

## A LANGUAGE AND MESSAGING GUIDE FOR SCIENTISTS DISCUSSING HUMANE, RESPONSIBLE ANIMAL RESEARCH

1. Whenever possible, the expression animal research should be preceded by the descriptive adjectives: **humane, responsible**. Unless you are discussing a rare instance of non-compliance in animal care, or historical research that preceded modern animal care techniques, this is almost always appropriate.
2. Whenever possible, discuss your **need** for animals, or your **study** of animals as opposed to your **use** of animals. Avoid the phrase “research **on** animals” in favor of “working **with** animals.”
3. The notion that there is **an essential need** for humane, responsible animal research should be reinforced as often as possible.
4. Avoid the words experiment, experimenting and experimentation. The anti-research movement prefers these words because they can have a sinister connotation.
5. Under no circumstances should you repeat the word torture - even if you are accused of it. Animal research is conducted according to humane and responsible standards – it is not a sadistic practice. As a general rule, do not repeat any language used in a false and inflammatory accusation against you.
6. Do not use the words vivisection or anti-vivisection. Vivisector is a label that animal activists use to make researchers sound cruel and sinister. Vivisection, in fact, is simply an experimental surgery on a living being.
7. When describing researchers and scientists who study animals, don’t hesitate to use a possessive pronoun, for example, researchers take good care of **our** animals or researchers take good care of **their** animals versus researchers take good care of **the** animals.
8. Remember that our goal is to promote public **understanding, respect, and appreciation** for humane, responsible animal research in order to build public acceptance and support for the practice. Our goal is not to promote animal research per se. The difference is very significant and distinguishes scientists and researchers from commercial interests.
9. Promote the fact that **veterinary health and medicine** is advanced along with **human health and medicine** through humane, responsible animal research.
10. Avoid medical and scientific jargon as well as technical explanations of complex scientific concepts

11. Although we **defend the need** for humane, responsible animal research, it is important not to sound **defensive**.
12. Do not deny the fact that some humane, responsible animal research is not pretty! Compare it to the distress of a child living with a chronic or fatal illness. Stress the care and comfort of our animals.
13. When discussing **alternatives**, be sure to stress that non-animal research methods, including computer models and *in vitro* research, are **adjuncts** that **supplement** research and discovery. **As yet, there is no complete alternative to humane, responsible animal research.**
14. When discussing anti-research forces, refer, when necessary to the **animal rights movement**, but instead of referring to its members as animal rights activists, refer to them simply as **animal activists** or, if appropriate **animal extremists**. This is because animals don't have rights. Animals have legal protections, which is quite different. As the term "animal rights" becomes part of our everyday lexicon, the notion that animals do have legal rights will permeate the American consciousness.
15. Biomedical research and discovery is not a dirty secret that needs to be kept from the world. The story of humane, responsible animal research can be told with confidence, pride and dignity for it is a good news story of medical progress, lives saved and hope for the future.

Prepared by: Donna Marie Artuso  
For: Coalition for Animal Research Education  
January 29, 2007