

# COMMUNICATING WITH THE GENERAL PUBLIC ABOUT THE SCIENCE OF ANIMAL RESEARCH

Pandora Pound, Safer Medicines Trust

## AIM

- To publish a popular science book about the limitations of animal research and the human biology-based approaches available to replace it
- For it to be widely available, affordable (under £10), accessible to lay readers

Literary agent sent book proposal to publishers

## Publishers approached (n=30)

Allen Lane, Atlantic, Basic Books, Biteback, Bloomsbury, Bloomsbury Sigma, Bodley Head, Canongate, Ebury, HarperCollins, Head of Zeus, Hodder, Hurst, Icon Books, Macmillan, Michael O'Mara, Octopus, Orion (Hachette), Penguin Random House, Piatkus/Little Brown, Pluto, Polity, Profile, Reaktion, Simon & Schuster, Thread/Bookouture, Verso, Viking, Welbeck, Wildfire/Headline

## BOOK IN FOUR PARTS

### PART I: HISTORY

- The origins of the experimental method
- Who benefited
- How animal research became embedded in our institutions and our culture

### PART II: ANIMAL RESEARCH METHODS & OUTCOMES

- Scientific quality of animal studies
- Extrapolating from animal studies to humans
- Does animal research benefit humans in terms of :
  - developing treatments for human diseases?
  - making medicines safer?

### PART III: HUMAN BIOLOGY BASED APPROACHES

- In vitro: organoids, organs on chips
- In silico: artificial intelligence, in silico drug trials, virtual humans
- Early detection: intervening at the very first signs of disease
- Clinical trials, microdosing, scanning, real world data, epidemiology, prevention, post-mortem investigation ....

### PART IV: OBSTACLES TO PROGRESS

Animal research regulations; regulation of pharmaceutical products; 3Rs implementation; attempts to improve animal research methodology; persisting perception of animal studies as gold standard; continued funding of unproductive animal studies; lack of funding for human-relevant approaches; vested interests

## ALTHOUGH PUBLISHERS WERE POSITIVE ABOUT THE PROPOSED BOOK AND THE WRITING, THEY FELT THERE WOULD BE INSUFFICIENT INTEREST IN THE TOPIC



## SO WE SELF-PUBLISHED

### Why is this topic such a tough sell?

- Knowing about animal research is 'uncomfortable knowledge'
- Unclear what to do with information, so some take active measures to avoid it
- Perception that there's no need to think about it because others are dealing with it and it's well regulated
- Topic has slipped down political agenda
- After decades of animal research there continues to be a deep cultural belief that it saves our lives
- Belief in power of animal research solidifies with illness/ vulnerability

**Rat Trap:** Available August 28th 2023 as paperback (£9.99) or ebook (£4.99)

Order from Amazon or from Troubador Publishing:

<https://www.troubador.co.uk/bookshop/computing-science-education/rat-trap/>

