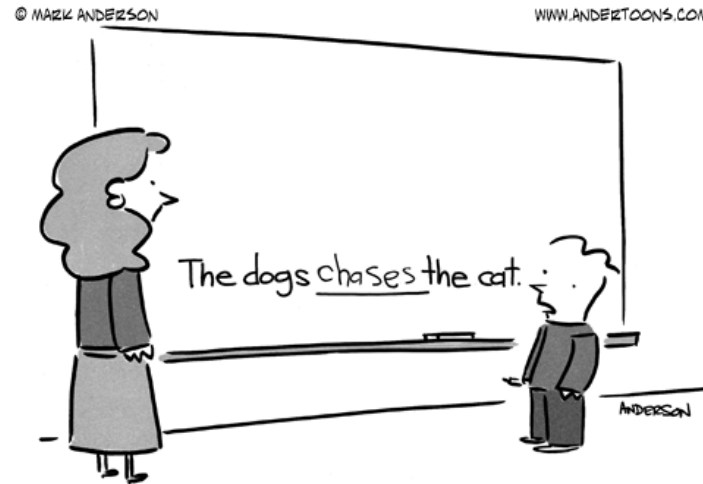


NON TECHNICAL SUMMARIES (1)

- Maximum length 500 words
- Template available
- Language easily understood by the public
- After retrospective review



- Keep records for 5 years

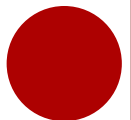


"Or maybe I'm the bold new voice of my generation."



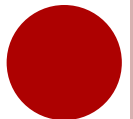
NON TECHNICAL SUMMARIES (2)

- Should be published preferably to the MS or NCP webpage
- <http://anilab.decentral.minagric.gr/index.php/el/legislation-news-gr/non-technical-abstracts-gr>
- Should be accessible for 5 years after the completion of a project
- Should be accessible for 5 years after their amendment following a retrospective assessment (optional for MS – in Greece it is not obligatory, but rather up to the researcher)



NON TECHNICAL SUMMARIES (3)

- NTS are a necessary part of the project evaluation process.
- Project is not authorised if the NTS is not satisfactory
- The AWB and the Designated Veterinarian might assist in its formation.
- National Committees might be helpful in checking the consistency of complex NTSs.



NON TECHNICAL SUMMARIES (4)

- Anonymous
- Confidential information must be respected – responsibility of the researcher
- Meaningful and consistent information should be given, otherwise public might react adversely.
- Consistent with the harm benefit analysis of the project license application

www.google.com



AN EXAMPLE

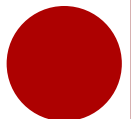
Annex II An illustrative example of a completed Non-Technical Summary

Project Title	Understanding bone marrow failure in leukaemia		
Duration of Project	Five years		
Key Words (maximum of 5)	Tumour ; leukaemia; chemotherapy; radiation		
Purpose of Project (as in Article 5)	Basic research		No
	Translational and applied research	Yes	
	Regulatory use and routine production		No
	Protection of the natural environment in the interests of the health or welfare of human beings or animals		No
	Preservation of species		No
	Higher education or training		No
	Forensic enquiries		No
	Maintenance of colonies of genetically altered animals, not used in other procedures		No
Describe the Objectives of the Project (e.g the scientific unknowns or scientific or, clinical needs being addressed)	<p>Leukaemia is a cancer of the bone marrow. Treatment of adults with leukaemia is unsatisfactory with a minority being cured of their disease. For one of the most common types of adult leukaemia, called acute myeloid leukaemia, the majority of patients die from the disease despite chemotherapy. One particular problem with leukaemia is that it appears to go away completely but actually relapses after treatment has ended. This may be due to the survival of a few tough leukaemia cells (leukaemic stem cells) which grow again. We will study how leukaemia cells dominate the bone marrow and cause it to stop producing normal blood cells such as red blood cells (that carry oxygen round the body) or white blood cells (that fight infection). Mice with deficiencies in their immune system will be used, following transplantation with human leukaemic cells, to assess the effects of new drugs. Although assessment in cells in test-tubes will provide some information, it is necessary to follow the effects over a longer time period in an animal to ensure all the leukaemic cells have been killed and that relapses do not occur</p>		



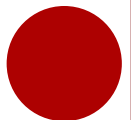
AN EXAMPLE

What are the potential benefits likely to derive from this Project (how science could be advanced or humans or animals could benefit from the project) ?	The overall aim of the work is to improve our understanding of leukaemia and to develop improved treatments for patients, in particular to prevent relapses. Drugs against acute myeloid leukaemia were discovered in the 1960s. No new drugs have been discovered since then that are more effective. New approaches to developing drugs are required.
What species and approximate numbers of animals are expected to be used ?	Up to 5000 mice over a period of 5 years.
In the context of what is being done to the animals, what are the expected adverse effects on the animals, the likely/expected level of severity and the fate of the animals?	Leukaemia is induced by transplanting leukemic bone marrow cells by intravenous injection to animals after depletion of their own bone marrow by chemotherapy or radiation. This is expected to cause Moderate clinical effects, the main effects being tiredness and reduced appetite for about a week. Animals will be humanely killed at the end of the study.
Application of the 3Rs	
1. Replacement State why animals need to be used and why non-animal alternatives cannot be used	Human leukaemia cells grow poorly and only for short periods (a few days) once taken out of a living body and maintained in cell culture systems. This prevents us from studying anything but short term effects in the test tube. Given that leukaemias take weeks to months to develop, we need other ways to study leukaemia cells. Immunodeficient mice exist that do not reject human bone marrow cells. We can transplant human bone marrow cells into these mice. Similarly, we can transplant leukaemia cells into the mice. This allows us to study how the leukaemias grow over several weeks.
2. Reduction Explain how the use of minimum numbers can be assured	Estimated number of animals to be used is based on our current experience of designing these types of studies. Each separate experiment is designed using recognised and statistically sound principles to ensure the scientific validity of the data obtained while using the minimum number of animals. This includes using pilot studies and control groups. We regularly consult an experienced bio-statistician and utilise relevant computer software to predict group sizes and set appropriate levels of statistical confidence. We consult with a biostatistician before conducting each study to ensure that we are using the minimum number of animals to achieve the desired result.
3. Refinement Explain the choice of species and why the animal model(s) used are the most refined, having regard for the scientific objectives Explain the general measures to be taken to minimise welfare costs (harms) to the animals.	The immune-deficient mice will be kept in a protected environment to reduce the risk of infection. Chemotherapy and radiation treatments will cause some adverse effects. Doses are calculated to minimise these, consistent with the scientific objectives. If animals get infections or become seriously ill they will be humanely killed.



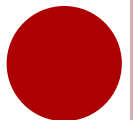
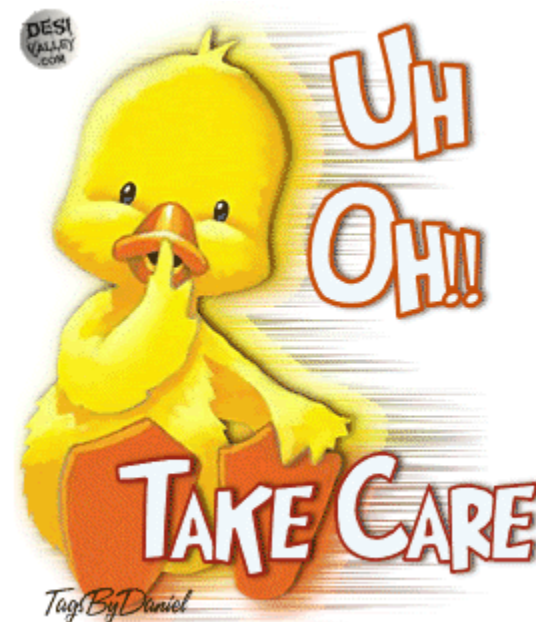
HINTS ABOUT NON-TECHNICAL SUMMARIES

- Proposal for their publication in an EU rather than national website (search with keywords is preferable)
- Proposal for joint publications
- Proposal for the reference of already achieved outcomes in cases of project renewals
- NTS may be updated if needed after a major amendment of a project



CAUTIONS ABOUT NON TECHNICAL SUMMARIES

- Potential traceability of projects back to establishments
- Language of NTS: mother tongue or English?
- Over- simplification of language might reduce the scope of the publication



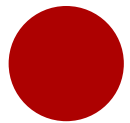
Declaration on Openness on Animal Research

The life sciences sector is at the forefront of developing ground breaking treatments and cures which transform the lives of humans and animals. To do this we need to increase understanding of normal biological functions and disease. Where possible, we use cells grown in a lab, computer models and human volunteers. When this isn't possible, research may involve animals. When we need to use animals, we strive to reduce the number needed, and seek to develop viable alternatives.

Public acceptance of the use of animals in research has been strong over the last decade. Public scrutiny has also played an essential role in building the world-leading ethical framework that supports our research and ensures it meets the highest welfare standards, only using animals where no alternative exists.

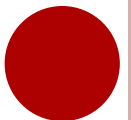
Confidence in our research rests on the scientific community embracing an open approach and taking part in an ongoing conversation about why and how animals are used in research and the benefits of this. We need to continue to develop open dialogue between the research community and the public.

We, the undersigned, commit to work together to establish a Concordat that will develop principles of openness, practical steps and measurable objectives which will underpin a more transparent approach to animal research.



CONCLUSIONS

- It does not matter how nice story you have to tell:
- Without a planned communications strategy it won't be communicated.
- Poorly executed communication strategy will damage the message
- Always have alternative ways to send the message

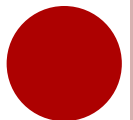


CONCLUSIONS

- It does not matter how problematic or wrong the points of the other side might be:
- Those who apply the best communications strategies will be the leaders.
- Pay attention to the disinterested parties.



"That's right! Take refuge in logical argument!"



THANK YOU!



PIMP.MYYEARBOOK.COM

