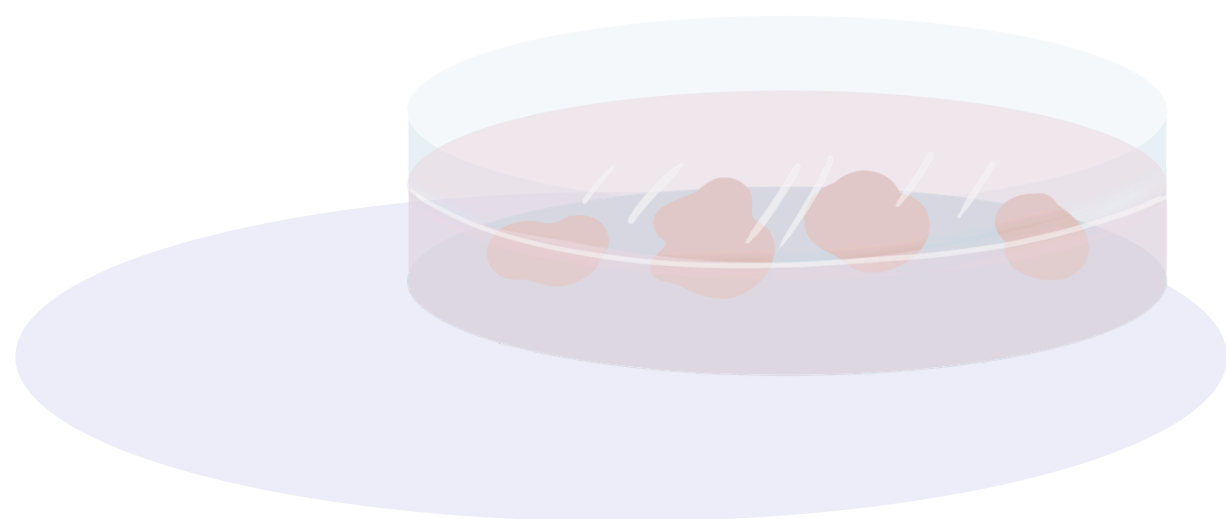
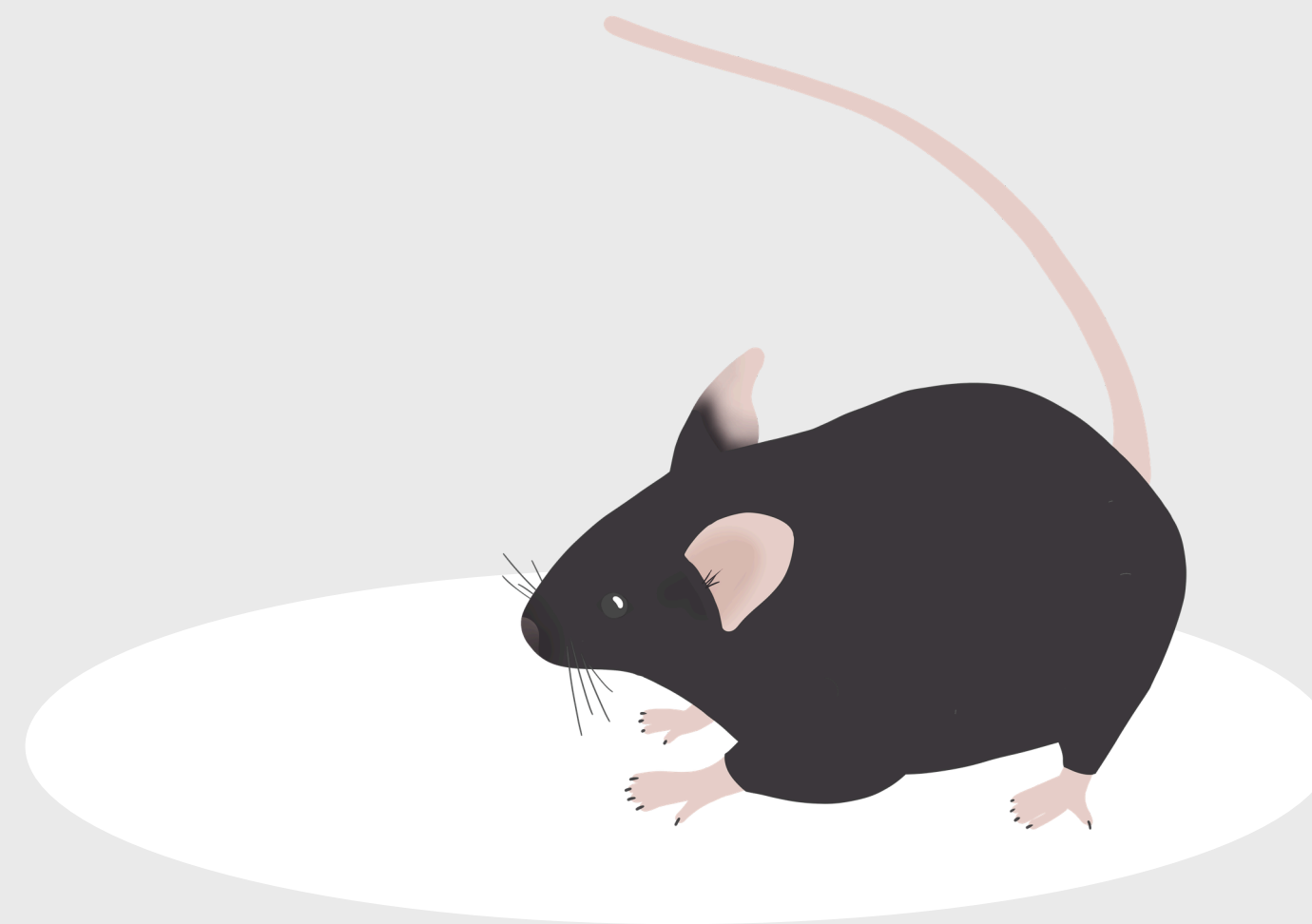




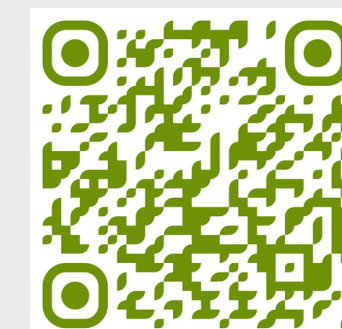
9 July 2026



Not a  
competition.



A collaboration.





This document provides guidance for participants contributing to the BOARD26 global social media campaign.

It outlines content suggestions and instructions for preparing different types of submissions, including testimonials, Q&As and infographics.

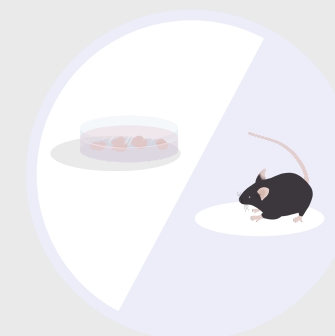
Please send your submission to Helena Pinheiro at [hpinheiro@eara.eu](mailto:hpinheiro@eara.eu) by 29 May 2026.

Important dates

Registration deadline: 7 May 2026

Content submission deadline: 29 May 2026

#BOARD: 9 July 2026



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## Testimonials

### *Written or video*

You may use these questions to guide your testimonial.  
Maximum 500 characters with spaces.

How do you use animals in research and/or NAMs?  
Are these models complementary in your work? Why?  
And how?

Explain why using the right method for the right  
question is important.

What should the public or policymakers better  
understand?

What message do you want to share for #BOARD26?

## Infographic

### *Image*

- Annual number of animals used
- Species used and purpose.
- Research questions addressed using NAMs and animal models
- Examples of reduction or replacement.
- Animal welfare safeguards



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## Q&A for researchers

### Video

Introduce yourself in one sentence.

Select three or four extra questions from these examples:

- What scientific question are you addressing?
- Which methods do you use and why?
- How do you select the appropriate research model?
- If you use both NAMs and animal research, how do they complement each other?
- What can NAMs currently do well in your line of research? What can't you do with NAMs?

- If you only use NAMs, why is there still a need to use animals in science?
- How do you apply the 3Rs?
- How is animal welfare ensured in your work?
- What are common misconceptions about animal research that you know of?
- How do you engage with the public about animal research?
- Why is openness important for you?



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## Q&A for institutions

### Video

Introduce yourself in one sentence.

- What is your institution's role in biomedical or animal health research?

Select three or four extra questions from these examples:

- How are NAMs and animal research integrated in your institution?
- What internal research policies guide methodology choices?
- How is animal welfare guaranteed?
- What species are used and why?
- How is animal use reduced and refined?
- How is your institution investing in NAMs?
- Give examples of NAMs implementation.
- What public engagement actions are taken?



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## Tips on tone and messaging

- Use plain and accessible language while maintaining a non-judgmental tone.
- Engage respectfully with public concerns, including regarding the ethics behind the use of animals in research.
- Talk openly about the reasons why animals are used, while avoiding being defensive about your research.
- Acknowledge with honesty the strengths and limitations of all research models, including animals.
- Use real examples from your research.



## Recording a video?

- Aim for 30-45 seconds for each answer. Record one video per answer.
- Wait a few seconds to speak after starting to record the video. Likewise, stop filming a few seconds after your speech.
- It will be easier if you plan your video recording. For example, write down your answers and rehearse once or twice before filming. We advise you to do it in a bulleted key-point list for each answer to help with recording flow.
- Have each answer filmed in one take OR (if you have the resources) have a second camera/phone filming at a 30°-50° angle from the main camera.
- Pick a quiet and enclosed location and test audio quality beforehand.
- Record the videos vertically (9:6).
- Use a tripod or place the cameras on a stable surface.
- The framing should position the interviewee at eye-level and show the upper body, including arms, with some space above the head. Feel free to be expressive with your face and hands and look into the camera lens! Secondary camera shots should be a tighter close up shot.
- Avoid strong light in the back as this will affect the quality of the video. If possible, face natural light.

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Thank you!

Send your submission to Helena  
Pinheiro at [hpinheiro@eara.eu](mailto:hpinheiro@eara.eu) by  
29 May 2026.



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