

P&G

When Opposites Attract

Learning from our differences

AVMA Animal Welfare Symposium
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When Opposites Attract: Learning from Our Differences

Outline

- **Dialogue for Progress on Animal Welfare**
- **Exploring and Embracing our Differences**
- **Partnership for Success**



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 - **Respectful Communication**
 - Seek to Understand
 - Common Ground
- Exploring and Embracing our Differences
- Partnership for Success



**Do we really want to make progress
for the Welfare of Animals?**

**... or are we just talking over one
another?**



Respectful Communication

- Listen attentively, share speaking time equitably
- Express strong feelings in ways that promote context and learning
- Seek understanding
 - Avoid persuasion or debate
- Avoid words likely to raise listener's defenses or increase antagonism and misunderstanding, i.e. **"HOT BUTTONS"**

Hot Buttons

(Got a favorite?!)

“Impossible”

“Suffering”

“Animal Rights Terrorists”

“Must Be Scientifically Measurable”

“Animals were needed for every Scientific Advancement”

“Torture”

“Mere Emotionalism”

“The Public just needs to be educated”

“In Europe they.....”

“In the U.S. they.....”

“Cruelty”

“In Australia they.....”

“Irrational”

“Ban all animal use”

“Alternatives already exist for every animal use”

“Impractical”

“Vivisection”



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The Basic Views



Animal Exploitation
(animals are our absolute property)

Animal Liberation
(eliminate all types of animal use)

Animal Use
(animals exist for our responsible use...our needs trump theirs)

Animal Control
(responsible use = enforcement of laws)

Animal Welfare
(duty to ensure animals are treated kindly)

Animal Rights
(intrinsic rights that must be guaranteed)

As derived from Katherine B. Morgan, Community Animal Control, Kansas City, MO

Vectors of Influence on Animal Welfare



Vectors of Perspective on Animal Welfare

- **Experience (family, friends, heritage, Media, encounters with animals)**
- **Emotion (anthropomorphic)**
- **Sentience**
- **Intelligence**
- **Darwinism (Phylogeny)**
- **Religion**
- **Pragmatism**

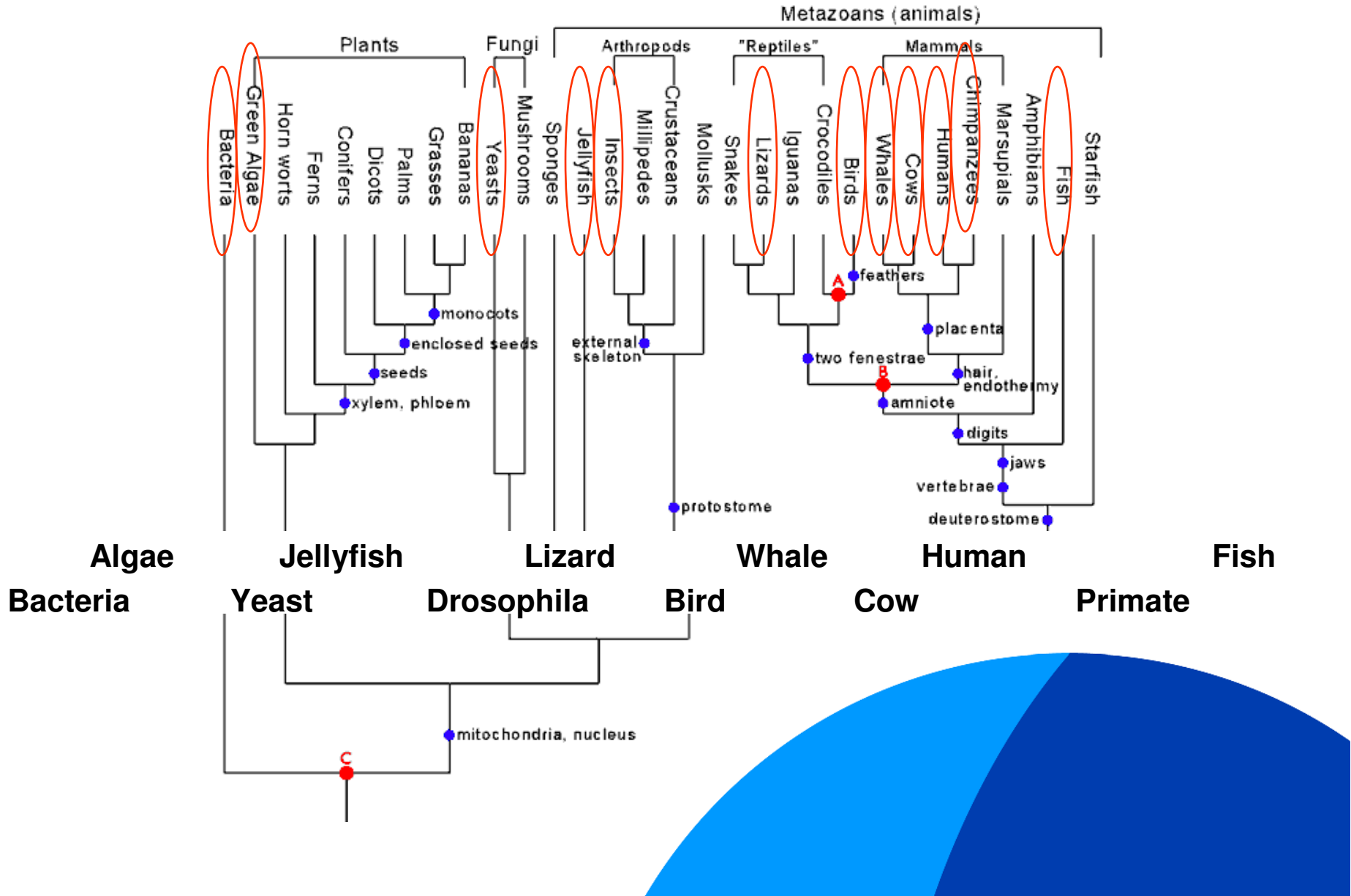


A social experiment...

*... if you were asked to do
biomedical experimentation on
an animal ...?*



Phylogenetic Tree



Phylogenetic Tree



Algae
Bacteria

Jellyfish
Yeast

Lizard
Drosophila

Whale
Bird

Human
Cow

Fish
Primate



Phylogenetic Hierarchy

Human Primate

Whale Cow



Bird Lizard

Fish

Drosophila

Jellyfish

Yeast Algae

Bacteria

“The love for all living creatures is the most noble attribute of man” Charles Darwin



Anthropomorphic Hierarchy

Human Primate



Whale Cow Bird Lizard

Fish Drosophila



Jellyfish Yeast Algae Bacteria

“I like pigs. Dogs look up to us. Cats look down on us. Pigs treat us as equals.” Winston Churchill

“How can you eat anything with eyes?”
Will Kellogg



Judeo-Christian Hierarchy

Human



Primate

Whale

Cow

Bird

Lizard

Fish

Drosophila

Jellyfish

Yeast

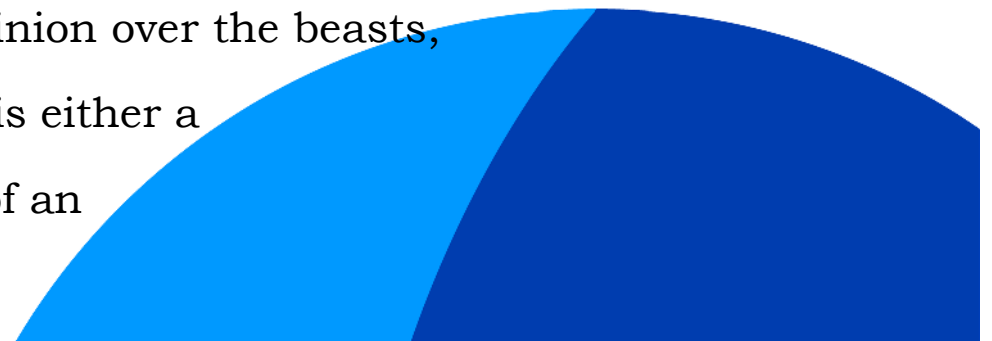
Algae

Bacteria

“For every beast of the forest is mine, the cattle on a thousand hills. I know all the birds of the hills, and all that moves in the field is mine.” Psalm 50:10-12

“Rise Peter, kill and eat.” Acts 10:13

“Man was appointed by God to have dominion over the beasts, and everything a man does to an animal is either a lawful exercise, or a sacrilegious abuse, of an authority by divine right.” C. S. Lewis



Eastern or New Age Hierarchy

Human Primate Whale Cow Bird Lizard Fish Drosophila Jellyfish



Yeast Algae Bacteria

“...whatever happens to the beasts also happens to the man.

All things are connected.” Chief Seattle

“I want to realize brotherhood or identity not merely with the beings called human, but... even with such things as crawl upon earth.”

Mohandas Gandhi



Intelligence Hierarchy

Human

Primate

Whale



Cow

Bird

Lizard

Fish

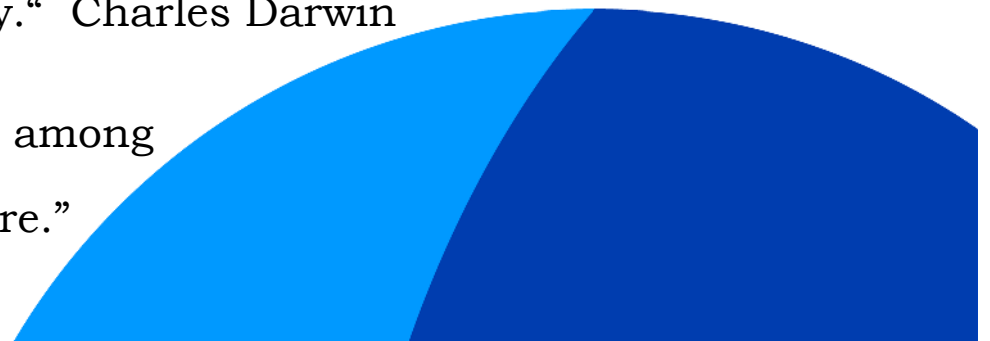
Drosophila Jellyfish

Yeast Algae Bacteria

"There is no fundamental difference between man and the higher animals in their mental faculties... The lower animals, like man, manifestly feel pleasure and pain, happiness, and misery." Charles Darwin

"Man is rated the highest animal, at least among all animals who returned the questionnaire."

Robert Brault



Sentience Hierarchy

Human Primate Whale Cow Bird



Lizard Fish



Drosophila Jellyfish Yeast Algae Bacteria

"If a man aspires towards a righteous life, his first act of abstinence is from injury to animals." Albert Einstein

"The question is not, "Can they reason?" nor, "Can they talk?" but rather, "Can they suffer?""

Jeremy Bentham



Which one describes you?

Human

Primate

Whale

Cow

Bird

Lizard

Fish

Drosophila

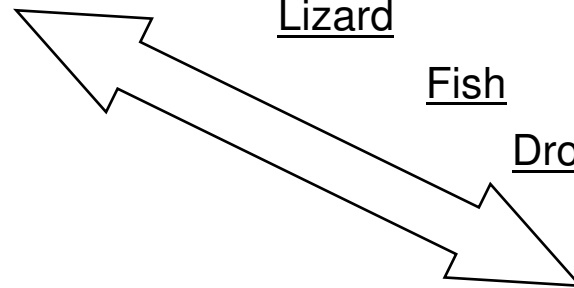
Jellyfish

Yeast

Algae

Bacteria

“Man's highest duty is to protect animals from cruelty.” Emile Zola



“The greatness of a nation and its moral progress can be measured by the way in which its animals are treated.” Mahatma Gandhi



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- Dialogue for Progress on Animal Welfare
- Exploring and Embracing our Differences
 - Sources of difference
 - Multifactorial Perspectives on AW/AA
- **Partnership for Success**
 - **Consumer Products and 3Rs**
 - **Research and Testing Examples**
 - **Reapplication?**



Why Develop Animal Alternatives?

A consumer products perspective

- **Improved predictions for human safety**
 - Mechanistically-based
 - Improved extrapolation
- **Greater efficiency**
 - Earlier decisions during product development
- **Right thing to do**



The 3R's of Animal Alternatives

REFINE: Where animals must be used, measures to minimize the incidence or severity of animal discomfort.

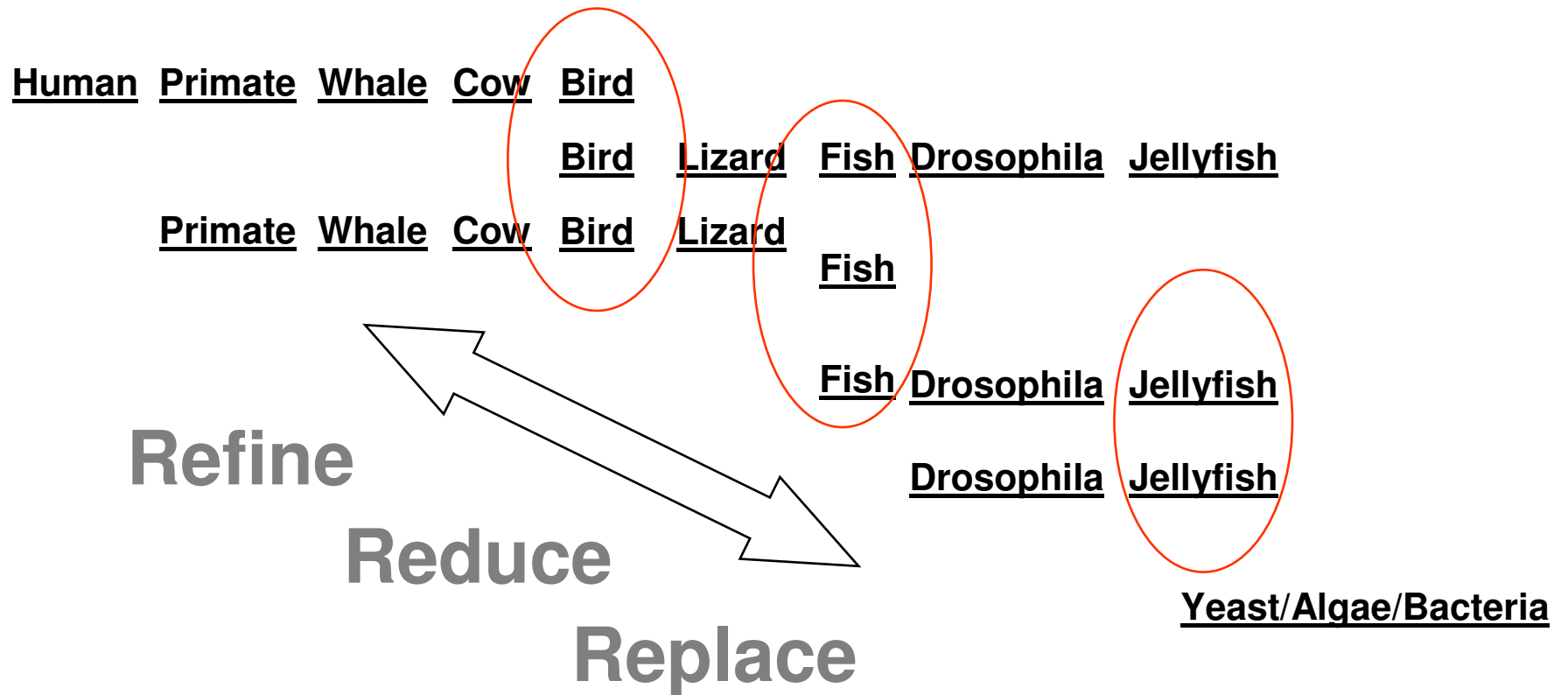
REDUCE: procedures to minimize animal numbers while maintaining adequate precision and information.

REPLACE: the ultimate goal, of replacing animals with non-animal test methodologies.

Adapted from “*The Principles of Humane Experimental Technique*”, W.M.S. Russell and R.L. Burch, 1959.



Breakpoints and Points of Difference



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Partnership for Success

ICCVAM Authorization Act (1997; 2000)

- *“...endorsements from 72 bipartisan cosponsors, the animal rights community, a coalition of chemical and product manufacturers...”* (incl. Doris Day, Tufts U., and P&G)

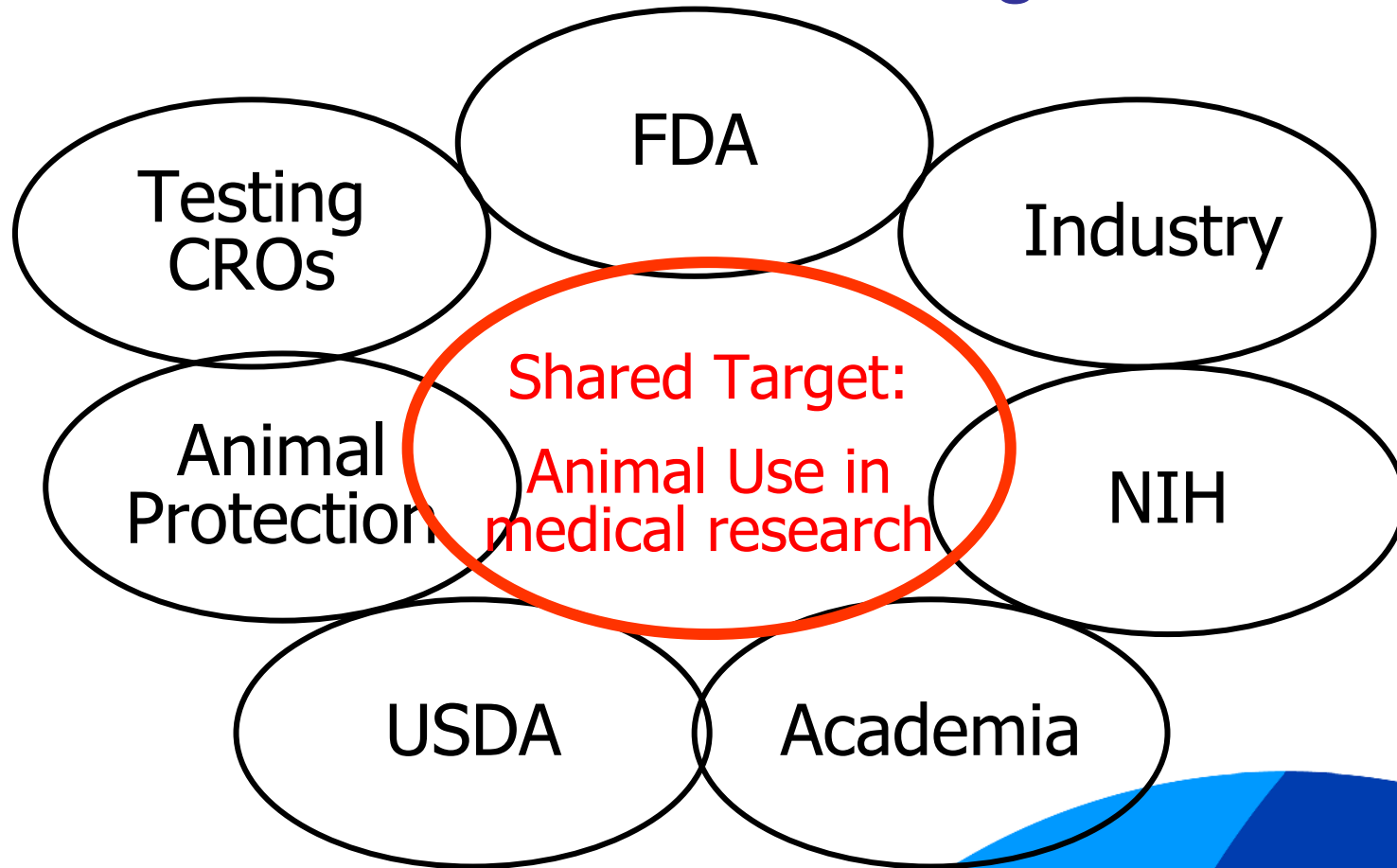
Animal Welfare Information Center (AWIC, Nat'l. Ag. Library, USDA)

- **Jt. letter of support: Animal Welfare Institute, NABR, Charles River, NIH, USDA, Pfizer, HSUS, ARDF, AVMA, Emory U., P&G**



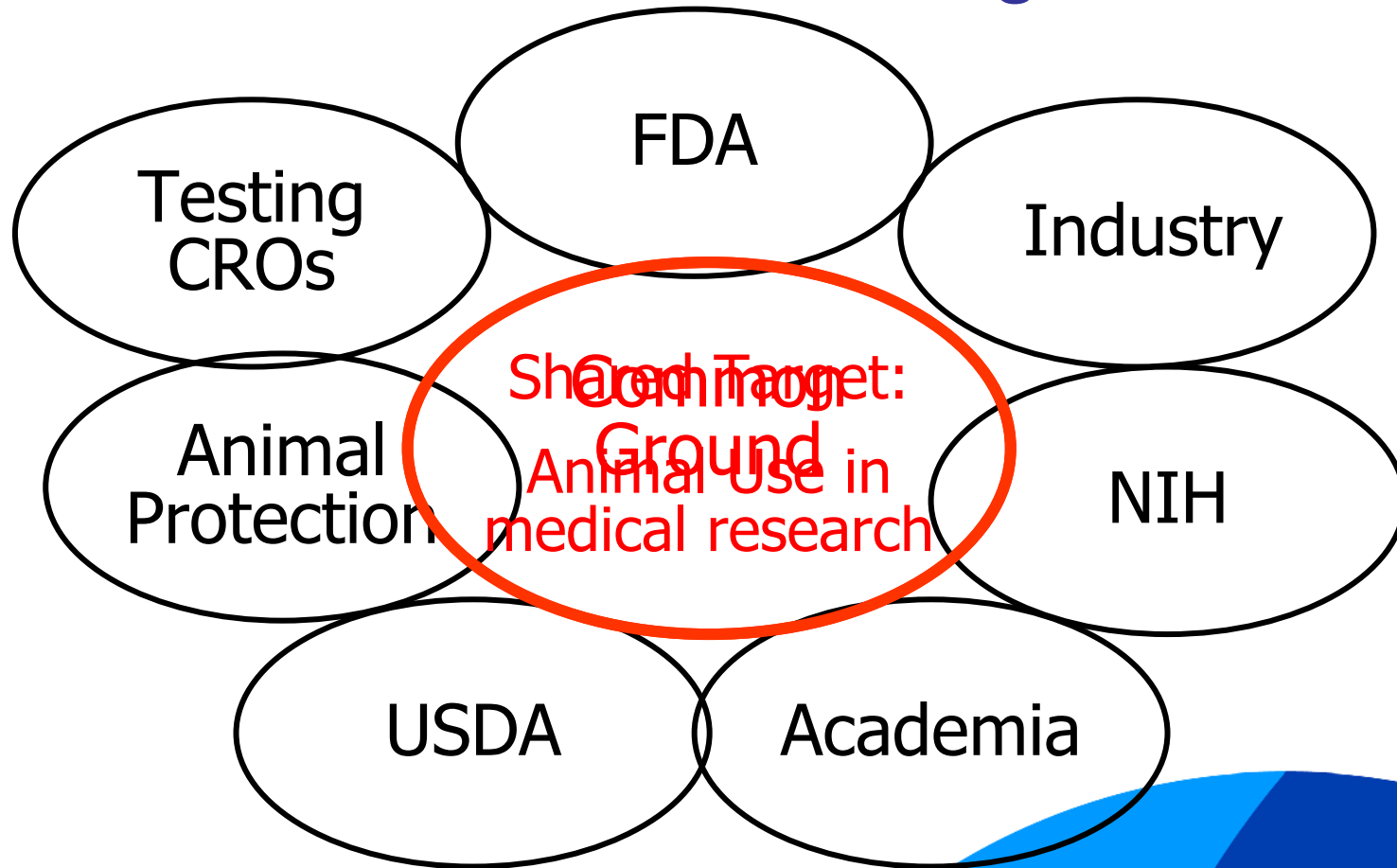
Dialogue Forum

A Framework for Progress



Dialogue Forum

A Framework for Progress



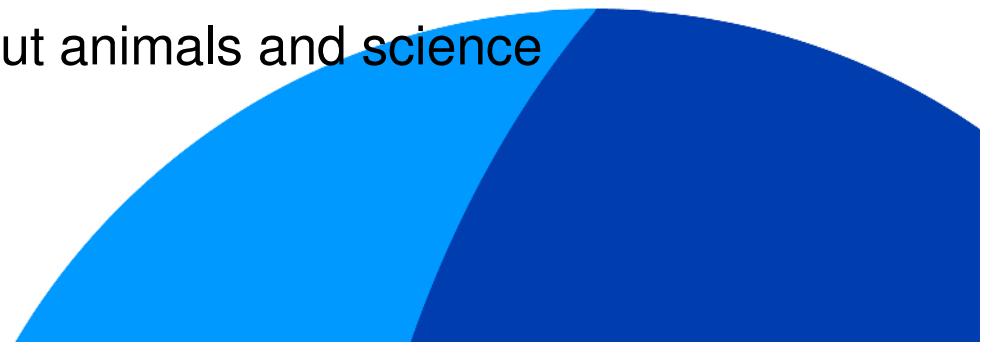
Shared Principles About: Animals

- Animals have intrinsic value and we have obligations to them.
- Good animal care and stewardship are in everyone's interest.
- We have an obligation to minimize animal pain, distress and harm.
- We have an obligation to practice humane science that incorporates the 3 Rs (Refine, Reduce, Replace).
- We value research that advances the development and application of the 3 Rs.



Shared Principles About: Research

- Biomedical research has led to important and substantial advances in human knowledge and in animal and human health
- Research has value: for growing knowledge and the potential for enhancing human or animal health
- Decisions about scientific projects and experimentation have a moral / ethical dimension
- Production of new knowledge is a moral good but there is a distinction between knowledge and wisdom
- It is legitimate to weigh the costs:benefits of biomedical research
- We value societal concerns about animals and science



FINAL THOUGHTS

Progress Opportunities for the Welfare of Animals



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FINAL THOUGHTS

Progress Opportunities for the Welfare of Animals

- State Initiatives for Agricultural reform?
- (Over)Fishing in International Waters?
- Safe Transportation?
- Horse Welfare?



“The wolf shall dwell with the lamb, and the leopard shall lie down with the young goat, and the calf and the lion and the fattened calf together; and a little child shall lead them.” Isaiah

Thank You!



http://www.pg.com/science/animal_alt.jhtml

Touching lives, improving life. *P&G*

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