



Week of Advocacy for Biomedical and Health Research:
November 12-16, 2012

Toolkit for the Week of Advocacy for Biomedical and Health Research: November 12 - 16

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FAQ

What is the Week of Advocacy for Biomedical and Health Research?

To prevent destructive policy decisions and deep cuts to medical and health research funding, Research!America and its partners are launching a Save Research campaign beginning with a week of intensified advocacy November 12 – 16, 2012 when Congress returns for the lame-duck session. Using our collective strength, we will urge Congress to protect funding that will help combat disease and spur private sector innovation. **We Need Cures, Not Cuts!**

What is the goal of the Week of Advocacy for Biomedical and Health Research?

To convince Congress that research must be a higher national priority. Research must be funded at a level that ensures medical progress and capitalizes on recent medical breakthroughs on behalf of patients; doing so will foster timely access to new medical discoveries and advance public health.

What are the possible consequences if we don't act now?

The "fiscal cliff," which includes across-the-board cuts known as "sequestration," could result in massive cuts to federal health agencies and policy changes that would place private sector R&D in jeopardy. Significantly larger cuts are possible if the defense contractor alliance is successful in its goal of

exempting defense from sequestration; in that scenario, non-defense areas may have to absorb the full impact of sequestration.

How can I participate in the Week of Advocacy for Biomedical and Health Research?

Check out the saveresearch.org website for more information. There you will find an online toolkit with suggestions on how to amplify our messages with policymakers. The toolkit includes sample social media messages, letter to the editor and op-ed, a phone script, flyer, and more. The site also has a [resources](#) section with links to reports and background materials from our partners.

Who are the partner organizations for the Week of Advocacy for Biomedical and Health Research?

Week of Advocacy partners include patient advocacy organizations, advocacy coalitions, scientific and medical societies, industry, and individuals committed to saving research. Visit the [About Us](#) section to learn more.

America and Americans have much to lose and nothing to gain by federal decision making that stalls U.S. medical progress. We Need Cures, Not Cuts!

Message Points

We Need Cures, Not Cuts!

Overarching Messages

- Cuts to biomedical and health research are counterproductive. Our nation needs the innovation, businesses and jobs that flow from research.
- What was once unimaginable has been achieved through research -- sequencing the human genome, producing new lines of stem cells, developing vaccines to fight deadly diseases. We can do much more with a robust and sustained investment in research.
- We're on the brink of discoveries that could help reduce spiraling health care costs that have contributed to our nation's runaway deficit.
- U.S. medical innovation contributes to economic growth. The private sector employs one million Americans, generates \$84 billion in wages and salaries, and exports \$90 billion in goods and services each year.
- We refuse to let research bear the brunt of rash and hasty decisions by elected officials. Too many lives hang in the balance. We're here to tell Congress We Need Cures, Not Cuts!

NIH

- NIH spending in FY 11 alone produced \$62.13 billion in new economic activity. In FY 11, NIH research funding led to the creation of more than 430,000 jobs. A sequester in 2013 would cut the NIH budget by 8.2% or \$2.53 billion, resulting in nearly 35,000 jobs lost across the U.S. and 2,300 fewer grants.

- Last year, NIH success rates were at historical lows. Funding cuts from sequestration or other deficit-reduction legislation will slash success rates even further.
- With the sequencing of the human genome and other dramatic advancements in medical science, we have a shot at preventing and curing diseases like Alzheimer's, cancer, diabetes, heart disease and Parkinson's. Alzheimer's alone costs the nation \$200 billion per year and this cost is expected to skyrocket to \$1.1 trillion by 2050!

FDA

- FDA regulates foods, cosmetics, and medical products that account for nearly one-fourth of consumer spending. In addition to domestic production, FDA-regulated products and ingredients originate in more than 300,000 overseas facilities located in more than 150 countries. FDA clearly shoulders a staggering burden when it comes to protecting the public safety.
- FDA will have to do more in FY 13, regardless of what funding it receives. Federal mandates are piling up and FDA's regulatory workload continues to increase.
- For FY 13, the agency will see no growth in taxpayer revenue, and scheduled increases in industry-provided user fees are not available to the agency. So for now, FDA has zero new dollars to work with. In the event of sequestration, FDA will have \$319 million less than it did in FY 12.
- Sequestration would be disastrous for FDA. FDA needs more resources, not less, to do its job. With a drop in funding like this, product approvals will be slower, less time will be devoted to inspecting manufacturing facilities and other public health functions, and FDA will not have the capacity to update its regulatory framework to keep up with advancing science.

CDC

- The CDC performs critical work to protect Americans from health threats, tracking and eliminating health challenges in our communities. From tobacco control to emergency preparedness, the CDC researches ways to limit or prevent health threats.
- The agency is currently underfunded and an 8.2% cut under sequestration would mean a loss of \$490 million for the CDC budget.
- CDC awards almost 85% of its budget through grants and contracts. In FY 11, CDC provided \$6.3 billion to health departments, universities, and other agencies in the United States.
- One of CDC's three High Priority Performance Goals for FY 2013 is improving food safety. CDC estimates that each year 48 million Americans (or 1 in 6 people) get sick, 128,000 are hospitalized, and 3,000 die from food-borne diseases. The associated cost to the nation's economy exceeds \$7 billion. Under sequestration, loss of federal funding for 2,500 specialized disease detectives would mean 150 fewer food-borne outbreaks will be identified.

AHRQ

- Health research supported by AHRQ is an unsung hero. Health services research, health economics research, epidemiological research and related research protect the public health, improve patient care, and combat needless red tape and deadly and costly medical errors.

- AHRQ supports research on behalf of Americans who deserve the best health care possible and who can't afford to pay more because of needless administrative waste and inefficient health care delivery. Preventable medical errors kill at least 100,000 Americans a year with an associated cost of \$17 billion to \$29 billion in health care, lost income, and other expenses. Research has already been harnessed to reduce this number, but more needs to be done. We are making a costly and tragic mistake if we starve health research from the funding needed to combat medical errors and reduce the cost of patient care.

Industry

- Congress must recognize that research is not a second or third-tier issue that can be taken for granted. If we divest from innovation, we are setting the stage for a declining economy.
- Biotech hubs drive state and local economies, with the pharmaceutical industry conducting 80% of its R&D domestically. If funding and policy decisions lead investors to direct their capital overseas, where government investment in R&D is skyrocketing, where does that leave our nation?

Competitiveness

- As other nations aggressively invest in research and development, we are losing ground. For example, China has pledged to invest over \$300 billion in biotechnology over the next five years. We stand to lose the young scientists, high-quality jobs, industries and private-sector capital that made America a global leader.

For detailed information and reports, visit www.saveresearch.org/resources

Sample Grassroots Alert

Congress is considering major changes in federal policy in order to reduce the deficit, including "sequestration," which means arbitrary, across-the-board budget cuts to defense and non-defense spending. Continued cuts to these federal programs would dramatically affect medical research and core public health functions.

If Congress enacts these cuts without considering the impact on medical research and public health, our nation could easily fall behind other countries and lose valuable time in the battle against Alzheimer's disease, diabetes, Parkinson's Disease, muscular dystrophy, lupus...you get the picture.

We can't let that happen. Deficit reduction is important, but continued spending cuts that stifle medical progress are wrong. It's time to tell Congress: WE NEED CURES, NOT CUTS!

Take action right away. Be sure to share this action alert on Facebook, Twitter, and email it to your networks. Americans need to speak up for life-saving medical research. Time is of the essence!

Sample Tweets

Like to tweet? We've provided sample tweets that you can easily copy and paste to tweet from your organization's Twitter account. We encourage you to use hashtag #saveresearch in all your tweets, which will keep track of the conversation. Post these tweets and encourage your networks to re-tweet your messages:

- Millions of Americans are dying to know. Will Congress protect research? We Need Cures, Not Cuts. <http://bit.ly/Rk1EaD> #saveresearch
- Funding for medical research is at risk. Tell Congress: We Need Cures, Not Cuts. <http://bit.ly/Rk1EaD> #saveresearch

Don't forget to follow us [@ResearchAmerica](#)

Facebook Samples (include tag [@Research!America](#))

We've provided sample Facebook messages that you can easily copy and paste to show your support! Please note that the "@" symbol and the words "Research!America" will tag our Facebook page.

- We have much to lose and nothing to gain by federal decision making that stalls U.S. medical progress. Tell Congress: We Need Cures, Not Cuts. www.saveresearch.org
- Medical research is at risk! Looming budget cuts could jeopardize research that saves lives and spurs innovation. Join us to tell Congress that We Need Cures, Not Cuts. www.saveresearch.org

Sample Op-ed: We need cures, not cuts

Federal funding for research, coupled with private sector innovation, has revolutionized medicine in this country and throughout the world. HIV is no longer a death sentence, polio has been virtually eradicated, and we now have vaccines that prevent hospitalizations from the flu and dangerous flu-related infections. **[Insert personal story]**

There's no question that a strong investment in research reaps significant benefits for patients and future generations. Yet, agencies that fund research are facing across-the-board budget cuts next year — cuts that will invariably compromise efforts to prevent and combat disease. Policymakers can rethink these cuts and address deficit reduction in a pragmatic, rather than expedient manner. The question is, will they?

Patients are dying to know.

This isn't just a health issue; it's an economic one. In 2011 alone, research produced \$62 billion in new economic activity and led to the creation of more than 430,000 jobs. In this challenging climate, deep budget cuts will result in significant job loss at research universities, medical schools and independent

research institutes, as well as in the device, drug and biologics industries and the thousands of businesses that support our nation's research enterprise. [insert examples]

We risk losing our position as a global leader in R&D if federal funding declines sharply. China, for example, recognizes the importance of research to economic growth and population health and has already made significant efforts to strengthen policies and investments. At the same time, US investment is stagnating, and now cuts to research loom. We cannot take our current leadership for granted. We need to work vigorously to invest in the research infrastructure to attract talent and private sector investments.

Medical research is fundamental to our health and economic prosperity. A lackluster commitment from Congress will jeopardize efforts to strengthen our research infrastructure and eliminate current and emerging health threats. We need cures, not cuts.

For more information visit, www.saveresearch.org.

Sample letter to the editor

A strong investment in biomedical and health research reaps significant benefits for patients, the economy and society as a whole. [insert examples/personal story]

This isn't just a health issue; it's an economic one. In 2011 alone, research produced \$62 billion in new economic activity and led to the creation of more than 430,000 jobs. Yet federal health agencies are facing potential across-the-board cuts next year as part of the fiscal cliff — cuts that could devastate innovative research to combat costly and deadly diseases such as Alzheimer's, cancer, heart disease and hamper private sector innovation. This is a nonsensical approach to reducing our nation's deficit. We need cures, not cuts.

Congress must recognize that research is fundamental to our health and economic prosperity. A lackluster commitment will endanger medical progress and the societal and economic benefits derived from a robust investment in research and development.

Sample Phone Scripts

Biomedical Research

Thank you for taking the call.

I am a constituent of [xxxx].

I would like to ask a question and receive a written response, please.

I am very concerned that Congress will pass across-the-board spending cuts or make policy changes without regard to their impact on biomedical research, even though research is a major driver of job-producing innovation in this country and our best hope for combating disabling and deadly diseases.

For example, sequestration would reduce funding for the National Institutes of Health and the National Science Foundation by nearly 10%, even though the basic research these agencies support takes place at universities, independent research institutes, small businesses and academic health centers across the country and provides the foundation for private sector medical innovation.

I would like to know whether (the Senator/Congressman/woman) will fight against sequestration and other budget cuts that arbitrarily reduce funding or incentives for biomedical research

If the response could be emailed I would appreciate it. My email address is xxx

I would also like to email some information to your health Legislative Assistant. Could you provide me with their name and email address?

Thank you for your service to constituents like me. I truly appreciate it.

(Fact sheets and reports can be found at www.saveresearch.org/resources.html)

FDA

Thank you for taking the call.

I am a constituent of xxxx.

I would like to ask a question and receive a written response, please.

I am very concerned that in its efforts to reduce the deficit, Congress will dismiss the importance of the Food and Drug Administration, which oversees \$2 trillion in goods and services and nearly one-fourth of all consumer spending in the United States. I am concerned that if FDA is cut,

- Food will be less safe,
- Drug and device approvals will be slower, impacting quality of care for patients
- Problems with imports and globalization will become more numerous, and
- FDA modernization will be severely slowed.

I would like to know whether (the Senator/Congressman/woman) will fight against sequestration and other budget cuts that would arbitrarily tie the hands of this underappreciated, yet critically important agency.

If the response could be emailed I would appreciate it. My email address is xxx

I would also like to email some information to your health Legislative Assistant. Could you provide me with their name and email address?

Thank you for your service to constituents like me. I truly appreciate it.

(For more information, www.strengthenFDA.org is an excellent resource)

Health Research and our Nation's Public Health System

Thank you for taking the call.

I am a constituent of **xxxx**.

I would like to ask a question and receive a written response, please.

I am very concerned that in its efforts to reduce the deficit, Congress will dismiss the importance of government functions that are indispensable to the health and safety of Americans, including the research and on-the-ground initiatives CDC and AHRQ are responsible for.

As the recent meningitis outbreak made clear, CDC plays a fundamental role in detecting and containing disease outbreaks, and that is only one of numerous CDC functions that protect American's health every day.

And the science funded by AHRQ ensures patients receive high quality, appropriate care every time they walk through hospital, clinic, and medical office doors.

I would like to know whether (the Senator/Congressman/woman) will fight against sequestration and other budget cuts that would arbitrarily tie the hands of these underappreciated, yet critically important agencies.

If the response could be emailed I would appreciate it. My email address is **xxx**

I would also like to email some information to your health Legislative Assistant. Could you provide me with their name and email address?

Thank you for your service to constituents like me. I truly appreciate it.

(For information to email, links to excellent information on the value of AHRQ and CDC is available on www.saveresearch.org)

Save Research Button

Help us spread the word and use this logo as part of your messaging.



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