

RESEARCH AMERICA

AN ALLIANCE FOR DISCOVERIES IN HEALTH®

World-Class Advocacy for World-Class Science: A Call to Action

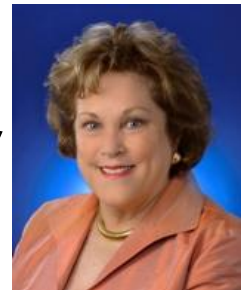
Mary Woolley, President, Research!America

May 23, 2011

ASM 111th General Meeting
New Orleans, LA

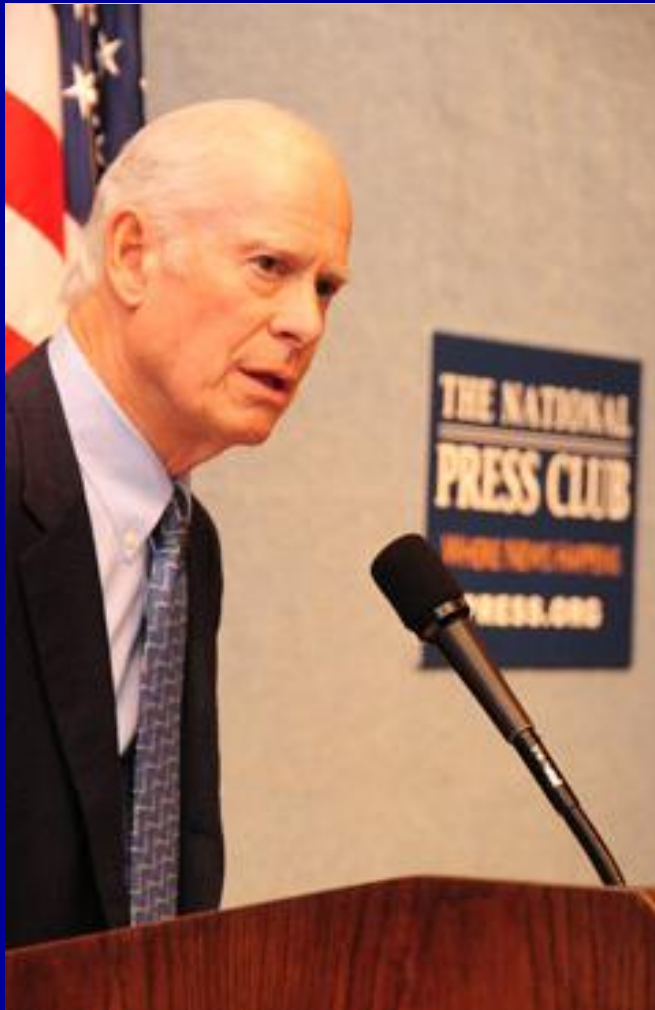
ASM & Research!America: 22 Years of Partnership in Advocacy

- ASM was a founding member of Research!America in 1989
- Michael Goldberg, PhD, was a member of Research!America's founding Board of Directors
- Former ASM President Gail Cassell, PhD, is a Research!America emeritus director



U.S. Science is Still Doing Well, But Consider...

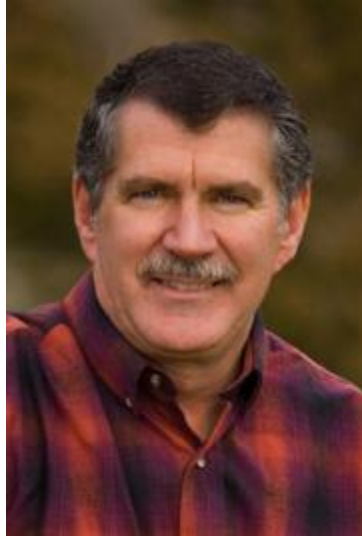
- The Beijing Genomics Institute has more capacity to sequence human genomes than all U.S. genome centers combined
- The U.S. ranks sixth in R&D spending as a percentage of GDP
- The FY11 budget will fund only one in six NIH grant applications, the lowest rate on record
- The funding and policy outlook is grim



“Science, innovation, technology, and research are America’s economic destiny ... They are all under siege, and today we find ourselves with the most daunting challenge for priority and funding in perhaps the last 65 years.”

The Hon. John Edward Porter, Research!America Chair
National Health Research Forum, March 15, 2011

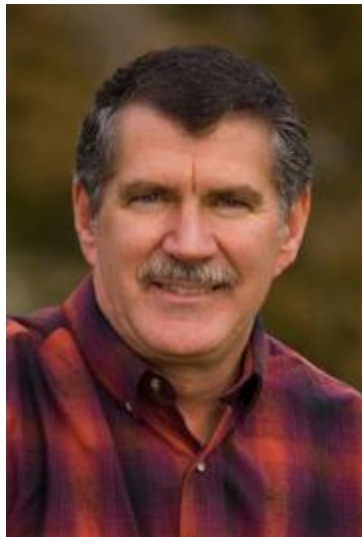
Do You Recognize These People?



Do You Recognize These People?



Rep. Hal Rogers
(R-KY)
Chair, House
Appropriations
Committee



Rep. Dennis Rehberg
(R-MT)
Chair, House
LHHS Appropriations
Subcommittee



Sen. Daniel Inouye
(D-HI)
Chair, Senate
Appropriations
Committee

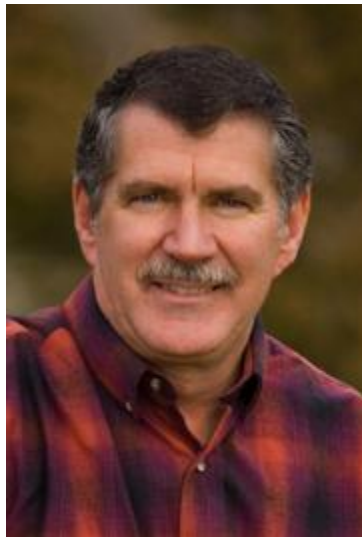


Sen. Tom Harkin
(D-IA)
Chair, LHHS,
Education and
Related Agencies
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Do These People Recognize You?



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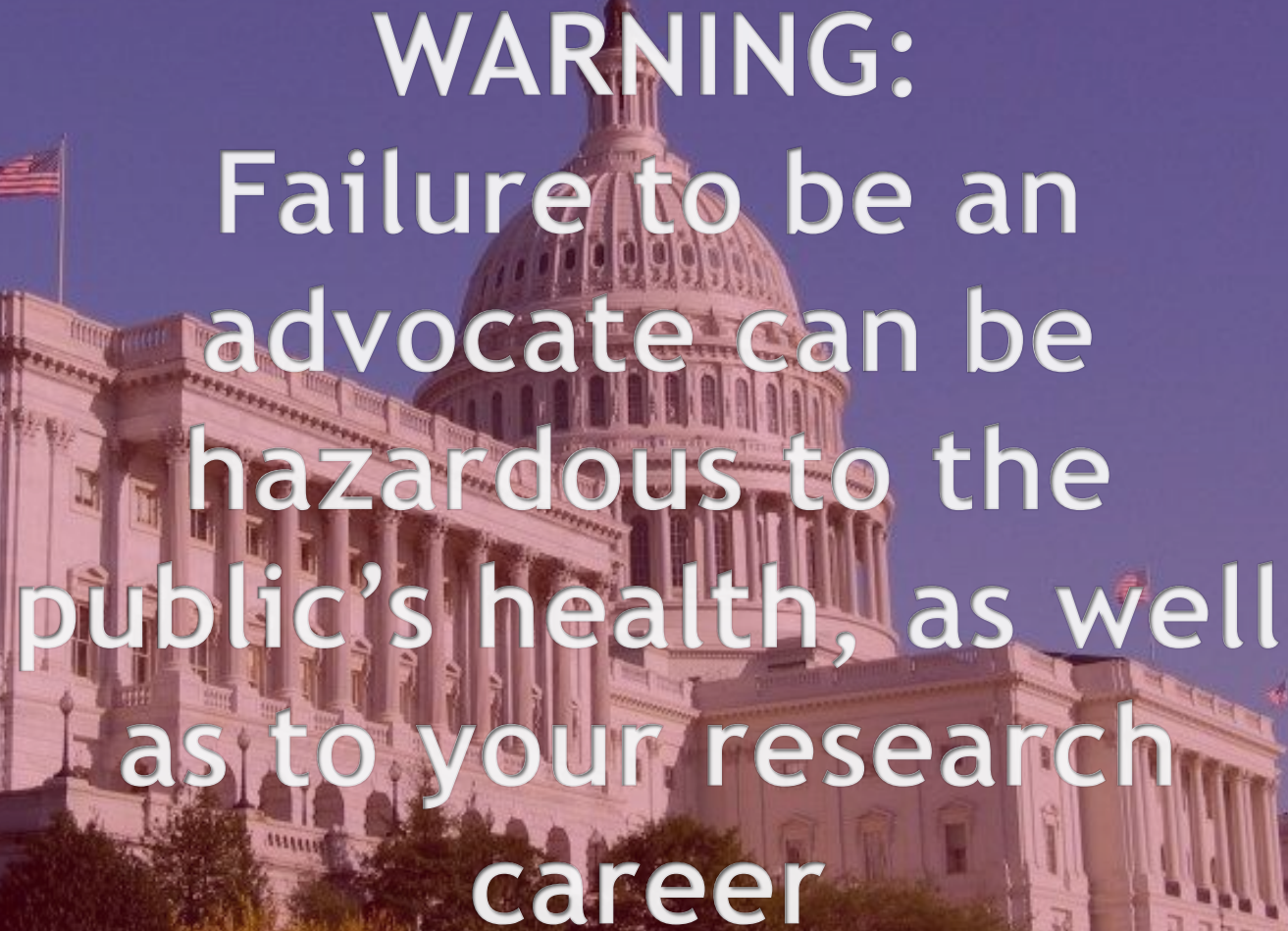


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What Do Elected Officials and Scientists Have in Common?

They serve the public's interest.

Serving the public's interest includes being an advocate.



WARNING:
Failure to be an
advocate can be
hazardous to the
public's health, as well
as to your research
career

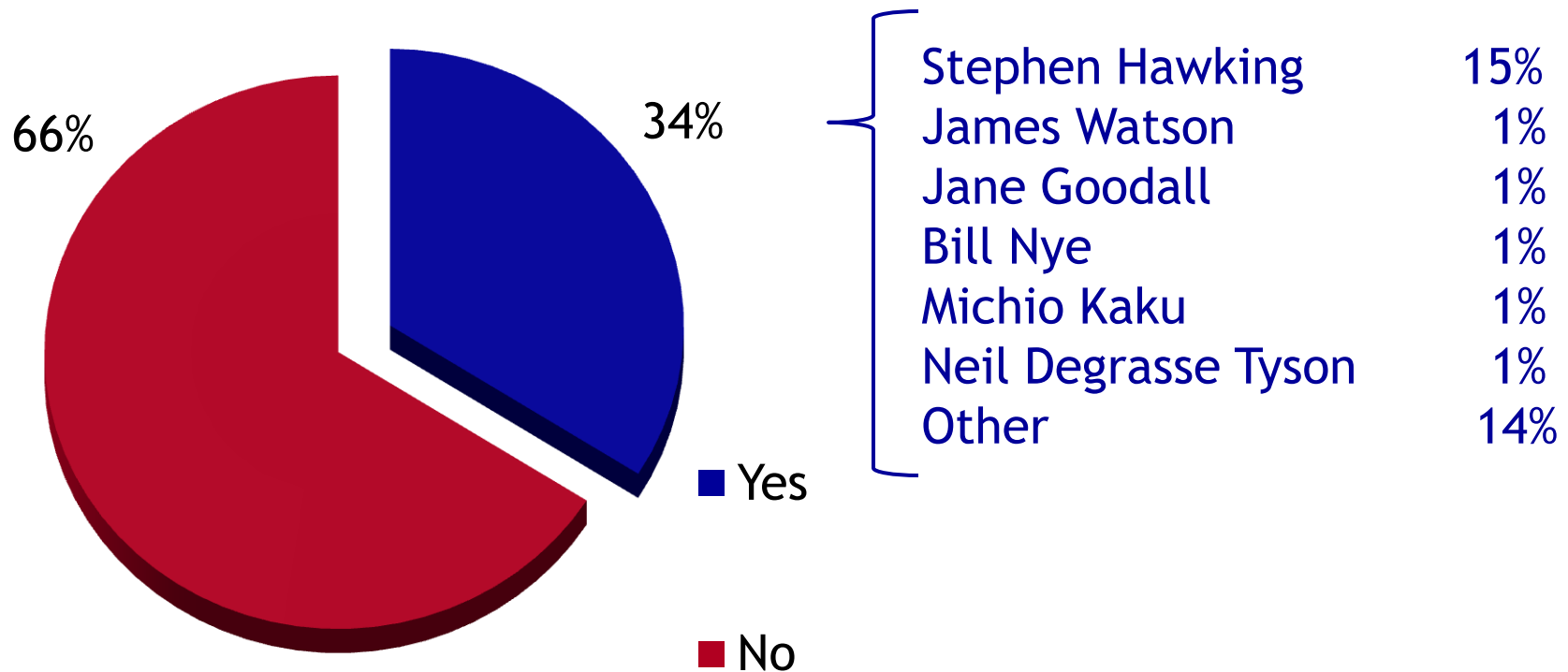


Scientists are close to
invisible in our society ...

Can Americans Name a Living Scientist?

Most Americans Can't Name a Living Scientist

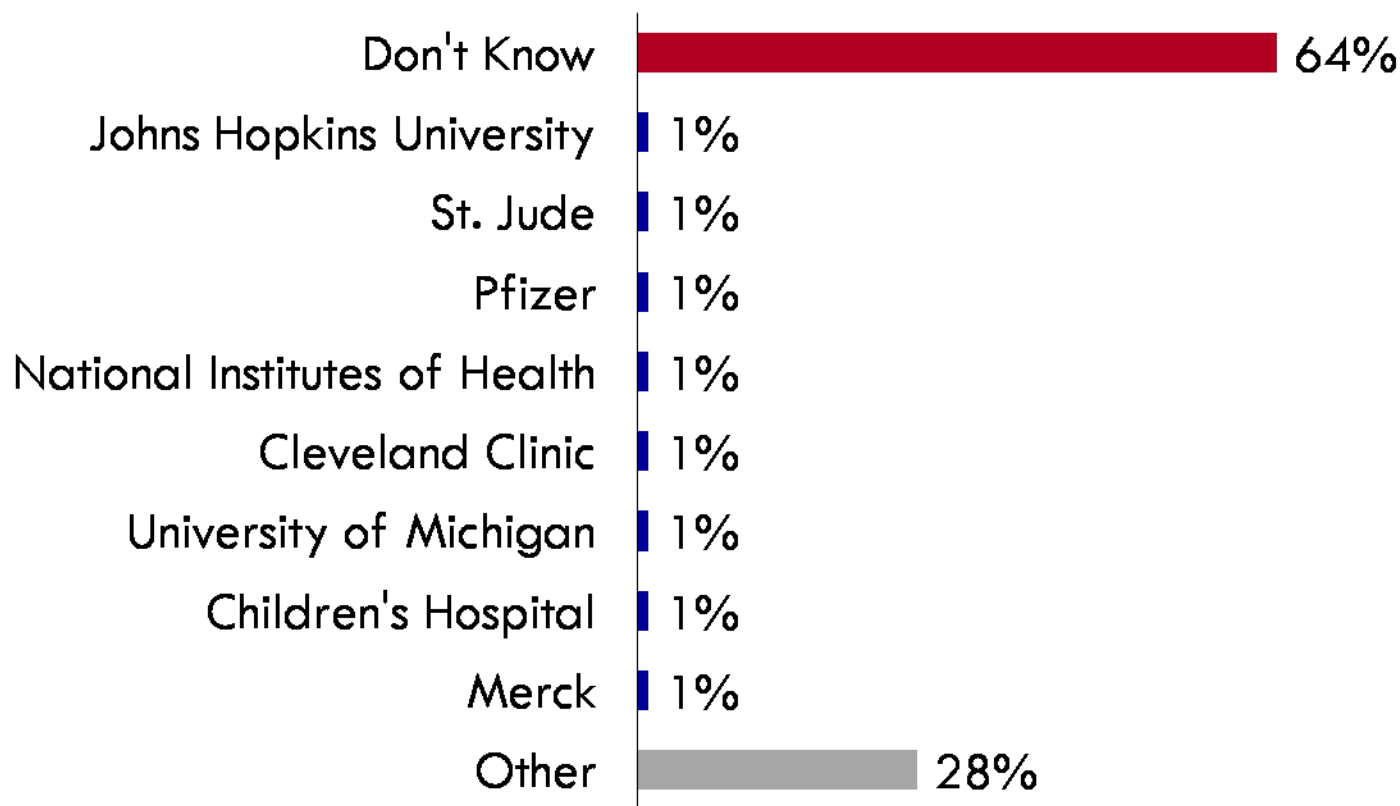
Can you name a living scientist? (first volunteered responses)



Do Americans Know Where Research is Conducted?

Americans Don't Know Where Research is Conducted

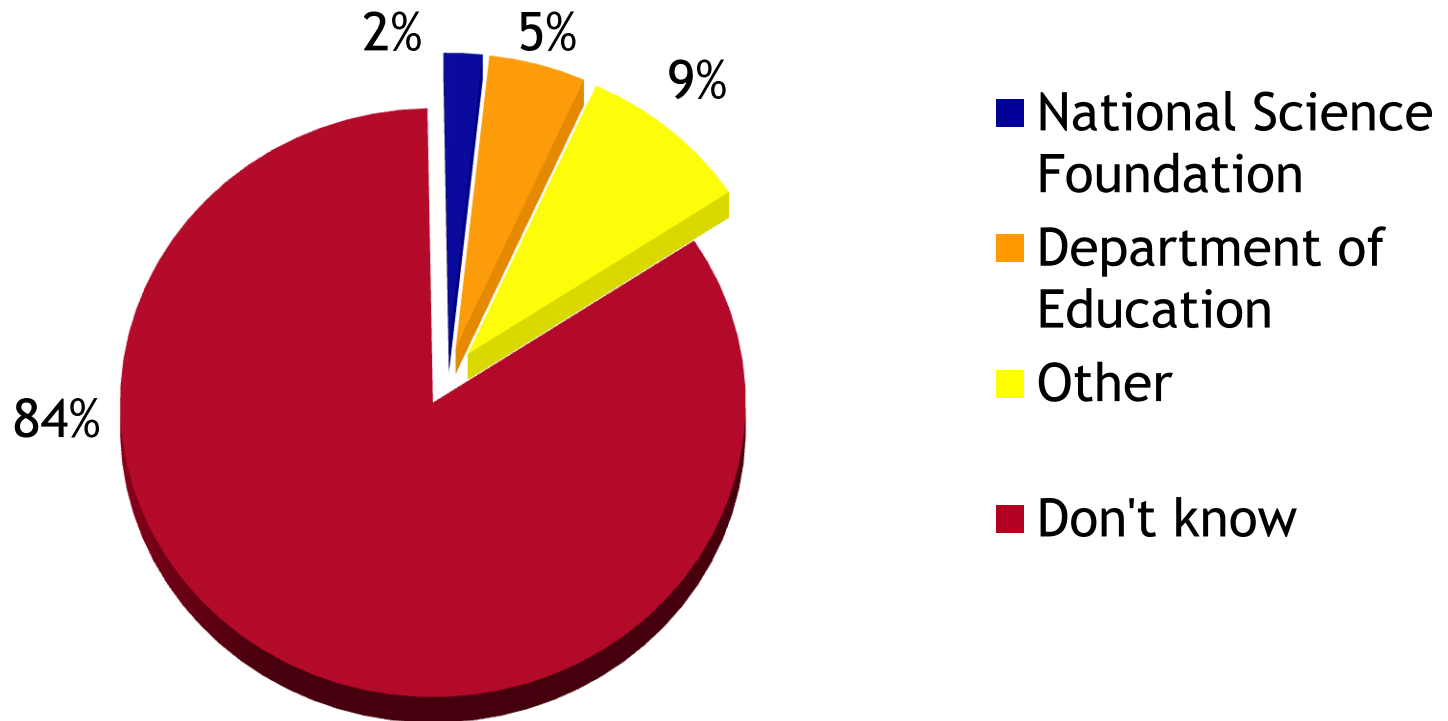
Do you know of any institutions, companies or organizations where medical or health research is conducted?



Source: Your Congress-Your Health Survey, May 2007
Charlton Research Company for Research!America

Most Do Not Recognize NSF

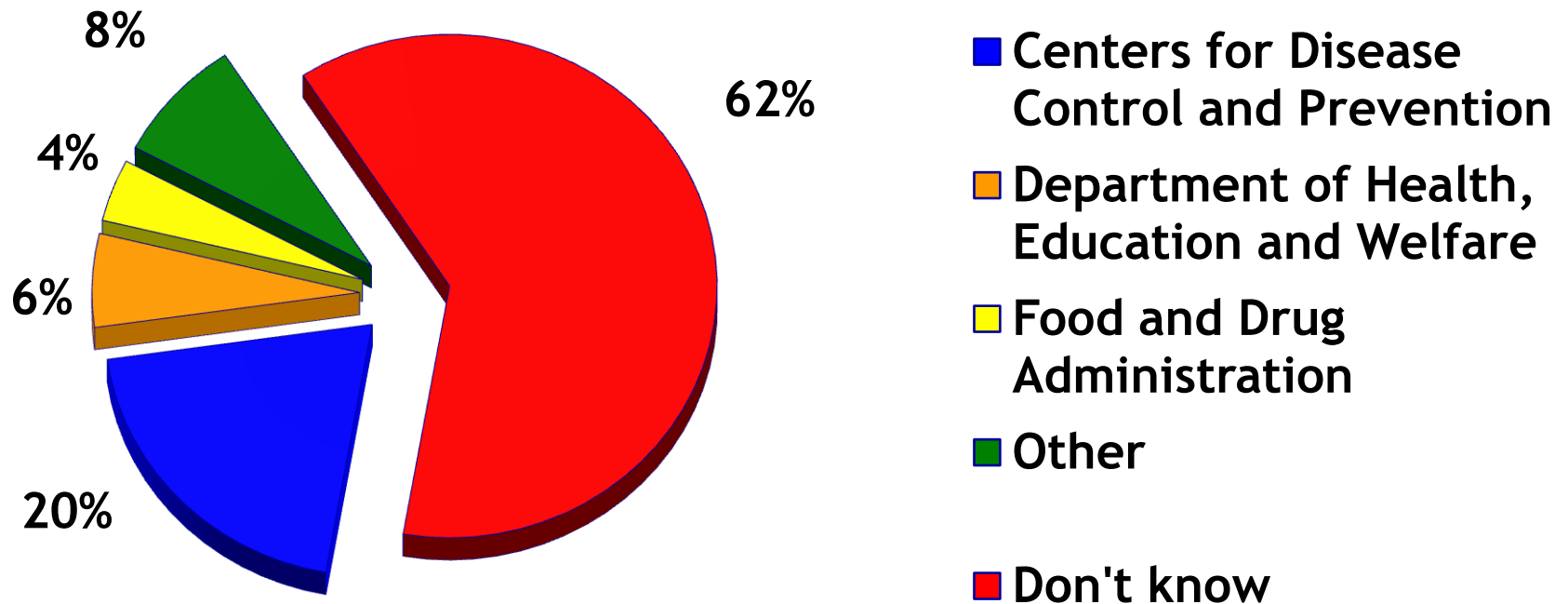
What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?



Source: *Your Congress - Your Health Survey*, 2007
Charlton Research Company for Research!America

Majority Do Not Recognize CDC

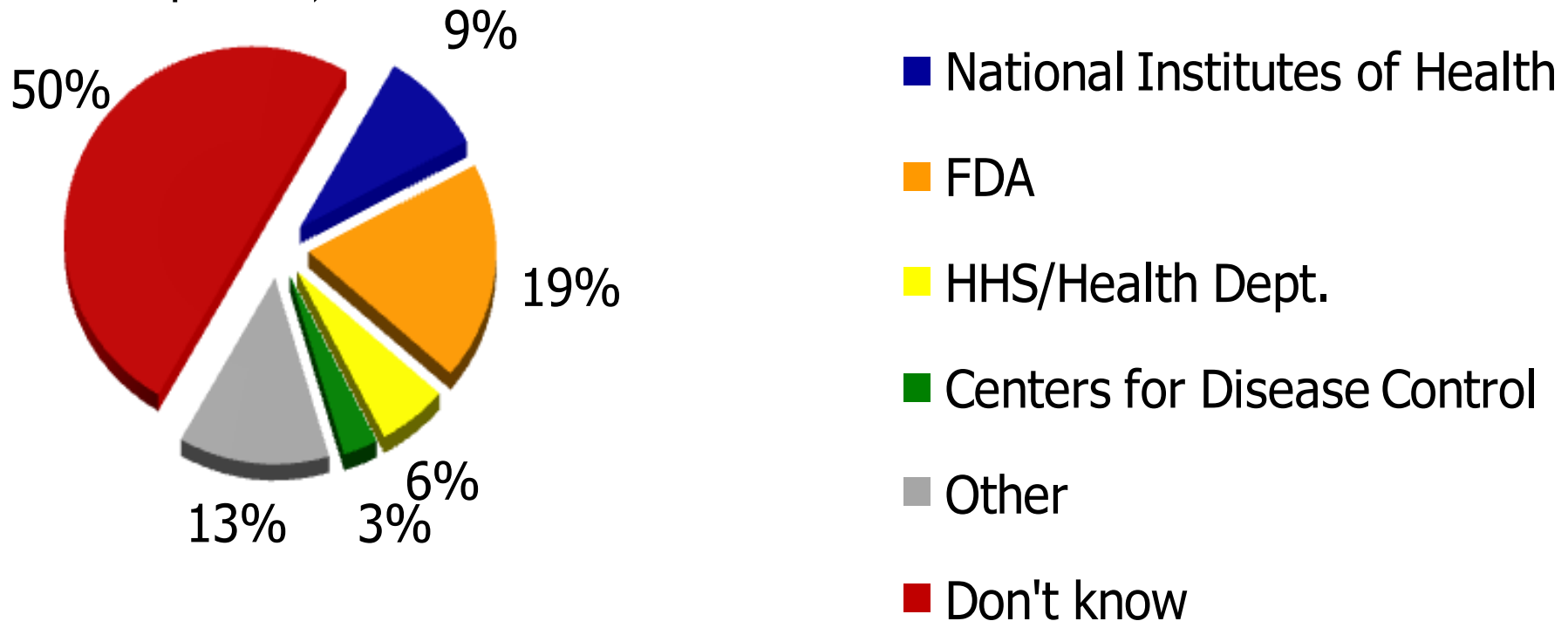
What is the name of the government agency in this country whose primary mission is disease prevention and health promotion?



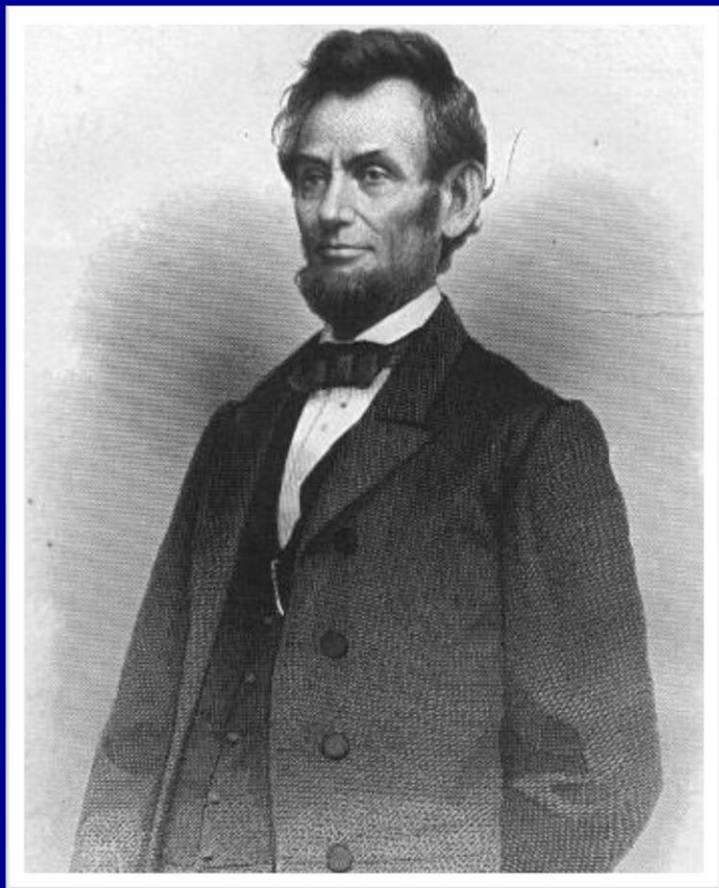
Source: Your Congress-Your Health Survey, 2007
Charlton Research Company for Research!America

Few Americans Recognize the National Institutes of Health

What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (first volunteered responses)



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America



“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

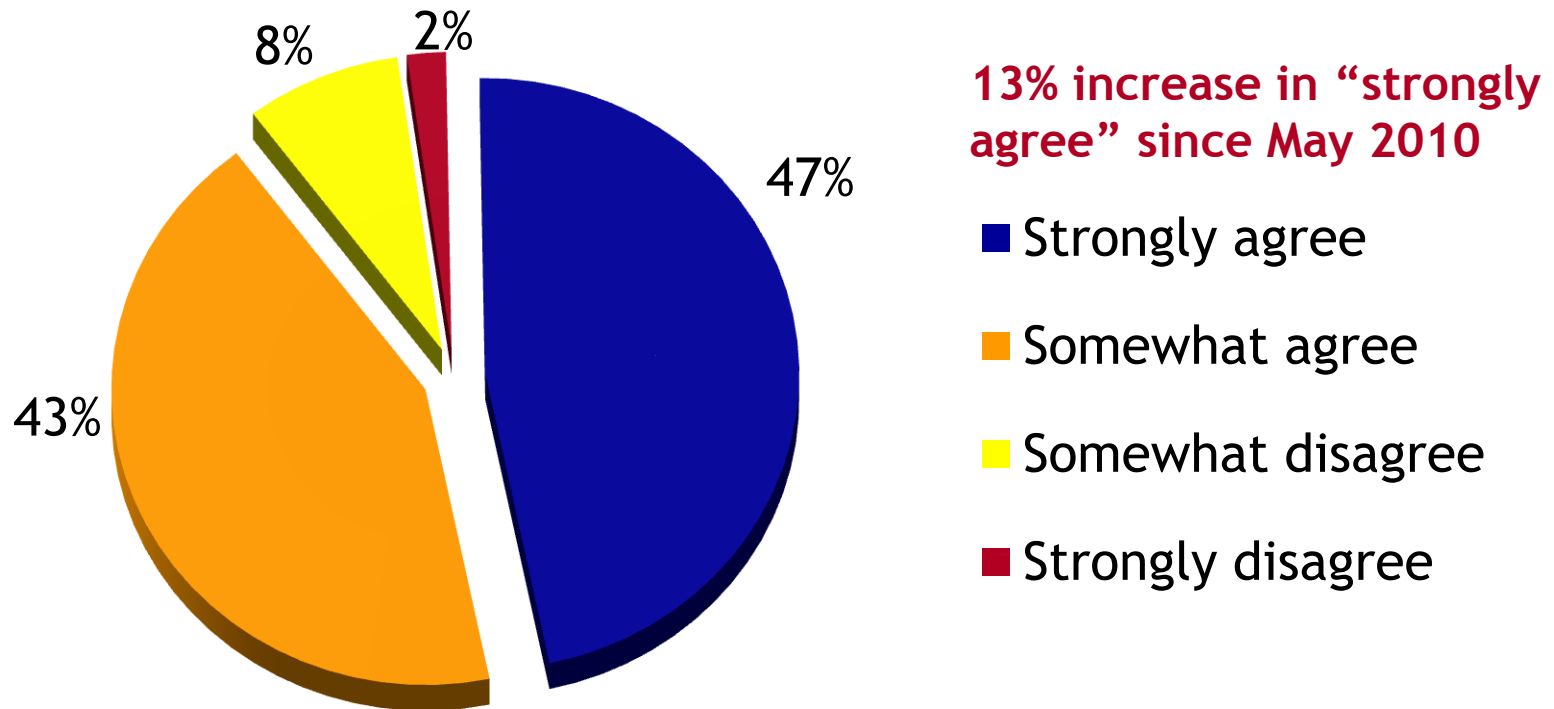
President Abraham Lincoln

Keeping a Finger on the Public Pulse

- Research!America has commissioned public opinion polls for almost 20 years:
 - National Polls
 - State-Based Polls
 - Issue-Specific Polls
- Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5%. Data are demographically representative of adult U.S. residents (state or national).
- Online polls are conducted with a sample size of 1000-2000 adults and sampling error of +/-3.1%. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.

U.S. Competitive Edge in Innovation

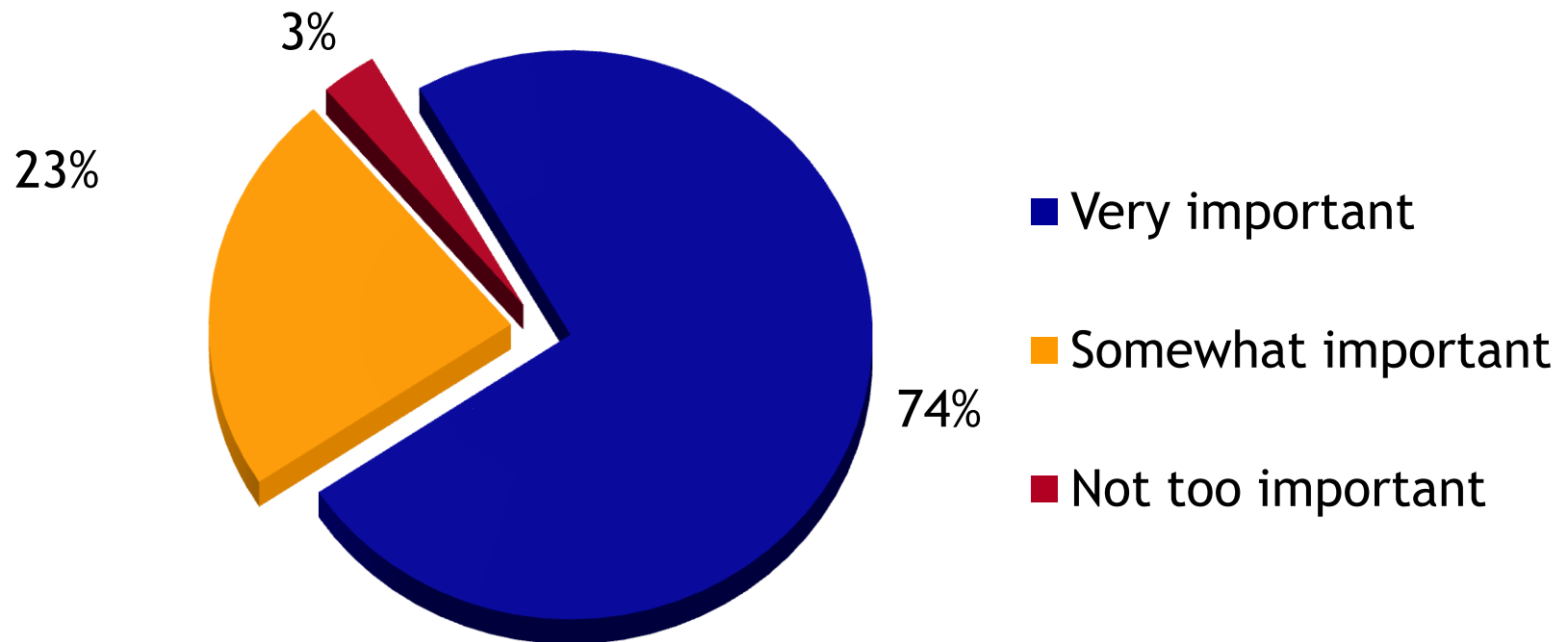
Do you agree or disagree with the following statement? "The U.S. is in danger of losing its global competitive edge in science, technology and innovation."



Source: *Your Congress - Your Health* Survey, March 2011
Charlton Research Company for Research!America

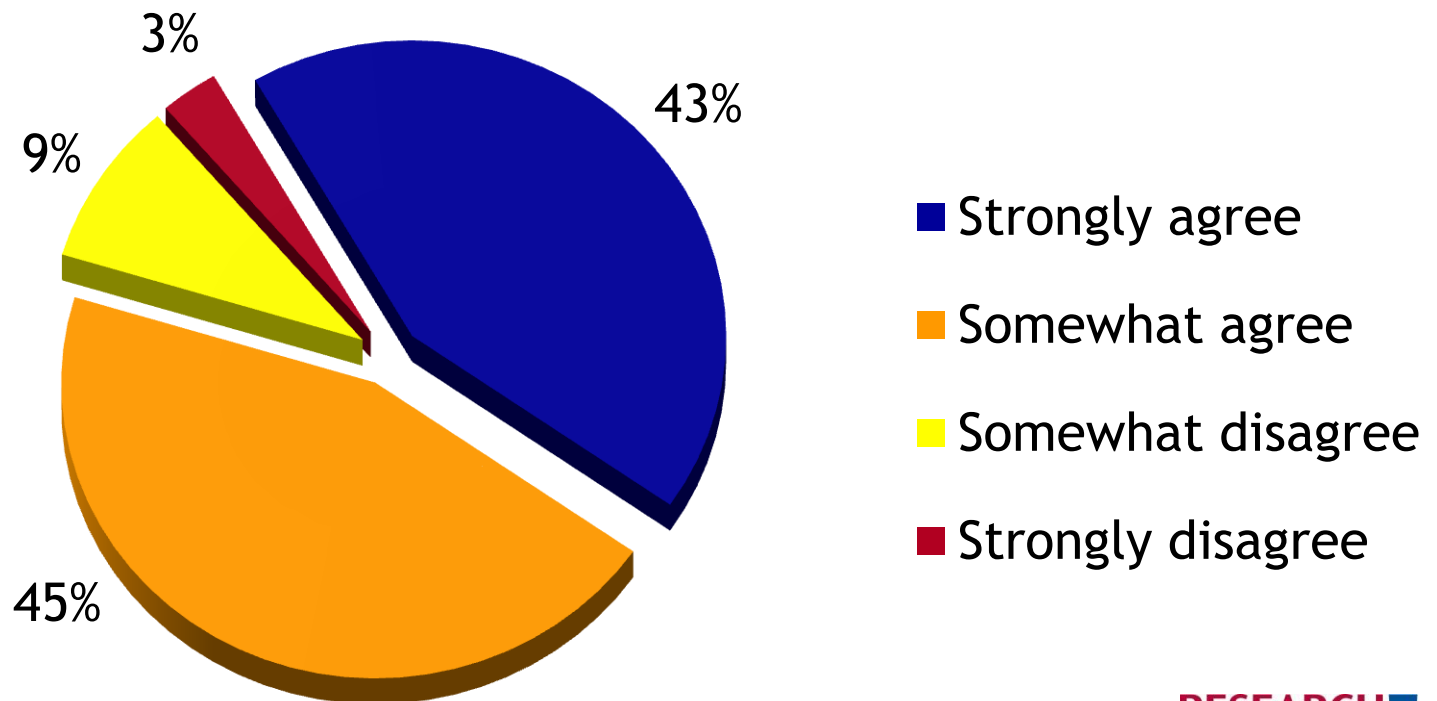
STEM Education Very Important to U.S. Competitiveness

How important do you think education and training in science, technology, engineering and mathematics is to U.S. competitiveness and our future economic prosperity?



Most Agree That Basic Research is Necessary

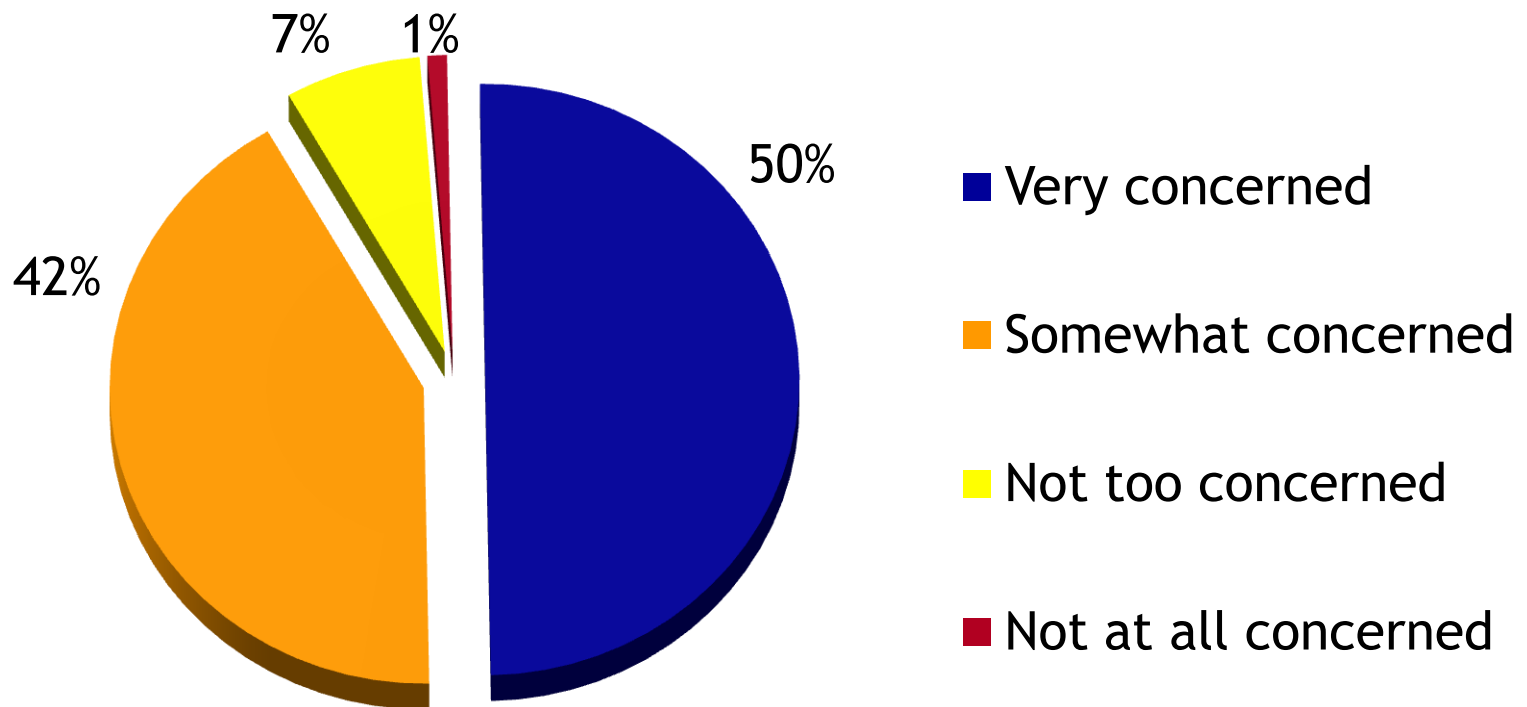
Do you agree or disagree with the following statement? “Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.”



Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America

Most Illinoisans Concerned About Drug Resistance

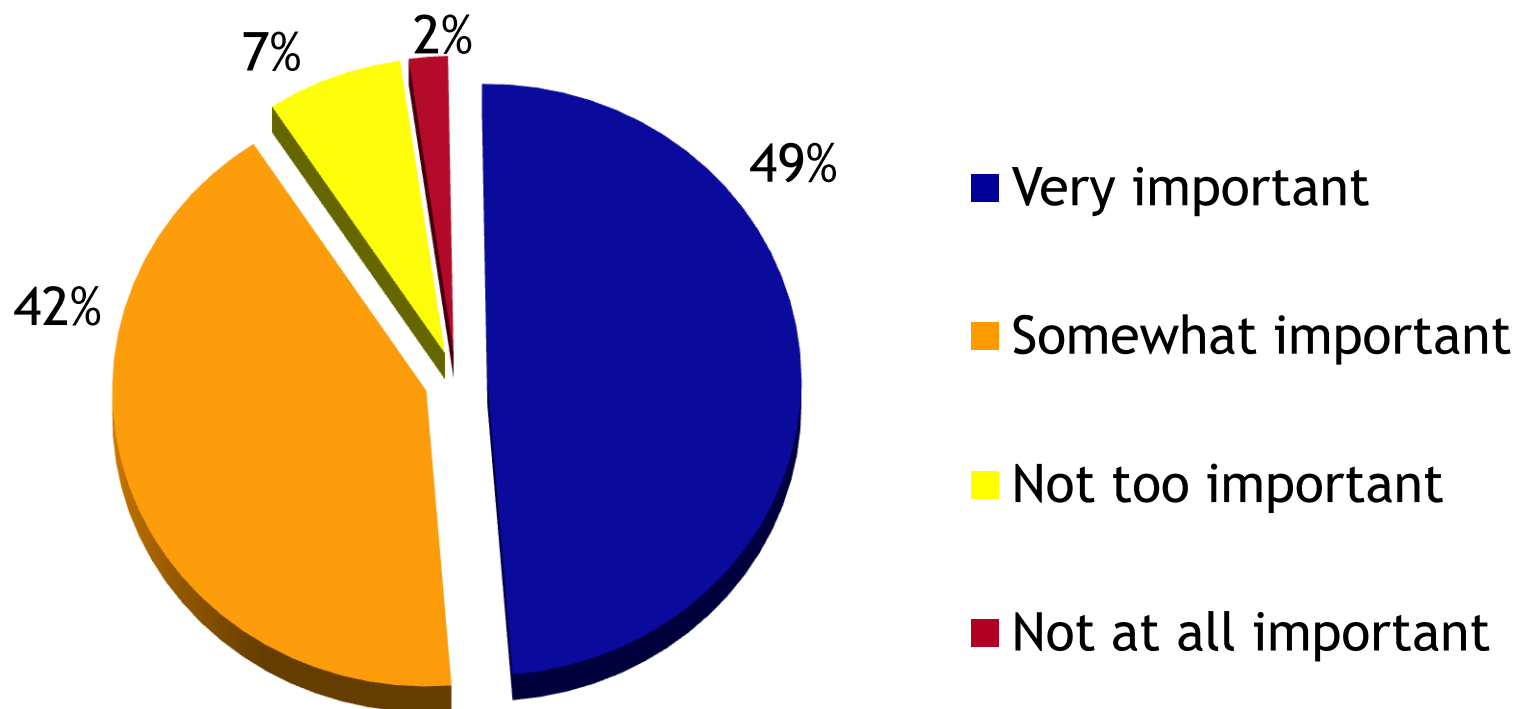
How concerned are you about drug resistance, which is when diseases don't respond to the medications used to treat them?



Source: Illinois Global Health Survey, November 2010
Charlton Research Company for Research!America

Very Important to Conduct Research to Prevent Drug Resistance

How important do you think it is that global health research is conducted to help prevent drug resistance around the world?

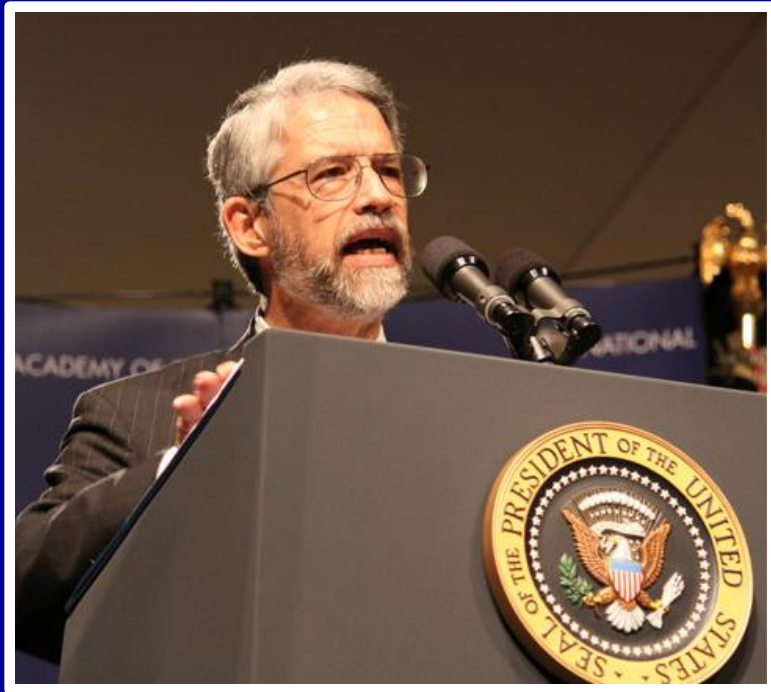


Source: New Jersey Global Health Survey, January 2011
Charlton Research Company for Research!America



“The people we really listen to are the voters. Not once have I heard anyone at a public meeting ask me, ‘what are you doing for medical research?’ Not even from a researcher!”

Rep. Mike Simpson (R-ID),
Appropriations Committee Member



“Everybody in the science and technology community who cares about the future of the world should be tithing 10 percent of his or her time to interacting with the public in the policy process.”

John P. Holdren, PhD
President Obama’s Science Adviser

Why Aren't More Scientists Engaged in Advocacy? (Responses in Rank Order)

- Don't have time
- Aren't being asked
- Don't know how
- “Involvement makes no difference”
- Apathy/don't want to
- Lack of incentives
- “Non-scientists won't understand”
- Liability/fear of being misinterpreted
- Happy with the job others are doing

Sources: Research!America formal and informal surveys of working scientists, 2005-2010

A first step in advocacy: Stop talking about science *per se* and start talking about results/health impact, jobs and return on the taxpayers' investment, or “ROI.”

‘A Nobel in the Family: My Brother, the Genius’

“I admire and love my brother [Paul Greengard], but he lives on a higher plane, and what he does is secret, unrevealable. To me, anyway ...

“Every time he took a new job – whether at Albert Einstein College of Medicine or Yale – I’d ask him about it. Then he’d get into electro-physiological properties, and it was all over ...

“Now, he has won the Nobel Prize in physiology or medicine, an honor he shares with two other scientists. In reporting it, the newspapers said their work on the way brain cells communicate might one day help cure diseases like Parkinson’s and Alzheimer’s.

“I’m thrilled he won. **Now I know what he does.**”

– *Chris Chase in a New York Times opinion piece on October 15, 2000*

NIH Impact Analyses This Year

- UMR report: NIH supports 488,000 jobs around the country
- Battelle report on the Human Genome Project: 141:1 return on investment
- NEJM study: Public-sector research institutes accounted for as much as 21.2% of drugs involved in new-drug applications from 1990-2007

AUTHORS (NEJM): Ashley J. Stevens, DPhil; Jonathan J. Jensen, MBA; Katrine Wyller, MBE; Patrick C. Kilgore; Sabarni Chatterjee, MBA, PhD; and Mark L. Rohrbaugh, PhD, JD

Childhood Vaccination

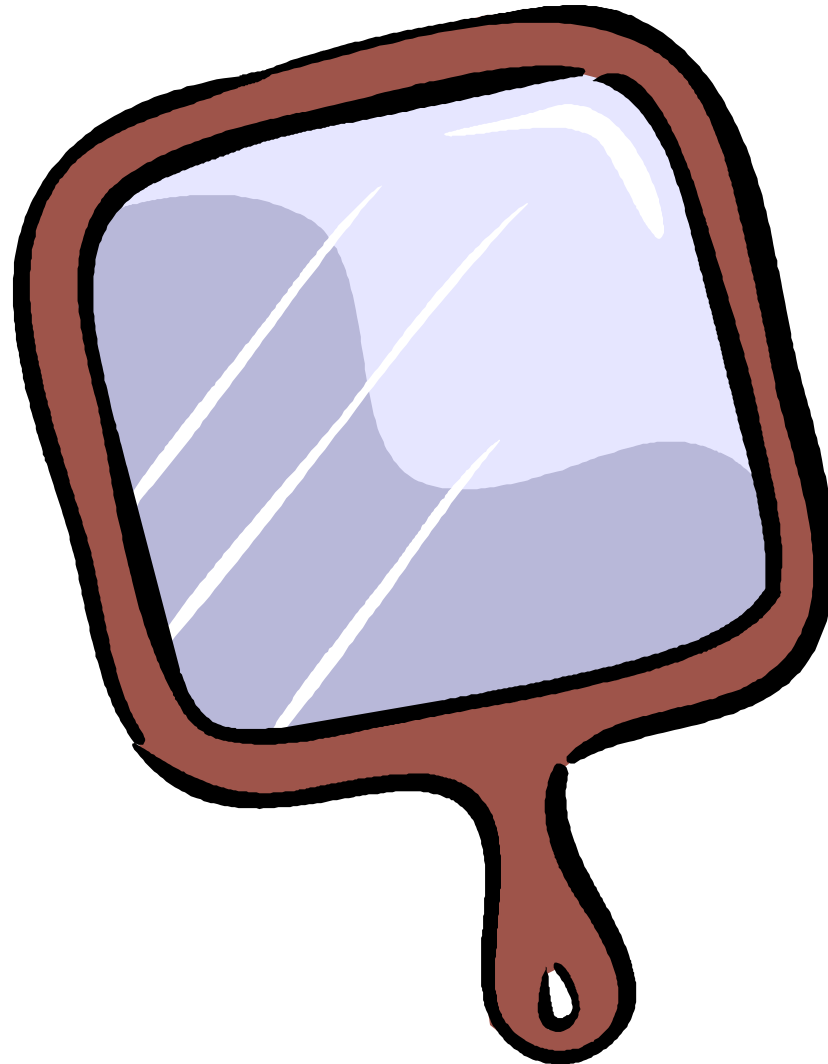


- Childhood vaccinations in the U.S. save an estimated \$53B over the lifetime of those born in a single year.

World-Class Advocacy by World-Class Scientists: Your Action Agenda

- Speak out about the value of research
- Participate in YourCongressYourHealth.org
- Pass the Starbucks Test
- Recognize and honor scientists who are advocates – and make ASM the first scientific society to achieve 100% participation in science advocacy

Put a Face on Research: YOURS!



It's EASY!

It's EASY Engage & Advocate for Science Yourself

Why me?

Advocating for research is as vital to advancing science as any discovery in the laboratory. Your voice is the strongest influence on how lawmakers and the general public view the importance of research. According to a recent poll of the U.S. public, scientists should have the most influence over research funding.

"Though perhaps they are not well understood, scientists are highly respected in our society. They are also highly credible. **When they speak with a unified voice, the people listen.**"
- The Hon. John E. Porter, chair, ResearchAmerica

Which one of the following do you feel should have the most influence on how government funds for research to improve health are spent?



Source: Your Congress - Your Health Survey, March 2011
Charlton Research Company for ResearchAmerica

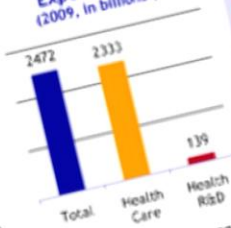
Why now?

Despite the economic and societal impact of research, the fiscal year (FY) 2011 budget saw significant cuts to funding for research-oriented agencies. The National Institutes of Health budget was cut by nearly \$300 million; the National Science Foundation by \$60 million; the Agency for Healthcare Research and Quality by \$25 million; and the Centers for Disease Control and Prevention by \$820M. With deficit reduction a priority as Congress and the administration debate the FY2012 budget, there is no doubt that funding for health and medical research is at serious risk.

Aside from funding decisions, Congress also often engages in debate on research-related issues, including:

- Stem cell research
- Comparative effectiveness research
- Tax incentives for R&D

U.S. Health Expenditures (2009, in billions*)



Patent reform
STEM education
Animal research

*Source: NIH Data Book, ResearchAmerica 2009 Investment in U.S. Health Research

Congress needs scientific voices

In the House, only **4 of the 435** voting members have a PhD in a science discipline.

In the Senate, **0 of the 100** members have a PhD in a science discipline.

You can be **1 of the scientific voices to speak up.**

How do I advocate?

Engage with Congress

Learn about your members of Congress
Find out where your representatives stand on the issues important to health and medical research so that you can then thank them for their support, help persuade, or provide further information.

EASY: Ask your representatives to complete the Your Congress-Your Health Questionnaire at www.yourcongressyourhealth.org.

with a member of Congress or their staff

Call or fax your representatives' DC or state offices. Ask to schedule a meeting to discuss a specific issue or share a specific concern. You can ask your representative to cosponsor a piece of legislation or sign a letter to congressional leadership or the President, support a specific funding level for a program, or talk about an issue important to your community. Take a look at Porter's Principles, a guide to contacting Congress, available at researchamerica.org/advocacy_resources.

Write a letter or call meeting

Write a letter of concern, or speak to your representative personally about research. Use our research publications like our Investment in U.S. Health Research report (researchamerica.org/research_investment) or our one-page fact sheets on specific health topics (researchamerica.org/issue_briefs) to help refine your messages.

Public testimony to research

Attend public hearings, testify at public facility, mentor local students, or speak at community centers. Use our research centers (researchamerica.org/research_centers) to put research in front of the general public.



"If I had to do it over again, I would have spent more time on the Hill in Washington... more time in lawmakers' offices, more time writing op-ed articles, more time talking to general audiences - more time in the public square."
- Nobel laureate J. Michael Bishop, M.D.

ResearchAmerica

Thousands. As part of our group, you'll receive critical legislation in the works, and you'll have an opportunity to speak to Congress. Visit researchamerica.org/advocacy.

Who want to develop their understanding of advocacy skills. Visit researchamerica.org for more information.



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info@researchamerica.org

RESEARCH AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Your Congress-Your Health for the 112th Congress



- 170 Members of the 112th Congress on the record through previous initiatives
- All Members are invited to share their views on health, research and related issues
- Encourage your elected officials to participate!


www.yourcongressyourhealth.org

Your Congress-Your Health Sponsors:



A Challenge: Pass the Starbucks Test





Scientists serve the public's interest. That's why the most important four words a researcher can say and convey are ...



“I work for you.”

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