Effective communication with the general public and the media is important to the University’s relationship with the community at large with respect to the use of animals in research and teaching. The UACC Community and Communications Committee will establish and recommend to the UACC policy and procedures to assist in conveying to the community the idea that use of animals in research and teaching contributes to understanding of fundamental biological principles and to the development of knowledge that can reasonably be expected to benefit humans or animals. This may involve procedures for press conferences or other types of media relations, as well as communication with key personnel in the event of an emergency.

1- MEMBERSHIP

The members of the Community and Communications Subcommittee are appointed by the Chair of the UACC for a three year (renewable) term. Subcommittee members will include:

a) Director, McGill University Media Relations (Chairperson)
b) Community Representative
c) Faculty Member
d) Director of the Animal Compliance Office
e) Director of the McGill Comparative Medicine Animal Resources Centre
f) Representative(s) from Affiliated Hospitals and Research Institutes (Director or Associate Director, Animal Resource and/or Communications, Public Relations Officer)
g) VP RI Communications Officer
h) Other person(s) invited by the Chair
i) Committee Coordinator

2- RESPONSIBILITIES

1- Support McGill animal users, their staff, and colleagues in all matters relating to public relations with regard to animal-based research. This could include creating training programs and support materials aimed at equipping this personnel to handle informal inquiries about animal-based research. This does not include equipping personnel to handle media inquiries, which are handled by the responsible media relations units at the University or in the hospitals.
2. Educate the McGill community as well as the general public regarding the importance and value of animal-based research.

3. Maintain the crisis management document- remain aware of any modifications, and inform the UACC.

3- MEETINGS AND PROCESS

The Community and Communications Subcommittee will meet on an “as needed” basis, with a minimum of one meeting per year. It will report to the UACC and make recommendations.

Approved by the UACC on June 19 2018