



# What's New in Communications?

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# The CCAC's Mandate

Acting in the interest of the people of Canada, the CCAC advances animal ethics and care in science



# How It is Achieved

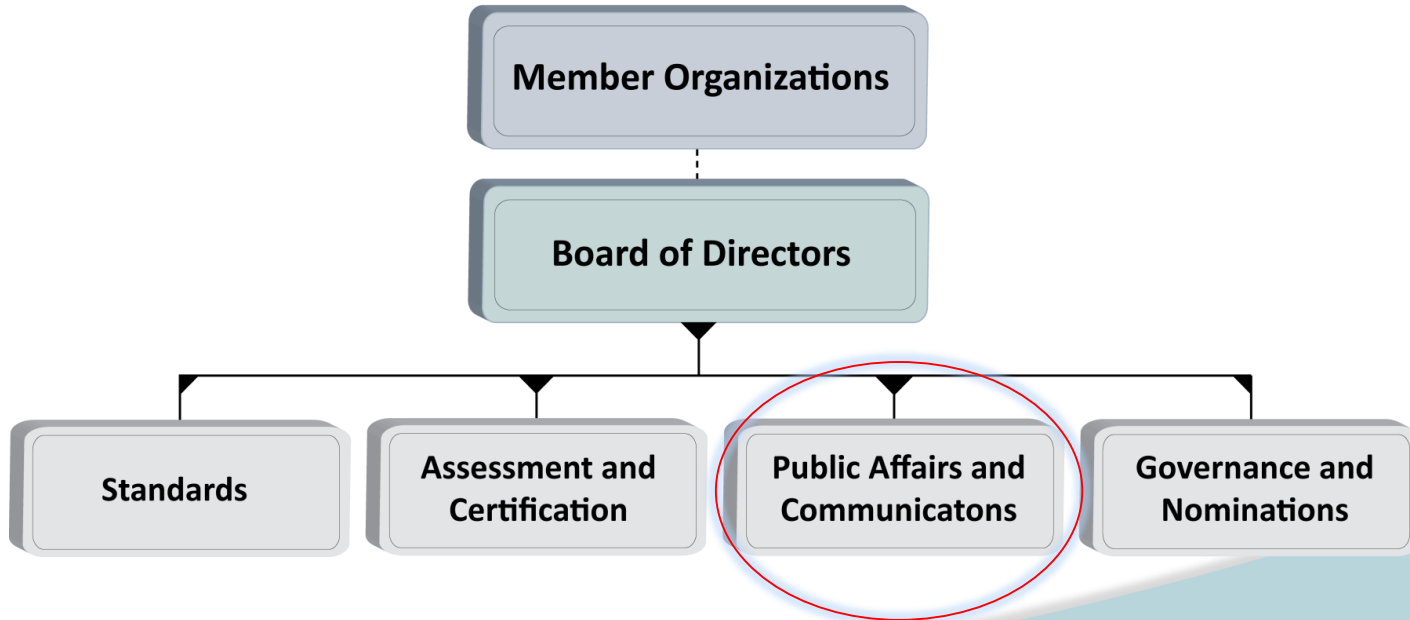
- ◉ Developing science-informed standards
- ◉ Encouraging the implementation of the highest standards
- ◉ Providing assessment and certification programs
- ◉ Providing education, training and networking opportunities to support individuals, animal care committees and institutions in implementing our guidelines and sharing best practices in the oversight of animal ethics and care in science



# Our Stakeholders



# New Governance



# Impacts on Communications

- ◉ New Public Affairs and Communications Committee
- ◉ Members have expertise in:
  - Animal medicine
  - Animal science
  - Functioning of ACCs
  - Public policy
  - Communications strategy
  - Media relations
  - Governance
  - Issues management



# The CCAC's Vision for the Next Five Years



- Informed by 2013 consultations
- Fine tuned through input from key stakeholders



# New Way Forward

- ⦿ New communication strategy
  - Key message themes
- ⦿ Emphasis on providing information and resources





# Over 2000 Expert Volunteers



## **40 experts**

contributed to developing and revising CCAC guidelines in 2014-2015



## **25 animal health professionals, 14 scientists, and 17 community representatives**

served on CCAC assessment panels in 2014-2015



## **Members of 220 ACCs across the country**

contributed to ensuring animal ethics and care in 167 CCAC certified institutions in 2014-2015

# Questions

What resources would be useful to you?

