

UAR RESOURCES TO HELP YOU COMMUNICATE YOUR ANIMAL RESEARCH WITH THE PUBLIC

www.uar.org.uk

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Understanding Animal Research (UAR) is the UK's only animal research advocacy organisation. We explain how and why animals are used in medical, veterinary, and scientific research and encourage the scientific community to be open with the public about their involvement with animal research. We are funded by our members who include universities, professional societies, industry and charities.

The Concordat on Openness on Animal Research in the UK is a publicly accountable pledge where signatories commit to being clear about how, when, and why they use animals in research, to engage with media and the public, and to report annually on their progress. The Concordat was launched in May 2014 and has been signed by more than 130 UK-based organisations.

Our resources are designed to support the life sciences in communicating more effectively around animal

research. They can be used in your external and internal communications to help you explain why the humane and responsible use of animals is essential for the development of new medicines, how the 3Rs are embedded in scientific research, and how research animals are cared for. The resources are designed to ensure your communications contain balanced information around the benefits and harms of animal research. All of our resources are free to use and easily accessible via our website.

UAR workshops and training opportunities
We offer a wide range of workshops and webinars to help you with your animal research communications. Topics include public engagement, science writing for lay audiences, social media, video production, website content, openness case studies, and contemporary policy issues. **Do you want UAR at your next event, or to find out about upcoming workshops?** Please inquire at: office@uar.org.uk



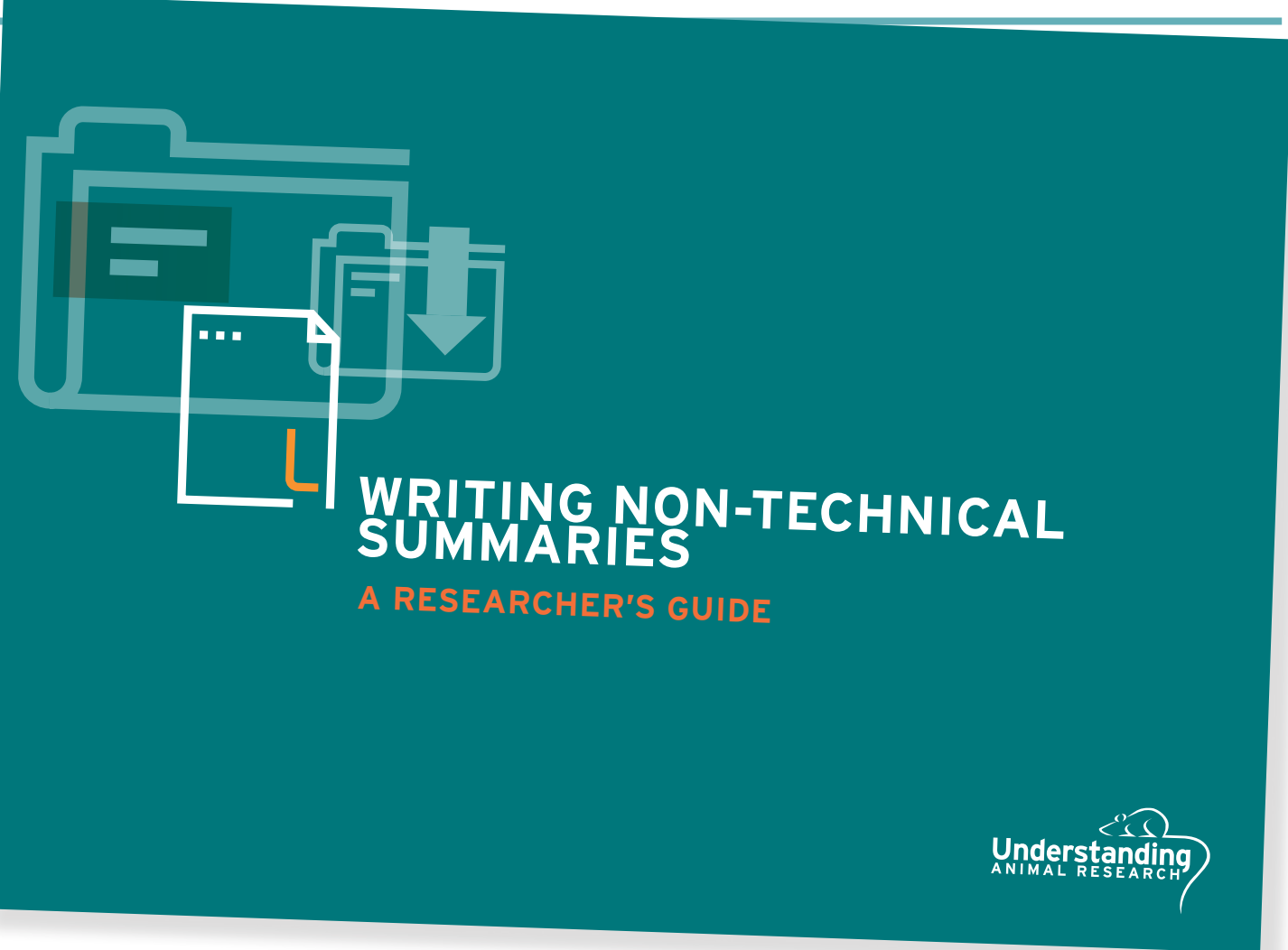
Photo library
Our comprehensive photo library showcases a range of laboratory animals, such as mice, rats, non-human primates, and zebrafish, along with the facilities where they are housed. The images counter misconceptions around the care and treatment of animals by highlighting the reality of animal research conditions. Ideal for use on social media and websites that aim to highlight animal welfare in research settings.



Virtual lab tours
Informative virtual lab tours from five leading UK research institutions: MRC Harwell; The Pirbright Institute; the University of Bristol; the University of Oxford; and the University of Manchester. These tours aim to dispel secrecy around animal research by offering an "access all areas" experience of their facilities. The tours feature interactive 360-degree imagery, allowing visitors to navigate animal rooms, surgical suites, and other key areas. Designed to offer transparency, these tours provide a realistic view of life inside research facilities and how welfare and safety of the animals is prioritised. They include interviews with researchers and technicians who discuss the purpose of their work and the care provided to animals such as mice and monkeys. You can link to these tours from your website and use them as an educational resource for those seeking to learn more about animal research.



Video library
Our video library includes a range of professional short and long-form videos on a variety of subjects including how and why animals are used and how they are cared for in a research setting. These videos include in-depth research case studies from UAR members and easily digestible, social-media-friendly shorts that counter common misconceptions.



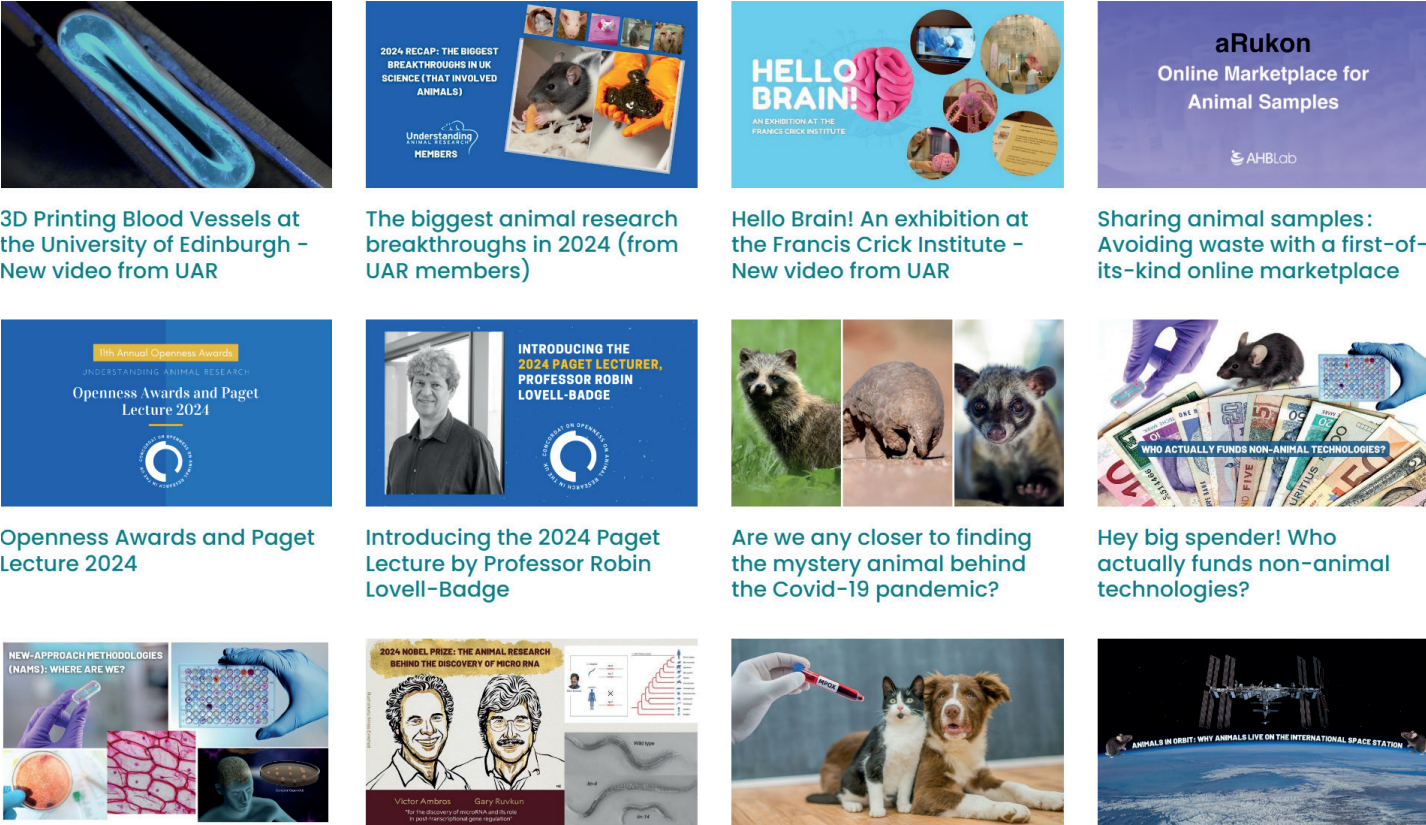
Communication guidance
Our non-technical summary (NTS) guide will help you write about scientific research for the public. Whether you are writing an NTS for a project licence application or developing animal research case studies for your organisation's website, this guide will ensure your writing can be understood by as many people as possible.



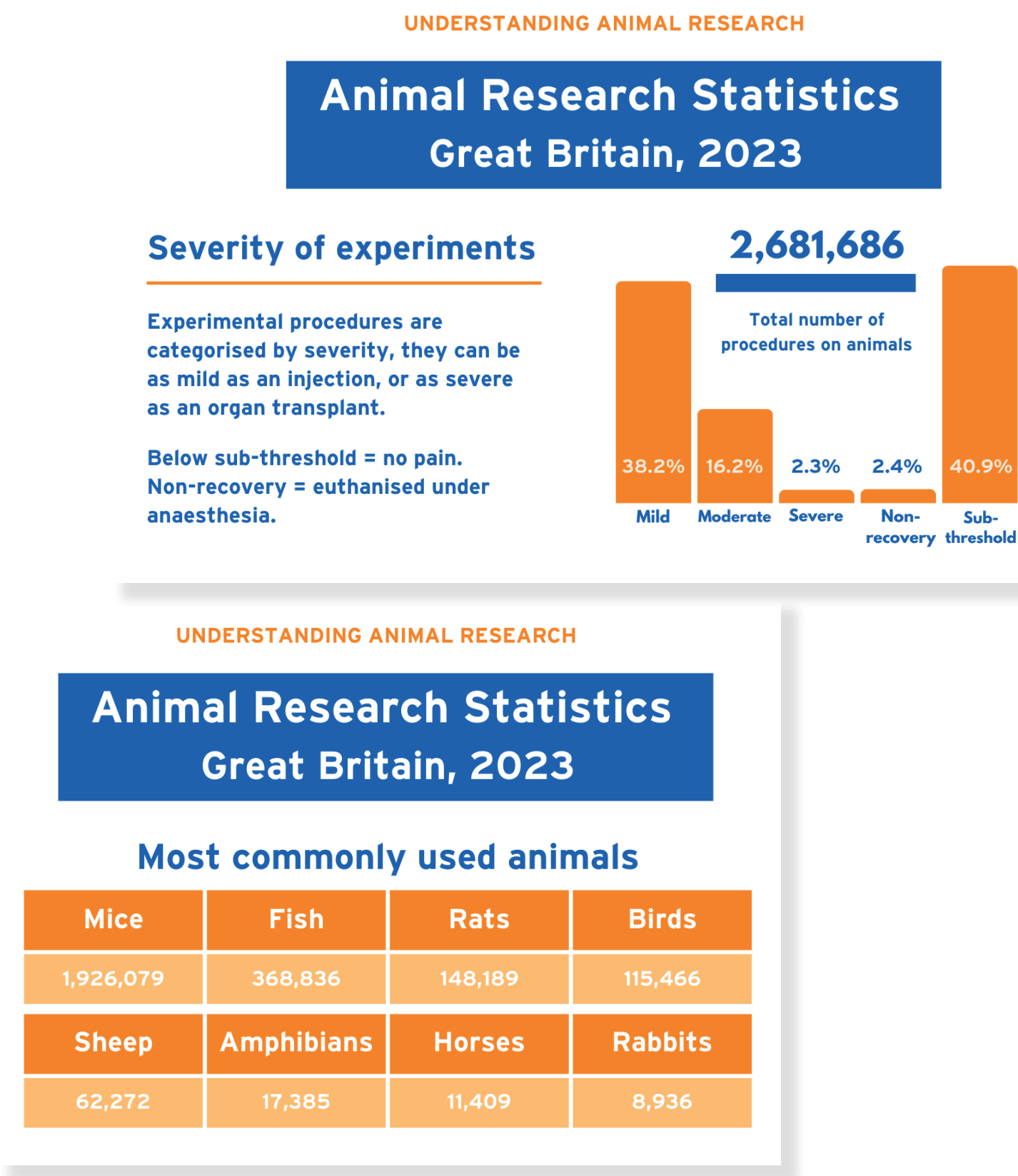
Openness case studies
Concordat signatories commit to enhancing their animal research communications with the public. Case studies and good-practice recommendations in the annual report highlight the impressive work done by signatories to engage with the public, staff, students and journalists. By sharing these examples, we hope to inspire signatories to explore new ideas and take their animal research communications a step further.



Infographic library
Our infographics cover a range of topics such as animal-specific facts, annual animal-use statistics, informative case studies, and common misconceptions. These visually engaging graphics are specifically designed for social media and newsletters to effectively communicate key details to lay audiences.



Article archive
Our web articles stretch back over a decade and provide long-form content on a range of topics including examples of how animal research has aided medical breakthroughs. These articles are perfect to link to and reference when discussing the importance of animal use in your scientific research.



UK animal use statistics
Every year we produce written summaries and infographics on UK animal use statistics. These easy-to-read graphs and tables are perfect for your website and social media to illustrate the types of species used in research, how many procedures take place, and the severity of these experiments.



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