

TELEVISION

#BOARD22

**16
JUNE
2022**
2nd edition

 **BEOPEN**
ANIMAL RESEARCH DAY

Q&A

1

Does my institution or myself risk becoming a target of activists if we are open about animal research?



While activist groups still target institutions and scientists, they are much less likely to focus on institutions that are open about their research activities. Commonly, activists prefer to target institutions that are secretive about their research, as it is easier to demonstrate that they have something to hide. Those institutions that explain their use of animals in research have already demonstrated a compelling case and have shown they are willing to talk about the subject openly – which often means activists would prefer to move on other ‘softer’ targets.

#BOARD22 is a way that the entire global biomedical community can come together to show the different ways it is addressing the issue of openness. It is an ideal way for institutions that are taking early steps in transparency to come forward and for those experienced in openness to showcase their communications efforts.

EARA encourages all its member organisations to be open and transparent about their use of animals in research and advises them on how to improve their communications and set a long-term strategy. The experience of our members is that being open has not caused problems and has been of positive benefit to their institution.

Q&A

2

What is the evidence that being open about the use of animals in research works?



As mentioned above, taking a proactive role in communications will already put your institution in a stronger position to deal with any comment or criticism. It also means that publicly available information on your website, or social media, answers many of the questions that the press or other influencers might have about your research. Your institution can refer to this information quickly and simply as the basis of any response, while you can take more time to deal with anything new or specific questions that arise.

In Europe, institutions in countries such as Belgium, France, Germany, Netherlands, Portugal, Spain and the United Kingdom have taken a proactive approach on communicating about their animal studies, by signing Transparency Agreements and have seen the balance of positive/negative press alter as a result. Outside Europe, the New Zealand biomedical community also made a commitment to openness about animal research. While in Australia, Canada and the USA, efforts are being made to follow the same example.

Currently, over 400 institutions are part of transparency and openness initiatives. By being open you avoid the defensive posture that has dominated communications on this issue. It also means that the wider biomedical community is ready to come to provide support to any institution, within their network, at short notice on social media.

Q&A

3

What was the impact of the first ever 24-hour social media campaign Get on #BOARD21?



The global biomedical community came together on 1 July, 2021, for the first-ever 24-hour “Be Open about Animal Research Day”, co-ordinated by EARA, to raise awareness about research and the use of animals. With support from over 1,000 biomedical institutions across the world from Africa, Antarctica, Asia, Europe, and Oceania to North and South America, the social media campaign (#BOARD21) was viewed more than 5 million times.

85 partner institutions provided case studies, reports and statements, on why the sector should be transparent about animal research, including 27 recorded videos published on YouTube from Belgium, Brazil, France, Germany, Italy, Netherlands, Philippines, Poland, Portugal, Spain, UK, and the USA.

Only one institution in Belgium had any negative comment for an individual activist and EARA provided support on the day to help counteract this.

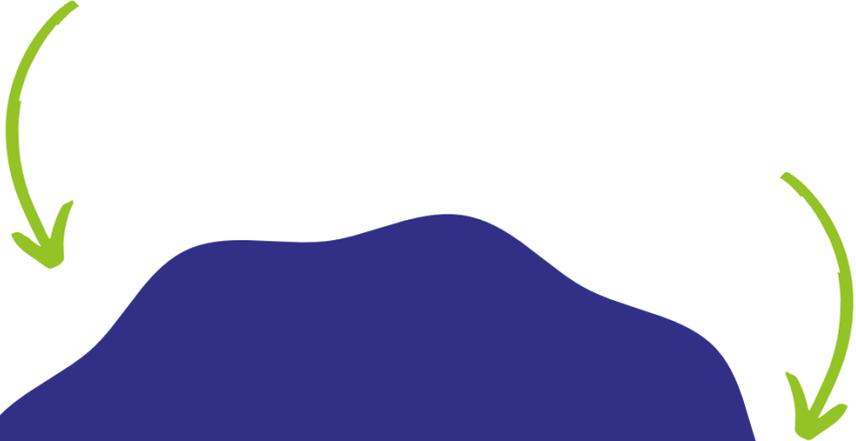
Q&A

5 Timelines & Contact details

- **Registration deadline:** ~~Friday, 29 April~~ → Friday, 6 May 2022. Enrol [here](#)
- **Send material deadline:** ~~Friday, 6 May~~ → Friday, 13 May 2022
- **Day of the campaign:** Thursday, 16 June 2022

Visit our [website](#) for more information. Or contact:

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Two green curved arrows point from the text in the list above towards the 'DEADLINE EXTENDED' text. One arrow points from the registration deadline line, and the other points from the send material deadline line.

**DEADLINE
EXTENDED**