



Understanding Animal Research strategy

2019-2023

Our vision

A time when everyone understands the benefits that animal research brings to science and society.

Our mission

UAR: helping people understand why animals are used in scientific research

This strategy sets out how we will change perceptions about the benefits that animal research brings to science and society. It covers the period 2019 – 2023, though preparation will begin before and projects will continue after that time period, and relates principally to the UK and organisations with a considerable stake in UK bioscience.

We will do this through approaches which complement and support one another.

Our values

Our values underpin the work that the team carries out as UAR. They determine what we work on and the tone we take. The UAR team is committed to:

Openness

- We believe that the use of animals in research should be open and transparent, so that people are able to judge both the costs and benefits freely. We believe that animal research benefits society, but we should keep challenging ourselves to be sure that research is worth the costs, and be realistic about what is involved.

Courage

- UAR is a small organisation with a focused purpose, and we take a courageous position to support our goals. Where necessary, we are free to challenge other organisations and practices in support of our vision (but remain mindful of the constraints placed on organisations that we represent).

Culture of care

- Animal research should be carried out with care and respect for both the animals involved and the people who work with them. The animals are valued as sentient beings and for their contribution to society, and UAR supports organisations to provide them with the care they need. We also support the 3Rs along with recommended best welfare practices and excellence in scientific method that underpin the value of animal research and its relevance to society.

Aims

We will promote information and understanding about the use of animals in research by:

- **Engaging the public**
Fostering greater understanding of the use of animals in scientific research by providing information for the public and facilitating dialogue
- **Sharing ideas**
Encouraging and supporting the scientific community to be open in explaining how and why animals are used in research
- **Shaping a supportive environment**
Working for a supportive and open policy, regulatory and operating environment for the humane use of animals in scientific research

To assess the progress we are making towards our mission, we have also developed a **framework of measures**.

Objectives

Engage the public

UAR:

- Engages new and diverse audiences through resonant messages on new and traditional media.
- Works with groups and individuals that lead thinking in science, medicine and animal welfare, as a basis for a conversation with the wider public.
- Encourages champions and advocates from within and beyond the life-science sector to share UAR's messages proactively.
- Listens and responds to public views on the use of animals in research to inform its messages, attitudes and approaches, so enabling it to support the life-science sector's responsiveness to public perspectives.

Share ideas

UAR:

- Is known as the principal source of expertise in communicating animal research issues to non-specialists, providing a co-ordinated and coherent public voice.
- Is recognised as an initiator and leader in openness and transparency on the use of animals in research, building greater openness in the UK.
- Is valued for providing a supportive service to members that recognises diverse organisational perspectives, and shares current thinking about communicating animal research.

Shape a supportive environment

UAR:

- Fosters engagement between politicians and the animal research sector, with governments and potential leaders understanding the need for animal research and the UK's leadership in both life-science research and laboratory animal welfare worldwide.
- Identifies and addresses key emergent policy issues including Brexit, supply chain and resilience to antivivisection campaigns.
- Strengthens relationships with UK government, UK and European policy organisations and key animal welfare groups, ensuring that our members' voices are heard.