No Animals Were Harmed®
Dedicated to protecting animal actors for 75 years

“No Animals Were Harmed”®
A program of
American Humane Association®
animal actors are a cherished part of American culture, playing some of the most iconic, beloved characters of all time. And for 75 years, American Humane Association, the first national humane organization, has been and continues to be the voice for Hollywood’s animal stars. Our “No Animals Were Harmed®” program, the only industry-sanctioned organization with oversight of animals in filmed production, has made the protection of animal actors its duty.

But it was not always like that.

In Hollywood’s early days, animals were seen as expendable props. If the script called for it, they were put in jeopardy without a second thought. This was never more apparent than during the filming of the classic Western, Jesse James, in 1939 when a horse was deliberately ridden over a cliff to its death. The American public was outraged, and demanded action. And American Humane Association answered the call.

Celebrating its 75th anniversary in 2015, the world-renowned “No Animals Were Harmed®” program has protected literally millions of animal actors in thousands of motion pictures and television shows.

A globally recognized end credit

“No Animals Were Harmed®” is a certification of best animal welfare standards, recognized internationally by the viewing public. For nearly 150 years, American Humane Association has been at the forefront of the humane movement, and this experience in advancing animal welfare has helped shape and guide the “No Animals Were Harmed®” program. This legacy is behind every production that receives our end-credit certification.

While the characters animals play on screen may appear to be in danger or under duress, our end-credit certification is a reassurance for moviegoers and television viewers that what they are seeing is nothing more than movie magic at work.

Why “No Animals Were Harmed®”?

• The only industry-sanctioned organization to monitor animals in filmed production
• Fully insured Certified Animal Safety Representatives™
• First Class, world-renowned experience and expertise
• Access to Resource Center and Production Hotline
• Counsel of Chief Veterinary Officer on all productions
• End-Credit Certification internationally recognized by film and television viewers
• Backed by American Humane Association, the first national humane organization, founded in 1877

The new era for protecting Hollywood’s animal stars

As filming practices have changed over the years, the “No Animals Were Harmed®” program has evolved and invested heavily to stay at the very forefront in animal welfare practices. Here are just some of the many changes made to this legendary program so we can continue to protect animals for the next 75 years and beyond with the highest standards possible:

• Evolving respected veterinarian Dr. Kwane Stewart as the program’s Chief Veterinary Officer to head the program and bring a new level of rigor, science, and passion to our mission.

• The creation of the first-ever Scientific Advisory Committee, composed of global experts in animal welfare who are continuously reviewing and updating our comprehensive, science-based “Guidelines for the Safe Use of Animals in Filmed Media” – the gold standard for the industry – with the newest research findings.

• As part of our efforts to bring the highest levels of expertise and caring to our work, we have hired licensed veterinarians to serve as our Certified Animal Safety Representatives™, and placed them in high-production geographic areas across the country, including Texas, New Mexico, New York, and Louisiana.

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Reduce Risk and Liability
With American Humane Association on Your Set

- **During Pre-production**
  - Call our Resource Center and Production Hotline at 1-800-677-3420 or email filmunit@americanhumane.org for guidance on best animal welfare practices, animal action and care, licensing/permitting, and transportation.
  - Take advantage of our decades of expertise and use us as a resource to avoid unnecessary problems.

- **During Production**
  - Educate crew and talent to ensure safety.
  - Seek counsel from our Chief Veterinary Officer should animal safety-related problems arise.

- **End-credit Certification**
  - Earn the “No Animals Were Harmed®” end-credit certification, internationally recognized by moviegoers and TV viewers.
  - Film review on our website explaining how the animal action was achieved.
  - All records from American Humane Association are archived for the life of your production.

- **All Animal Action Poses Risk**
  - If an animal is going to be on your set — from the tiniest ant to the mightiest elephant, during mild or intense action — you need us on set monitoring the work.
  - Don’t expose yourself to risk. Contact our office to hire one of our fully insured Certified Animal Safety Representatives™ for your set.

Register your production

Call our “No Animals Were Harmed®” program office in Studio City, California at 818-501-0123 to speak with a member of our staff or email us at filmunit@americanhumane.org. You can also register your production online by visiting www.humanehollywood.org, where you can download our “Guidelines for the Safe Use of Animals in Film and Media” and read film reviews from our decades on sets. Please note: through an agreement with AMPTP-SAG/AFTRA, productions with animal actors are required to register with the “No Animals Were Harmed®” program.

Let us work with you and protect your animal stars!