



## The Importance of Outreach

### BITS & PIECES

- Please visit us during **SOT** March 25-28 at **booth #1822** in Charlotte, North Carolina
- P&G and HSUS announce new North American Animal Welfare and Alternatives Awards! ([www.pg.com/science](http://www.pg.com/science))
- Hans Raabe to present at **Skin in Vitro 2007** organized by CellSystems Feb 8, 2007 - Cologne, Germany ([www.cellsystems.de](http://www.cellsystems.de))
- COLIPA to fund further development of a Micro-nucleus assay utilizing EpiDerm™ tissue

The Institute for In Vitro Sciences (IIVS) provides Science, Education and Outreach services to all those searching (or who should be searching!) for alternatives to animals used in testing. Although most scientists are aware of what our science and education components provide, we are often questioned on what constitutes "outreach," and why it is important.

Outreach, to us, is one of the most important components of our services. It involves proactively reaching out to multiple constituencies to explain the value of *in vitro* testing. It includes explaining the scientific rationale supporting the many tests that we conduct, demonstrating how to interpret data from alternative methods and illustrating how these procedures provide toxicologists or product developers with the appropriate information to make sound decisions.

We often highlight our outreach activities with the regulatory community as some of our most productive interactions. An example is providing evidence that the Bovine Corneal Opacity and Permeability (BCOP) assay may be a reasonable replacement for the Draize rabbit eye test. The BCOP test has been used by

many sectors of industry for nearly 15 years to make internal safety decisions, but it has yet to gain regulatory acceptance. Although some might say this is due to extreme conservatism by the regulators, we believe that a major portion of the reluctance to accept new methods – especially non-animal methods – is limited understanding of the mechanisms at play in the *in vitro* methods and how to relate the *in vitro* information to the results from a long-established animal test. We feel this is primarily due to the absence of effective dialog between *in vitro* test users and reviewers who have the daunting task of making regulatory decisions about a specific product.



Dr. Rodger Curren presenting at the Conference on Alternatives to Animal Experiments

To address this seeming impasse, we initiated a direct outreach program to reviewers in the USEPA who were responsible for making decisions regarding ocular irritation. IIVS staff members gave informational seminars on the BCOP assay at the EPA which were followed by visits from

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### INVITOX 2006

The 14<sup>th</sup> International Workshop on In Vitro Toxicology, sponsored by the European Society for Toxicology In Vitro (ESTIV), was held 2 – 5 Oct. in Ostend, Belgium. The INVITOX meetings have an outstanding tradition of bringing together junior and senior scientists involved in the development and use of *in vitro* methods. Through state-of-the-art lectures, poster sessions and exhibits, the attendees were able to expand their knowledge while discussing new concepts and ideas. As part of the Acute Toxicity/Topical Toxicity Session, Rodger Curren



gave a presentation entitled, "Further development of a micronucleus assay using the human 3-D skin model, EpiDerm™." Based

on a decision by the annual General Assembly, the next INVITOX meeting will be held as the first ESTIV Symposium in Sweden in 2009. For information on the meetings or ESTIV, please visit [www.estiv.org](http://www.estiv.org)

## Professor William Russell March 26, 1925 – July 27, 2006

Zoologist and sociologist William “Bill” Russell wrote on topics ranging from the folklore of ghosts to humane animal experimentation in more than half-a-dozen books, 250 academic journals and 50 scientific papers. He is best known for *The Principles of Humane Experimental Technique*, written in 1959 with Rex Burch. In it they introduced the Three Rs of biomedical experimentation: replacement, reduction and refinement.

When first published, the book did not receive much attention. But in the 1980s the new science they had started suddenly took off. The Three Rs are now embodied in the legislation of the United States and the European Union and have become the object of research by hundreds of scientists and institutions worldwide.

Russell combined a vast, polymathic knowledge and superb memory with a generous and cheerful disposition and the propensity to break out in song. During his eight years on the BBC Radio Round Britain Quiz he would often spontaneously deliver answers in his powerful bass-baritone voice, usually to a Gilbert and Sullivan melody.

Russell could talk to anyone about anything and make it interesting and fun. He was asked to be the guest of honor and to deliver the keynote address at the Second World Congress on Alternatives and Animal Use in the Life Science in Utrecht, attended by more than 900 participants from more than 30 countries.

In 1990 the Humane Society of the United States founded the international Russell and Burch award for scientific contributions to laboratory animal welfare, and in 1994 Frame, the Fund for the Replacement of Animals in Medical Experiments, named its new building in Nottingham the Russell and Burch House.

An excerpt from [www.thetimesonline.co.uk](http://www.thetimesonline.co.uk)

## CAAT Celebrates 25 Years



Neil Wilcox of Kimberly-Clark, Michael Balls of FRAME, and Pushpa Vavilikolanu of Alberto-Culver

On November 2<sup>nd</sup> the Johns Hopkins Center for Alternatives to Animal Testing (CAAT) marked its 25<sup>th</sup> Anniversary with a one day symposium and gala dinner event. The symposium, *A Celebration of Progress in Humane Science*, included international presenters from industry, government and animal welfare. Topics ranged from the Need for International Collaboration,

to Developmental Neurotoxicity and Non-Invasive Optical Imaging. A film presenting highlights of CAAT activities was shown throughout the day. The celebration continued with dinner at the American

Visionary Art Museum. Andrew Rowan, Vice President HSUS and current CAAT board member, gave a tribute on behalf of the entire CAAT board to Alan Goldberg, Director of CAAT.

### Snapshots from the Celebration



Manfred Liebsch of ZEBET and Herman Koeter of EFSA



Michael Rohovsky of Johnson & Johnson and Michael Balls



## Doris Day Animal League Merges with HSUS

In September the Doris Day Animal League (DDAL) combined its animal advocacy efforts with the Humane Society of the United States. Established in 1987 to work on animal welfare legislation at the federal, state and local levels, DDAL has more than 180,000 members and supporters. Over the years the two organizations have worked together on many issues including the use of animals in product safety testing. The merger aims to increase public policy activity in the HSUS' affiliate, The Humane Society

Legislative Fund (HSLF). Holly Hazard, former DDAL Executive Director, will become Chief Innovation Officer at HSUS, where she will focus on initiatives for the Wild Neighbors and Pets for Life Programs while developing other new business ventures. Sara Amundson, DDAL legislative director, will become Executive Director of the Humane Society Legislative Fund. To learn more about all the programs and initiatives at HSUS and the Legislative Fund please visit [www.hsus.org](http://www.hsus.org) and [www.hslf.org](http://www.hslf.org).



## The Importance of Outreach (continued)

the reviewers to our laboratory facilities. They not only observed the conduct of the test first hand, but they were also shown data from the BCOP assay – including histopathology – and were able to compare this information with that which had previously been obtained *in vivo*. After having this opportunity to immerse themselves in the test methodology, most commented how much information was provided by the *in vitro* test, and that this information could be more meaningful than a subjective animal test. Subsequently, for the first time, the EPA utilized BCOP data as part of several pesticide registrations.

Similarly, IIVS tries to establish effective communication with animal welfare groups who also often lack dialog with non-animal test users. It is important for animal welfare to understand which of the highly touted *in vitro* methods may actually provide useful toxicological data and which may not. Again, IIVS sponsors workshops which are specifically directed at the animal welfare community and provide information that should make their interactions with industry more effective.

IIVS feels strongly that merely doing the science is not sufficient; advocacy and outreach programs are necessary to move promising methods from industrial use to regulatory acceptance.

*“Outreach, to us, is one of the most important components of our services. It is actively reaching out to multiple constituencies to explain our message of the value of in vitro testing.”*

## IIVS Science Advisory Panel Meeting Highlights

The Science Advisory Panel (SAP) was created for major contributors and invited representatives from industry and animal welfare to give their opinion and suggestions for IIVS scientific programs and direction. Held every six months, the meetings have become an opportunity for stakeholders to discuss programs and debate issues in a constructive environment.

On October 31 members of the SAP convened in Gaithersburg, MD for a one day meeting. 13 individuals attended including representatives from Johnson & Johnson, Colgate-Palmolive, FRAME, IFER, HSUS and ECVAM. In addition,

Dr. Horst Spielmann, head of Scientific Services for Germany's Federal Institute for Risk Assessment was in attendance. The agenda included updates on IIVS activities and initiatives of the international organizations ECVAM, FRAME, and ZEBET. The goals of the Humane Society's Legislative Fund (HSLF) as well as other HSUS endeavors were covered. Discussions focused around methods development, concepts of validation and complexities of regulatory acceptance. The panel was particularly appreciative of Michael Balls' tribute to the impressive life of Professor William Russell, co-author of *The Principles of Humane Experimental Technique (1959)*.



### Contributors

**Colgate-Palmolive Company, Johnson & Johnson, The Kimberly-Clark Corporation, The Procter & Gamble Company, S.C. Johnson & Son, Inc., Combined Federal Campaign, Doris Day Animal League, IFER, PETA, The Dial Corporation**

### IIVS SAP

#### Corporate Members

Daniel Bagley, Colgate  
Philippe Vanparys, J&J  
Usha Vedula, S.C.J.  
De Ann Davis, Kimberly-Clark  
Marilyn Aardema, P&G

#### Invited Members

Thomas Hartung, ECVAM  
Michael Balls, FRAME  
Martin Stephens, HSUS  
June Bradlaw, IFER

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**Advancing  
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*A New European Partnership That May be of Interest:*

**EUROPEAN PARTNERSHIP FOR  
ALTERNATIVE APPROACHES TO ANIMAL TESTING  
(EPAA)**



The EPAA is a joint initiative between the European Commission, industry and trade federations. The Partnership was launched in November 2005 at a major conference "[Europe Goes Alternative](#)." Its purpose is to promote the development of new '3R' methods as modern alternative approaches to safety testing.

The Partnership's work will focus on mapping existing research, developing new alternative approaches and strategies, and promoting communication, education, validation and acceptance of alternative approaches. Activities and progress will be reviewed annually at a public 3Rs Conference.

*For more information please visit:  
[http://ec.europa.eu/enterprise/epaa/index\\_en.htm](http://ec.europa.eu/enterprise/epaa/index_en.htm)*

**“What’s New at Our House”**

**We’re Moving!!!!**

Over the past 10 Years, IIVS has expanded both its staff and its laboratory capabilities to offer more comprehensive services to the *in vitro* testing community. Our current lease is expiring and we are preparing to move to larger, newly designed laboratory and administrative space just 1 mile down the road.

We expect to be moved into the new facilities by the [summer of 2007](#). Please contact us to schedule a time to visit us in our new home!



Please join IIVS in welcoming our new administrative assistant and receptionist Dionne Redman. Dionne comes to us with a number of years of experience and has taken over duties such as mailing reports and preparing them for archiving, and keeping the administrative side of IIVS running smoothly. Dionne is the friendly voice at the other end of our main line. Please give her a call the next time you are heading out our way to set up a site visit. She will be more than happy to help you with all of your arrangements.

