

Quarterly Update

UAR has launched a new activism monitoring service with Horus Security, the details are below. We are looking forward to seeing you at our Annual Meeting on the afternoon of Thursday 30 June where we'll discuss this and the many other aspects of our work.

A new activism monitoring service from UAR



We have partnered with Horus Security Consultancy Ltd to launch a new service for our members, providing a weekly bulletin on animal rights activism in the UK. We have introduced this service in response to the termination of the Support4RS monitoring reports that many of our members subscribed to.

The weekly report covers recent animal rights activities and events, and alerts readers to forthcoming protests and campaigns. In addition to the weekly bulletin, alerts will be sent to subscribers if a protest or campaigning event is identified as happening before the next weekly report. We are also developing an online portal resource with further information on campaign groups and how to deal with physical protests at your site. Advice on dealing with social media campaigns and freedom of information requests is also available to UAR members.

A further aspect of our new service is discounted access to pre-employment screens from Agenda Screening Services. These include checks against Agenda's Animal Rights Connections database

and Open Source Intelligence screening - checks of candidates' social media accounts and any mentions in media coverage. We are able to offer a 20% discount to UAR member organisations who subscribe to our new activism monitoring service.

Subscribers will also be able to access support and advice from senior security specialists if they have concerns about upcoming demonstrations or campaigns. We would like to thank Horus and Agenda for partnering with us to support our members.

For more information about the new service, please contact Wendy wjarrett@uar.org.uk or Hannah hhobson@uar.org.uk

Annual Meeting 30 June 2022

We are looking forward to seeing you at our Annual Meeting on the afternoon of Thursday 30 June. After two years of holding the meeting via Zoom, we are delighted to be able to meet in person again and round off the event with some drinks and nibbles.

As always, the Annual Meeting will include formal matters such as signing off the Annual Report and Accounts, and electing new members of Council, as well as updates on our activities and opportunities to share your thoughts about our work. You should have received an invitation to the meeting by now, but if you haven't and you would like to attend, please contact Agnes at office@uar.org.uk

UAR UK Animal Research Group

Our UK Animal Research Group has met twice to discuss issues that affect the operating environment for animal research in this country. The recent increase in animal rights activism has

been the most urgent concern and we continue to support MBR Acres staff as they face daily harassment from Camp Beagle, highlighting to civil servants, ministers and the police that the protests are far from peaceful and risk hampering medical progress in the UK.

Other issues that we have highlighted following the UK ARG meetings are the future use of non-human primates in research, the Home Office's policy on answering Freedom of Information requests and the new Policy Unit within the Home Office.

If you are interested in joining the UK ARG, please contact Wendy wjarrett@uar.org.uk or Chris cmagee@uar.org.uk

Presentations

We are starting to attend meetings and present UAR's work in person again. Wendy spoke at the IAT Congress in March about the changing tactics of animal rights protestors and the changes in the ways that our sector is countering them. She also travelled to the US to take part in the 2022 Simian Collective meeting of researchers using non-human primates in neuroscience. The meeting covered advances in our understanding of the brain, as well as presenting patient perspectives, discussing the ethics of animal research and a roundtable on public education and outreach which Wendy took part in, together with colleagues from Americans for Medical Progress, the Foundation for Biomedical Research and Speaking of Research.

John and Bella presented a new workshop on framing communications. Framing is an important aspect of communicating about polarised issues, which encourages thinking about ours and other's values, and how they affect what we believe to be self-evident and true. Our introduction to creating frames and metaphors dives a little deeper than usual into thinking about how metaphorical language used to describe research using animals relates to people's existing values so that they 'see' it differently. Feedback from the workshop was excellent, and we look forward to delivering similar sessions in the future.

FELASA 2022

The 2022 FELASA Congress will take place in Marseille, France from the 13 to 16 June. The UAR team will attend the meeting and will be running three workshops, plus speaking in session, each on different days of the Congress.

On Monday 13 June, Richard Scrase and Hannah Hobson will deliver a short format of their workshop 'Filming with your Smartphone' to

give participants an overview of the importance of visual storytelling to support transparency and communication, especially on social media. The session will include key information about smartphone settings and advice about free and cheap software for Android and Apple phones, as well as video editing software to create a finished film.

On Wednesday 15 June UAR's CEO, Wendy Jarrett, will be presenting as part of the session on Moving Towards Openness on Animal Research: How National Transparency Agreements Are Transforming the Conversation with the European Public, talking about the role of the UAR Concordat on Openness on Animal Research, as a leader of change, providing impetus and support for further Transparency Agreements.

Wednesday 15 June is also Tech-Day, a new initiative for FELASA to encourage greater participation by animal technicians, who can learn new skills to develop practices in their own facilities. As part of Tech-Day Bella Williams (UAR) will join Keith Davies (KD-Consulting) and Penny Hawkins (RSPCA) to deliver the Technicians' Care and Compassion Toolkit, a new workshop aimed at providing deep discussion, shared thinking and some practical skills to support care and emotion-work among animal technicians, at a time when many have been deeply affected by the COVID-19 pandemic.

On Thursday 16 June, Bella Williams and John Meredith will present their popular Public (& Friends and Family) Engagement with Animal Research, which provides participants with the chance to prepare key skills for communicating on animal research, and to prepare for some of the trickier questions they are likely to encounter in their conversations.

If you are attending FELASA 2022, the UAR team hope to see you in one of our sessions, in the exhibition or out in Marseilles at one of the Congress events.

Concordat Signatories' Workshop

On the afternoon of Thursday 12 May 2022, Concordat signatories met for their first in-person workshop since 2019. The discussion theme was: Openness and the 'new normal'. What has changed? What is different? How does that affect our engagement practices?

We were thrilled that Rachael Buchanan, previously a senior health and science journalist at the BBC and now freelance science content and communications advisor, spoke about her time



producing the BBC's biggest animal research stories alongside Medical Editor, Fergus Walsh.

Drawing on her extensive experience Rachael spoke about how challenging it was to produce animal research stories in the early 2000s, a time when animal rights extremism was at its worst and not many scientists were speaking out about their work. In a UK first, Rachael and Fergus worked with predecessor organisation, the Research Defence Society, over a turbulent three-month period to produce a story from inside a monkey facility. The film featured Parkinson's patient Mike Robbins turning his Deep Brain Stimulation system off and on again, demonstrating the impact of animal research on patients.

Rachael's persistent work in covering animal research stories, with factual and balanced reporting, helped to win over sceptics within the research sector and played a considerable role in paving the way for today's climate of openness.

During the event we also heard from a number of Concordat signatories about how their projects are leading examples of openness. Colleagues from The Francis Crick Institute spoke about their extensive public engagement programme, which includes a public exhibition about cancer research that features videos of animal research discussions. The Crick's activities naturally took a dip during the COVID-19 pandemic, but they were able to pivot and produce a lot of content digitally.

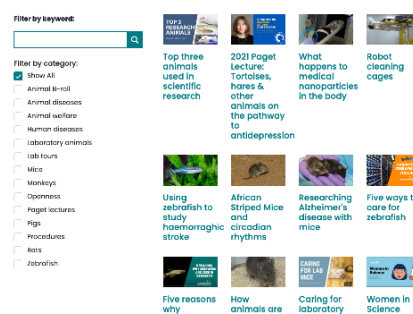
The Pirbright Institute has an extensive internal engagement programme and all staff, whether they work with animals or not, are provided with many opportunities to learn about the Institute's animal research. All new starts are required to complete a training programme that includes a mandatory module on the Institute's animal research, and more information is available via the intranet. For the first time in its history, Pirbright has become a regular location for animal rights protests, but the Institute has taken an open approach to how it

responds to these activities.

We also heard from Agenda Life Sciences who created a series of publicly accessible vlogs to document the renovation of its Discovery Park facility. The videos, available on YouTube and Agenda's website, showcase how the animals are looked after, how the facility operates and maintains its biosecurity, and how the research is regulated. Agenda spoke about the importance of educating everyone at the organisation on openness and working with diverse teams to create impactful projects.

UAR's new website

UAR's new website is faster and now has category searching in the resource libraries.



UAR's main website has been rebuilt on a new content management system (CMS). The look of the website has changed a little but more

importantly the pages will load more quickly and the search results will be better. This is particularly true for the resources library where hundreds of infographics, videos and images are available for download. It has become really important to allow users to sift by category as well as using key word searches.

We are already seeing a reduction in the website 'bounce-rate' as more people find what they want and we hope to see the use of the site increase as our web pages are now even more visible to search engines. If you use our material, please link to our site as this helps improve our position in search results.

We're in a perpetual competition with anti groups to provide information when people search 'animal testing', a competition we can only win with your help. When we last re-built our website, some eight years ago, our website appeared on the first page of a Google search. Since then we've slipped down the ranking. With the new CMS we've now fixed any technical reason that would prevent us moving back up onto the first page. Our challenge now is to maintain a fresh flow of content, with good quality links to organisations like yours.

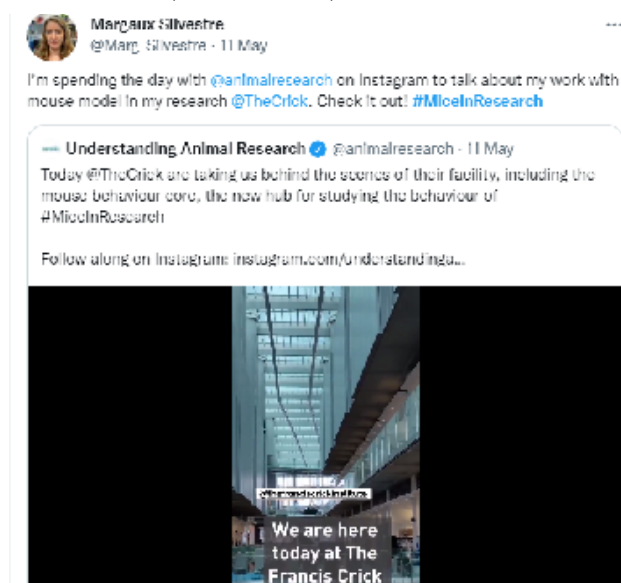
With a website that contains hundreds of pages it is possible some items were lost in the move. If you find an old link that doesn't work or something that

is missing, do let us know at office@uar.org.uk and we will fix it. The old website has been archived so we should be able to find what you need.

#MicelnResearch Social Media Campaign

From the 9 to 13 May 2022, UAR celebrated the 8th anniversary of the Concordat on Openness on Animal Research with the #MicelnResearch social media campaign. Throughout the week, UAR and Concordat signatories shared information about the use of mice in scientific research in Great Britain. We were pleased to see that many Concordat signatories got involved with the campaign on Twitter, Facebook, Instagram, and LinkedIn, by sharing information about their research in mice and explaining why mice are used in research.

Overall between 9 to 13 May, 147 Twitter accounts tweeted using the hashtag #MicelnResearch, a total of 352 tweets included the hashtag, and the campaign garnered a potential reach of up to 2.4 million users (vicinitas.com).



In previous years, the #MicelnResearch event has been confined to Twitter, however, this year we wanted to extend the campaign further by creating content specifically for Instagram. We were delighted to find five different Concordat signatories that were willing to collaborate on an Instagram Stories Takeover on the UAR Instagram account.

With each organisation taking the reins for a day we saw a wealth of fascinating content from The University of Edinburgh, University of Reading, The Francis Crick Institute, MRC Harwell Mary Lyon Centre, and Agenda Life Sciences.

Each of these organisations showed us behind the scenes of their facilities, answered questions for

the general public, and gave fascinating insights into the world of #MicelnResearch that we would not have been able to provide ourselves! You can view all of the stories from the #MicelnResearch Instagram takeovers on the UAR Instagram.

Thank you to all of the Concordat signatories, other organisations and individuals who got involved with the annual Concordat celebration of mice in research.

Working with ICLAS

UAR has embarked on a year-long project with the International Council for Laboratory Animal Science (ICLAS) to support their social media. ICLAS is a global lab animal association that offers training, grants, and other opportunities to its members. UAR will be promoting ICLAS's work via their social media channels so please follow their accounts if you can.

Facebook: @Iclas.international, Twitter: @ICLAS_ LinkedIn: International Council for Laboratory Animal Science - ICLAS

Join the #AnimalStats campaign

The publication of the Home Office's report on the 2021 animal research statistics for Great Britain is will be out at the end of June this year.

As usual, we are planning an openness supporting campaign on the same day as the publication of these statistics. We are working with the ten organisations that carry out the most animal research in the UK to produce a collaborative press release. As part of the press release, we plan to include a list of organisations who have published their 2021 animal statistics in time for the publication of the Home Office's report. The list includes organisations that carry out research as well as those that fund research and have the proportion of their grants that include animals publicly available on their website.

We are also inviting UAR members and Concordat signatories to take part in our annual #AnimalStats social media campaign on the same day as the Home Office's report publication. We hope that you will be able to join us on Twitter to share your animal research statistics. If your organisation does not conduct or fund research, you can get involved by talking about the national animal research statistics and the importance of openness. We will be producing a lot of content for UAR social media, including a website article that you can share, and hope you'll be able to join our campaign by tagging your Tweets with #AnimalStats. For more information, contact Hannah hhobson@uar.org.uk