American Humane Association
The nation’s voice for the protection of children & animals

Film & Television Unit

“No Animals Were Harmed”® – the phrase has become part of the vernacular of filmmaking and a familiar and respected statement for people all around the world. It is a highly valued certification that can only be awarded by American Humane Association to those productions that meet our rigorous criteria.

Since the opening of our Hollywood office in 1940, American Humane Association’s Film and TV Unit has assured the safety of animal actors in the production of filmed media. Our mission continues to ensure that all live animals appearing in film and television are treated humanely – from the smallest mouse to the tallest giraffe. Animals will inevitably be included in the stories that filmmakers tell and so will continue to be a part of entertainment production. As long as that is the case, American Humane Association is committed to be there to protect their welfare and safety.

We do so by working with production personnel and trainers in the pre-production planning stage, by monitoring the animals on set during production, and by enforcing American Humane Association’s Guidelines for the Safe Use of Animals in Filmed Media, the gold standards of animal protections specifically targeted to the film production process. These guidelines are more stringent than any federal, state or local animal welfare laws. They are a living document that is updated regularly based on science, animal behavioral studies, new film industry technology and our on-set experience.

Overseeing more than 100,000 animal actors in 2,000 productions annually, our Certified Animal Safety Representatives™ combine animal welfare, veterinary and behavioral expertise with knowledge of the filmmaking process to ensure animal actors receive the highest level of care on set. Many hold degrees in animal science, animal behavior, and veterinary medicine; others are equine specialists, primatologists, and some are state humane officers. They are experienced problem-solvers who act as the voice for every animal on set.

• American Humane Association’s “No Animals Were Harmed”® certification program provides animal safety and welfare coverage of more than 2,000 productions a year
• Our safeguards and oversight protect more than 100,000 animals annually
• We have a 99.98% safety rate on the productions we monitor
• In a recent 29 month period, American Humane animal safety representatives logged 9,411 days of supervised animal action
• All of our Safety Reps travel extensively both domestically and internationally. Over the past several years alone we have monitored films in the UK, Canada, Spain, Mexico, New Zealand, Thailand, Morocco, the Czech Republic, China, Iceland, and the Virgin Islands
• AHA oversees all species of animals including insects, snakes, domestic animals, livestock and exotics such as bears, tigers, elephants, primates, and marine animals

A certification program of American Humane Association

“No Animals Were Harmed”® – the phrase has become part of the vernacular of filmmaking and a familiar and respected statement for people all around the world. It is a highly valued certification that can only be awarded by American Humane Association to those productions that meet our rigorous criteria.

Since the opening of our Hollywood office in 1940, American Humane Association’s Film and TV Unit has assured the safety of animal actors in the production of filmed media. Our mission continues to ensure that all live animals appearing in film and television are treated humanely – from the smallest mouse to the tallest giraffe. Animals will inevitably be included in the stories that filmmakers tell and so will continue to be a part of entertainment production. As long as that is the case, American Humane Association is committed to be there to protect their welfare and safety.

We do so by working with production personnel and trainers in the pre-production planning stage, by monitoring the animals on set during production, and by enforcing American Humane Association’s Guidelines for the Safe Use of Animals in Filmed Media, the gold standards of animal protections specifically targeted to the film production process. These guidelines are more stringent than any federal, state or local animal welfare laws. They are a living document that is updated regularly based on science, animal behavioral studies, new film industry technology and our on-set experience.

Overseeing more than 100,000 animal actors in 2,000 productions annually, our Certified Animal Safety Representatives™ combine animal welfare, veterinary and behavioral expertise with knowledge of the filmmaking process to ensure animal actors receive the highest level of care on set. Many hold degrees in animal science, animal behavior, and veterinary medicine; others are equine specialists, primatologists, and some are state humane officers. They are experienced problem-solvers who act as the voice for every animal on set.

• American Humane Association’s “No Animals Were Harmed”® certification program provides animal safety and welfare coverage of more than 2,000 productions a year
• Our safeguards and oversight protect more than 100,000 animals annually
• We have a 99.98% safety rate on the productions we monitor
• In a recent 29 month period, American Humane animal safety representatives logged 9,411 days of supervised animal action
• All of our Safety Reps travel extensively both domestically and internationally. Over the past several years alone we have monitored films in the UK, Canada, Spain, Mexico, New Zealand, Thailand, Morocco, the Czech Republic, China, Iceland, and the Virgin Islands
• AHA oversees all species of animals including insects, snakes, domestic animals, livestock and exotics such as bears, tigers, elephants, primates, and marine animals

A certification program of American Humane Association

“No Animals Were Harmed”® – the phrase has become part of the vernacular of filmmaking and a familiar and respected statement for people all around the world. It is a highly valued certification that can only be awarded by American Humane Association to those productions that meet our rigorous criteria.

Since the opening of our Hollywood office in 1940, American Humane Association’s Film and TV Unit has assured the safety of animal actors in the production of filmed media. Our mission continues to ensure that all live animals appearing in film and television are treated humanely – from the smallest mouse to the tallest giraffe. Animals will inevitably be included in the stories that filmmakers tell and so will continue to be a part of entertainment production. As long as that is the case, American Humane Association is committed to be there to protect their welfare and safety.

We do so by working with production personnel and trainers in the pre-production planning stage, by monitoring the animals on set during production, and by enforcing American Humane Association’s Guidelines for the Safe Use of Animals in Filmed Media, the gold standards of animal protections specifically targeted to the film production process. These guidelines are more stringent than any federal, state or local animal welfare laws. They are a living document that is updated regularly based on science, animal behavioral studies, new film industry technology and our on-set experience.

Overseeing more than 100,000 animal actors in 2,000 productions annually, our Certified Animal Safety Representatives™ combine animal welfare, veterinary and behavioral expertise with knowledge of the filmmaking process to ensure animal actors receive the highest level of care on set. Many hold degrees in animal science, animal behavior, and veterinary medicine; others are equine specialists, primatologists, and some are state humane officers. They are experienced problem-solvers who act as the voice for every animal on set.
As film, television and the internet continue to expand with nearly unlimited access to filmed entertainment in myriad forms, delivered through an ever-growing global distribution chain, it’s more important than ever to make sure that the animals seen in theatres and at home are treated humanely and protected from harm.

American Humane Association focuses on the reality that animals are on the sets of thousands of productions, worldwide, every year and that they require our proactive oversight to ensure their well-being in that unique environment. Film and television are global businesses with exotic, and oftentimes remote locations that reflect divergent attitudes toward the treatment of animals. The promotion of ever-growing film communities, economic stress, reality television, animal-centric cable channels, productions for the internet, and a global audience that demands bigger, faster, louder and more startling images, have created an enormous marketplace for film production and new challenges to animal protection.

Our goal is to expand this program globally to keep all animals in entertainment safe from harm. Your support will allow us to recruit field staff in foreign territories and convene an international committee for the development of a gold standard of care for all animals regardless of the filming location. Your support will allow our high-impact “No Animals Were Harmed”® program to serve the needs of an increasingly global media environment.

Our history, our expertise and our position as a science-based organization have made us a valued collaborative partner to the entertainment industry. By celebrating the humane use of animals in filmed media, we recognize and promote the significant and powerful human-animal bond that exists in all segments of society.

We fervently believe that no animal should ever be harmed, abused, neglected or adversely exploited in any way. With the assistance of all those who care about the well-being of those incredible animal ambassadors we see on the large and small screens, American Humane Association will ensure that all animals in entertainment are treated safely and humanely – and that more films and television shows receive our gold-standard “No Animals Were Harmed”® seal of approval.