Good Science: Only the Start to Responsible Animal Welfare Policy

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Directive for Presentation

• Topic: Advocacy for animal welfare education and research - grassroots, running for office, media.
  – Know your audience
  – Need to educate veterinarians facing humane issues
  – How to research what is happening in the animal welfare political arena
  – Like a campaign targeting your message to policy makers
Summary

• Good Science is a necessary goal to responsible animal welfare policy. It doesn’t assure responsible public policy.
Fundamentals of grass roots involvement - know your audience.
- Veterinarians need to understand people’s varied concerns for animals.
  - Animal confinement
  - Twitch
  - Repulsed by slaughter
  - Animal is nothing more than chattel
- Factors that affect people’s attitudes
  - Age
  - Life experiences
    - Rural - fewer people in rural areas whose sole source or even main source of revenue is from agriculture enterprises
    - Urban
• Acceptance of sedation and anesthesia
• Animal response to handling
• Veterinarian’s attitude toward an animal or animals
  – Need make animal feel at ease
  – Need to make observer(s) feel at ease
  – Need to be able to explain risks vs. benefits to observers in terms of pain
• Cost of procedure - expectations change if paying the bill personally.
  – Animals in production
  – Research animals
• **Risk**
  – Physical risk to handlers - veterinarians, owners, others
  – Public Health
  – Societal benefits
    • Vaccine development
    • Surgical procedure development
    • Implant development
  – Risk to animal(s)
• **Religion**
  – Hinduism (cows are sacred)
  – Judaism (kosher meat)
Public policy and veterinary service areas of need.
U.S. Senate Government Affairs Committee GAO Study that increased need for veterinarians in government agencies (Dept. of Agriculture, Dept. of Health and Human services [FDA, NIH, CDC Laboratory], Dept. of Defense, Dept. of Interior, and Dept. of Commerce] (HR 2999 - Man power needs in public health areas)
• Requires training in laboratory settings
  – Humane handling techniques
  – Law requirements
    • State
    • Federal
    • Public handling facilities
      › Rodeos
      › Slaughter plants
      › Circuses
      › Zoos
      › Auction houses

• Administrative veterinarians
  – Know the law concerning handling of animals
  – Public relations responsibility
    • Rural - fewer people in rural areas whose sole/main source of revenue is from agriculture enterprises
    • Urban

– Rural veterinary shortage (HR 3519 – Veterinary Services Act)
Organizations that concern themselves with animal welfare issues
Federal Election Commission
(PAC) [Search map:
www.fed.gov ->Campaign
Finance Reports and Data-
->Search Disclosure
Database->Committee
search-> use key word
• Production Animals
  – “Cattle” -> 7
    • Beef-PAC
    • National Cattlemen’s Beef Association PAC
  – “Pork”; “sheep”; “poultry”; etc.
  – “Horse” -> 8
    • American Quarter Horse Association
    • Kentucky Walking Horse PAC
• “Humane” -> 5
  – Humane Society Legislative Fund
  – Humane Society USA Political Action Committee
  – Humane Washington
• “Animal” -> 6
  – Animal Action Committee
  – Animal Health Institute PAC
• “Research”-> 22
  – Friends of Medical Research
  – Pharmaceutical Research & Manufacturers of America Better Government Committee
  – People for Medical Research
Registered Lobbyist in House and Senate [Search map: www.senate.gov] -> Legislation & Records -> filing lobbying documents -> Lobbying disclosure Act Database -> search the Lobbying data base -> Specific lobbying issues -> enter key word

- “Animal” -> 2211
- “Humane” -> 106
Internet search

- American Society for the Prevention of Cruelty to Animals (ASPCA)
- American Humane: Protecting Children and Animals
- People for the Ethical Treatment of Animals (PETA)- World wide organization that claims over 2 million membership.
- Humane Society of the United States
  - Many with County name
  - Many with City name
- Animal Humane Society
Analysis of organization

- Why does the organization exist?
- What are their issues?
- What is their membership distribution?
- How do they behave?
Good news! The image of veterinarians is very good.
Public Affairs Management of Animal Welfare Issues has many similarities to running for office.

- Identify the people to whom you want to talk
- Target your message efforts to that specific group
Voting Representatives

– Who has carried animal welfare legislation?
– Who has voted for and against animal welfare legislation?
– How has the delegation voted in the opposite house?
– What kind of constituency votes for the representative?
Organizations that promote animal welfare

– Who receives contributions from whom?
– Who is affiliated with whom?
  • Formal
  • Informal
– What are their targets?
Targeted media approach

- Most effective
- Least expensive
- Use same approach when running for office
  - Selected personal communication
    - One on one visits
      - Leader (Chairman, Senator, Congressman)
      - Don’t forget key staff!
    - Speeches
  - Selected written media
- Direct mail
- Newspapers
- Journals
- Magazines

• Signs
  - Bumper stickers
  - Road signs

• Selected radio stations and programs
• Selected TV stations and programs
• Internet
  - Web page
  - Internet mailing lists for call to action.
Conclusion

• Summary
  – Know your audience
  – Need to educate veterinarians in areas of need targeted by humane issues
  – How to research what is happening in the animal welfare political arena
  – Like a campaign targeting your message to policy makers