

Political movements in general, and the animal activist movement in particular, consist of layers of support and layers of supporters. At the center are the hardcore activists. They believe

The animal activist movement must be shown to be not only anti-science but also a) responsible for violent and illegal acts that endanger life and property, and b) a threat to the public's freedom of choice. This is particularly important given the importance of "lifestyle" issues to the public. The public must be made to understand that animal rights radicals and

an issue which may not be perceived by most as affecting them personally.

Inherent in the AMA Action Plan are approaches designed to take the humane treatment issue away from the animal activists by showing that the research community supports humane treatment of animals used in biomedical research, and that it is taking action to insure that

In Defense of Animals

THE A.M.A. PLAN TO UNDERMINE ANIMAL ADVOCACY

the issue with friends but generally will not participate in demonstrations or will do so only occasionally. Nevertheless such people are vital to the success of the movement. Beyond the sympathizers are the general public. They are generally uncommitted and may be won over or alienated depending on how successful the hardcore and activists are in the movement. They believe most intensely in the movement and its goals. Less intensely committed, but still dedicated strongly to the movement, are the activists who may participate in demonstrations. Still less intense in their support than the activists are the sympathizers. They are people who have a commitment to the movement, may contribute money, may belong to one or more organizations and/or follow developments with interest. Sympathizers may write letters or simply discuss the size of the sympathizers. The hardcore types and the activists will not alter their views. They are dedicated. **The sympathizers, however, are soft and the general public is up for grabs.**

- Change the public agenda from "Animals in Research" to "Advancing Biomedical Research".
- Identify animal rights activists as anti-science and against medical progress.
- Combat emotion with emotion (e.g., "fuzzy" animals contrasted with "healing" children).
- Position the biomedical community as moderate--centrist--in the controversy, not a polar opposite.
- Mobilize physicians and federation of medicine with AMA in the lead role.

II. SPECIFIC OBJECTIVES

Distribution of AMA White Paper (use of Animals in

"moderates" are opposed not only to the use of animals in medical research but also their freedom to eat as they choose, dress as they choose and enjoy various forms of entertainment (hunting, zoos, circuses, rodeos, etc.). This may have more immediate and personal impact on many audiences than arguments about the importance of using animals in research --

biomedical research and to expose the real agenda of animal activists, which is to impede biomedical research and prevent the ill and injured from receiving the benefits of that research. Physicians are a critical element in this program, and patients and their families and friends are another. Education of the public, especially young people, is the key to success.

humane standards are observed. This should ease the concerns of the largest part of the general public and allow the AMA to say that the legitimate concerns of the animal welfare proponents are being addressed (as opposed to the extreme and unreasonable demand that no animal be used in such research) and help isolate the hardcore activists from the broader public.

The American Medical Association is proposing a new and expanded program to focus public attention on the value of sustain its commitment for whatever length of time it takes to turn the tide of this public issue.

I. GENERAL STRATEGY

Creation of information on use of animals in biomedical research.

Ads in major market magazines portraying development of scientific thought along with importance of animals.

Development of Foundation for Animal Health to attract funding away from animal rights groups; funding to support critical research on companion animals and laboratory animals.

getting their message out and how successful the opposition is.

To defeat the animal rights movement, one has to peel away the outermost layers of support and isolate the hardcore activists from the general public and shrink the size of the sympathizers. The

Biomedical Research) through community service organizations, schools, public libraries.

Development of a series of brochures for distribution at local levels, such as physicians' offices, dentists' offices, veterinarians' offices, hospitals, supermarkets, etc.

Development of programs for controlled audience groups such as Kiwanis or Lions Clubs, PTA groups and religious organizations.

Retain well-known entertainment spokesperson to present

The American Medical Association is making a major commitment of time, resources and personnel to implement the tactics and strategies in this Action Plan. Implementation of the plan will require a major financial commitment from many sources. The AMA will sustain its commitment for