How to Run an AREA Program at Your Branch or District Meeting

• What is AREA?
• Started in 1995
• Enlightening and entertaining program
• Introduced thousands of high school science students and teachers to laboratory animal science and the vast array of career opportunities in biomedical research
Resources

• Did you know that incredible resources are on the website?
  • http://www.aalasfoundation.org/get-involved/AREA-Program
  • The AREA Program Guide
    • Step-by-step
• Introduction to the AREA Program
• The Importance of Public Outreach
• AREA Program Overview
• Branch AREA Program Overview
• Build Your Team
• Set Your Agenda (small, medium or large)
• Set a Date, Time and Location
• Craft Your Message
AREA Program Guide (con’t)

- Contact Schools and Teachers
- Gather Resources
- Prepare for the Program
- Conducting the AREA Program
- Planning for Next Time
- Funding Opportunities
- Program Assistance
Resources

• AALAS also offers—if available—free AREA Program backpacks, notebooks, pens, and Foundation outreach materials
Are you ready?

- Is your branch committed to public outreach?
- Do you have branch members who are willing to contact high schools in your area?
- Are any of your branch members **passionate** about their work?

- If you answered “yes” to any of these questions, your branch is well-positioned to host an AREA Program.
Building an Audience
Who ya gonna Call?!

- Create a relationship with:
  - Local High School’s
    - Career Day
  - Veterinary Technician Programs
    - Vo Tech and Community College Programs
Program Expenses

Basic Expenses

• Lunch for Participants
• Printing Costs
• Meeting Room Expenses
• Transportation Related Expenses for Schools

How Do We Make This Happen???
Funding

**Pfizer Branch AREA Program Fund**
- A limited number of grants are available to AALAS Branches interested in conducting the AREA program

**Other External Funding**
- Private Donations
- Fund Raisers
Funding

1. Pfizer AREA Fund – AALAS Foundation
   • $500/Branch/Year
     • Contact Foundation Administrator (Vicki Campbell)
       • Cover letter
       • Program Agenda
       • Articles of Incorporation
       • Officer Roster
       • Non Profit Tax Status
       • Constitution/bylaws
       • Membership Roster
Pfizer Funds

Submit written report to AALAS Foundation

- Program Summary
- Agenda
- Account of how funds were used
Know Your Audience

- Know the demographics of your group
  - Age of your audience is critical to determine the course of presentation for the “best teachable” moment.
  - Ask them questions-
    - How many people in the audience have a loved one affected by; cancer, diabetes or heart disease
    - Bring recent research information on the three top diseases and how animal research can help find a cure.
    - Give your audience “HOPE” there is a cure around the corner.
Know Your Audience

• Know their knowledge base on animal research
  • Research in advance- dialog with the teacher about what subject matter is currently being taught.
  • Ask for an overview what the teacher may want from your program.
  • Find out are there animal extremists or simply misguided students in the audience.
Know Your Audience

• Know your knowledge base on animal research
  • Educate yourself- who are the extremist organizations in your area.
    • what is their belief system and can you use this information to your advantage
      • “PETA”- against animal ownership- form of enslavement.
    • LOOK in the news a couple of days ahead for recent advancements in research.
  • Educate your audience- “No Kill shelters, hair and makeup products that have the disclaimer “no animal used.”
Seven Ways to Handle Nervousness

- Practice
- Concentrate on the Ideas
- Make a Strong Start
- Visualize
- Use Audiovisual Aids or Multimedia
- Assume a Confident Attitude
- Breathe

Stanford-teaching commons
Make it Fun

• Game Challenge –
  • Ask questions- but be prepared for “Dead Silence”
  • Have fun- if no one answers from the crowd - pick someone and……
    • Ask them their name-
    • Thank them for their participation
    • Participation happens
    • Small Gifts stir up the crowd
Resources

• Contact Local Vendors or Laboratory Animal Vendors for Resources.
  • Often Vendors will have a spokesperson who will donate their time for Lunch and Learn seminars

• Bring in experts from the field
  • Speaker groups from AALAS resources Veterinary Technicians have speaker ready programs

• Reach out to the community around you there are many talented people who want to participate.
  • Video AALAS- Challenge to Care
Resources

Students-grade school through college

- www.aalas.org
- www.aalasfoundation.org
- www.fbresearch.org
- www.amprogress.org
- www.speakingofresearch.org
- www.whyville.org
- www.kids4research.org
- www.brainfacts.org/educator
- www.nobelprize.org
- www.LAWTE.org

Veterinary Technician

- www.NAVTA.net
- www.AVMA.org
Post AREA Program Review

- **Evaluate Program Components**
  - Speaker effectiveness
    - Evaluation by coordinator
    - Evaluation by teacher/students
  - Audiovisual equipment
  - Audiovisual presentation materials
    - AALAS Video “Accept the Challenge to Care”
  - Participation by “Guides”
  - Appropriate lunch menu
  - Exhibitor input
  - Agenda evaluation (timing, structure)
  - Guide input on effectiveness of program
Program Evaluation

- **Student - Teacher Evaluation Forms**
  - Summarize data for After Action Report
  - Compare opinion forms with evaluation forms
    - Opinion forms – Pre AREA Program survey
    - Evaluation forms – After AREA Program evaluation
After Action Report

• AALAS Pfizer Fund monies received
• Prepare and submit written report to National AALAS
  • Program Summary
  • Account for funds received
  • Provide budget information from Seminar Committee
    • Costs
      • Lunch and meeting room expense
  • Return unused funds
• Share report with Seminar Committee and AREA Program volunteers
• Thank volunteers!
Planning for 2016 Program

• Use Evaluation criteria in Preparing for 2016
  • Speaker effectiveness <
    • Evaluation by coordinator <
    • Evaluation by teacher/students <
  • Audiovisual equipment (laptop had no DVD player)
  • Audiovisual presentation materials
    • AALAS Video “Accept the Challenge to Care” <
  • Participation by “Guides” (need more guidance)
  • Appropriate lunch menu (china versus paper bag or box lunch)
  • Exhibitor input <
  • Agenda evaluation (timing, structure) (more questions next year)
  • Guide input on effectiveness of program <
Opportunities......

• Career day opportunities at colleges
  • Oak tree analogy
• Connecting with local high schools
• Speaking to your family
• Do your friends understand your job?
Challenge.....

• Everyone needs to remain focused on spreading the positive impact

• Increase tours for employees in your company to see inside view of an animal program

• Partnerships with suppliers to support the AALAS foundation

• Encourage the use of the Amazon rewards program

WHAT ARE YOU GOING TO DO?