



<http://www.aalasfoundation.org>



# 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**



- **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





# AREA Program Guide

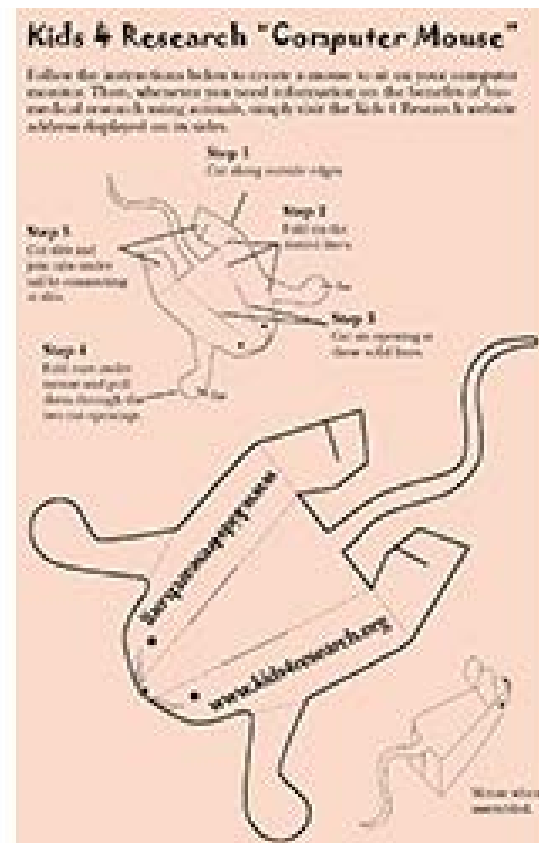
- **Introduction to the AREA Program**
- **The Importance of Public Outreach**
- **AREA Program Overview**
- **Branch AREA Program Overview**
- **Build Your Team**
- **Set Your Agenda (small, medium or large)**
- **Set a Date, Time and Location**
- **Craft Your Message**



# 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**

- 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.



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# 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*



# Post Event Reporting

## Pfizer Funds

Submit written report to AALAS Foundation

- Program Summary
  - Agenda
- Account of how funds were used



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# 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**

# 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](http://www.aalas.org)
- [www.aalasfoundation.org](http://www.aalasfoundation.org)
- [www.fbresearch.org](http://www.fbresearch.org)
- [www.amprogress.org](http://www.amprogress.org)
- [www.speakingofresearch.org](http://www.speakingofresearch.org)
- [www.whyville.org](http://www.whyville.org)
- [www.kids4research.org](http://www.kids4research.org)
- [www.brainfacts.org/educator](http://www.brainfacts.org/educator)
- [www.nobelprize.org](http://www.nobelprize.org)
- [www.LAWTE.org](http://www.LAWTE.org)

## Veterinary Technician

- [www.NAVTA.net](http://www.NAVTA.net)
- [www.AVMA.org](http://www.AVMA.org)



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# 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 <



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# 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?**