



****UNDER EMBARGO UNTIL WEDNESDAY, JUNE 10, 2020 AT 8AM EDT****

Faunalytics’ “Zoonoses Fundamentals” Offers Visual Data and Insights on Human-Animal Disease Transmission

The exclusive resource brings together original research and external data to illustrate how our treatment of animals and the environment creates unique health and safety risks.

Olympia, Wash. (June 10, 2020) — [Faunalytics](#), a national nonprofit that provides research, analysis, and strategies for animal advocates and organizations, announces the release of its [Zoonoses Fundamentals](#). This exclusive online resource uses data and visuals to explain where animal-borne diseases come from, why they occur, and how we can change our relationships with animals to stop future zoonoses before they start.

The Zoonoses Fundamentals feature data from Faunalytics’ [COVID-19 poll](#) as well as research from the United Nations FAO, the WHO, the World Wildlife Fund, and other reputable global sources. While the COVID-19 outbreak has turned an international spotlight on human-wildlife disease transmission and live animal markets, the Zoonoses Fundamentals highlight many other contexts and situations that allow diseases to jump from species to species beyond the wildlife trade.

Data-driven graphics featured in the resource portray key information about:

- **Intensive animal agriculture’s role in spreading illnesses**, revealing that cramped conditions and the widespread use of antibiotics create an ideal breeding ground for diseases
- **Environmental damage and its connection to zoonoses**, revealing how mass deforestation and habitat destruction for mining, logging, and agriculture can lead to disease outbreaks
- **Public opinions on COVID-19 and its connections to animals**, revealing diverse opinions ranging from informed and prudent to misinformed and racist
- **Wildlife-borne illnesses**, revealing how the global trade in wildlife can facilitate disease outbreaks
- **Urban zoonoses**, which typically receive less attention than diseases originating in wild or farmed animals, but can be just as dangerous

The Zoonoses Fundamentals suggest that while animal-borne diseases are inevitable in our current system, they do not have to be. As more information is revealed about these types of diseases through research and data, humans will be able to make more informed choices about our interactions with other animals that result in a safer, healthier, and more humane society.

“People are paying attention to zoonoses in a way they never have before, and finding reliable, understandable information about the issues can be challenging. Our Zoonoses Fundamentals bring together a variety of fact-checked sources to give animal advocates and the general public a one-stop solution, a single page where they can get a comprehensive overview,” says **Karol Orzechowski, Content Director at Faunalytics** and the creator of Zoonoses Fundamentals. “As we all try to navigate a ‘new normal,’ we hope this resource will inspire consumers, advocates, and the general public to reevaluate our relationship with animals and how we can change things for the better for farmed animals and wildlife.”

The Zoonoses edition is the latest installment of Faunalytics’ ongoing Fundamentals Series, which uses the latest and best available data to provide topic overviews addressing key issues and attitudes related to animal advocacy. Faunalytics Fundamentals support the organization’s bottom-line mission to improve the efforts of animal advocates by distributing understandable, actionable insights that can be applied directly to their outreach.

Zoonoses Fundamentals can be found [here](#), and other Fundamentals are available [here](#).

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Contact:

Casey Riordan
Communications & Development Manager, Faunalytics
casey@faunalytics.org
+1 732-810-3968

About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world’s largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Animal Charity Evaluators has rated Faunalytics a standout charity since 2015. For more information, visit www.faunalytics.org.