

RESEARCH AMERICA

AN ALLIANCE FOR DISCOVERIES IN HEALTH[®]




World Class Advocacy for World Class Research

Mary Woolley, President, Research!America

June 8, 2010

Howard Hughes Medical Institute;
Janelia Farm, Ashburn, VA

A photograph of the Colorado State Capitol building, a large, ornate, light-colored stone structure with a prominent central dome topped by a statue. The building is set against a clear blue sky. In the foreground, there are green trees and a paved area. A semi-transparent purple rectangular box is overlaid on the center of the image, containing white text.

WARNING:
Failure to be an
advocate can be
hazardous to your
research career



“The scientific community is going to have to become a lot more politically active in blowing your own horn.”

Sen. Arlen Specter (D-PA), NIH FY2011 Appropriations Hearing, May 5, 2010

“I've been disappointed by the lack of aggressive activism on the part of so many professionals in the field.”



House Appropriations Chairman, David Obey (D-WI),
NIH FY2011 Appropriations Hearing, April 28, 2010

How We Will Help

Research! America can help you, and everyone in the research community, become an effective advocate. We will also continue to be your advocate!



Research!America's Mission

Making research to improve
health a higher national priority



*Research!America is an innovator in
advocacy for research*

Research!America: 21 Years of Putting Research on the Public Agenda

- Non-profit alliance with member organizations drawn from academia, business, patient organizations and scientific societies representing more than 125 million Americans
- Distinguished, all-volunteer board includes former elected and appointed officials, media and public relations leaders, and leaders from alliance member organizations

Non-profit Alliance with Members Including:

- Academia, hospitals, independent research institutions
- Professional and science societies
- Business and industry
- Voluntary health associations
- Foundations and philanthropies
- State and local organizations
- International associates

Distinguished Board Includes:

- Former members of Congress and high-level administration officials
- Leaders of academic and industry research
- Public health leaders
- Leaders of voluntary health organizations
- Major media personalities
- Venture capitalists
- Top advertising and public relations executives

Research!America Goals:

- Ensure that the public hears about research and its benefits
- Achieve more funding for medical and health research
- Advocate a policy climate that stimulates rather than impedes research and development
- Empower others to advocate for medical and health research

2010 National Forum

A discussion among nationally recognized leaders in health research

2010 National Forum:
Invest in Tomorrow.
Invest in Research.



New Voices for Research

- Empowering young professionals to transform their passion for research into advocacy through a public blog and private community
- Making it easier to become engaged with media and elected officials



<http://newvoicesforresearch.blogspot.com>

Actively Leveraging Social Media

www.researchamerica.org/blog

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The Google AdWords logo, featuring the word "Google" in its multi-colored font with "AdWords" in a smaller, grey font below it.

Google
AdWords

The YouTube logo, with "You" in black and "Tube" in white inside a red rounded rectangle.

You Tube
Broadcast Yourself

The Twitter logo, the word "twitter" in a light blue, rounded, lowercase font with a white outline.

twitter

The Research America logo, with "RESEARCH AMERICA" in blue and "AN ALLIANCE FOR DISCOVERIES IN HEALTH" in smaller text below it.

RESEARCH
AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Select Research!America Accomplishments:

- Leadership in doubling the National Institutes of Health budget (1999-2003)
- Leadership in advocacy for 2009 ARRA (stimulus) funding for federal research agencies
- Ongoing leadership in:
 - public opinion polling on medical and health research
 - message development for research advocacy
 - media attention to research
 - spurring advocacy for research internationally



“Doubling the NIH budget was not possible without **Research!America. Our inside maneuvering relied on your outside mobilization.**”

Speaker Nancy Pelosi (CA), accepting the Edwin C. Whitehead Award at the 2009 Research!America Advocacy Awards, March 24, 2009

Current Research!America Emphases

- Advocating \$35B for NIH in FY 2011; reaching \$40B ASAP
- Leading the community in framing the case for research, especially the economic case
- Building champions

Climate for Advocacy

- Questioning of all public expenditures
- Importance of job creation, economic growth and competitiveness
- Election-year politics
- Health care issues are still front burner, especially cost issues
- Scientists are not speaking out
- Everyone is looking for solutions

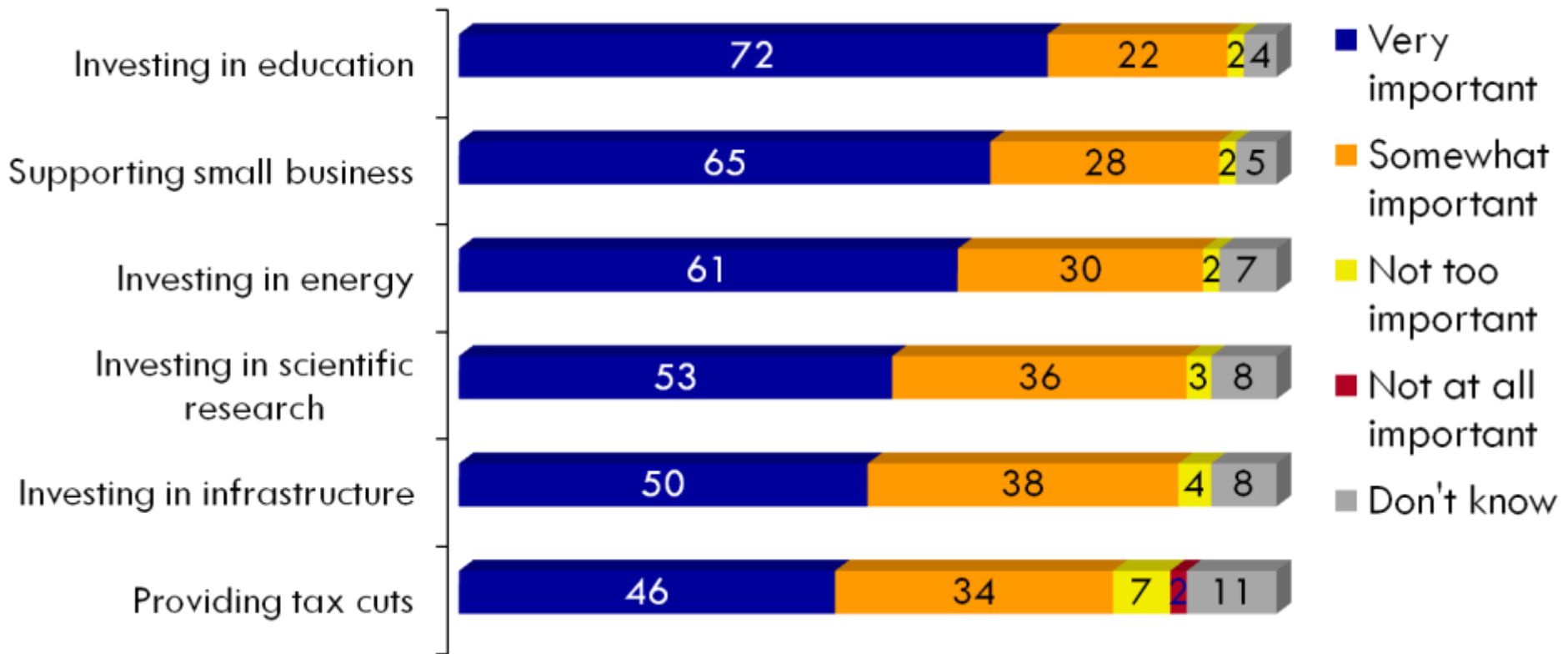


“...Investments in research will improve and save countless lives for generations to come. ... But we also know that these investments will save jobs, they'll create new jobs -- tens of thousands of jobs -- conducting research, and manufacturing and supplying medical equipment, and building and modernizing laboratories and research facilities all across America.”

President Barack Obama, Remarks at the National Institutes of Health, Sept. 30, 2009

Scientific Research is Important for Job Creation and Economic Recovery

How important is each of the following to job creation and economic recovery?
(% response)



Source: National Poll, May 2010
Charlton Research Company for Research!America

ARRA Funding at Work

- Researchers at the Jackson Laboratory in Maine are exploring whether exposure to alcohol in the womb causes a gene mutation that leads to obesity and diabetes in adulthood.
- A team at the University of Massachusetts Medical School is investigating epigenic markings in the brain in an attempt to better understand if and how they are associated with schizophrenia.



NIH American Recovery & Reinvestment Act Funding

The U.S. Congress and President Obama made an historic \$10.4 billion reinvestment in the National Institutes of Health through the American Recovery and Reinvestment Act. American scientists are competing for ARRA grants that will protect and create jobs while advancing research to improve health.

Nationwide, \$5,222,873,602 has been awarded in ARRA funding for 13,358 projects.*

Communities across the country are already seeing the benefits. Use the map below to see how the funding is distributed in each state.

*ARRA grants will continue to be awarded throughout 2010 and this resource will be updated periodically to reflect the disbursement of the total investment.

Last update: April 1, 2010

Click on a state below or for more detail on U.S. territories: [American Samoa](#) , [Guam](#), [Puerto Rico](#), [Virgin Islands](#)



ARRA Funding by State and District

Research!America is tracking how the NIH is investing American Recovery and Reinvestment Act funding by state and congressional district. Visit www.researchamerica.org/arra_NIHfunding.

Economic Impact Messages

- Research drives innovation and productivity
- Research creates jobs
- Research fuels local & regional economies
- Research helps control health care costs
- Research can contribute to growth **and** savings in all types of businesses
- Research is a relatively small, discretionary investment that the US can afford

Research Takes Cents

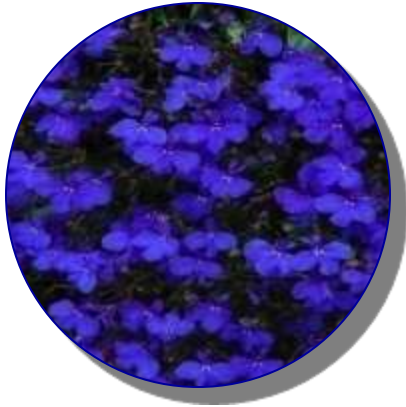


- U.S. amusement parks and attractions generate \$12 billion in revenue each year



- That sum would fund Howard Hughes Medical Institute's research efforts for more than 16 years!

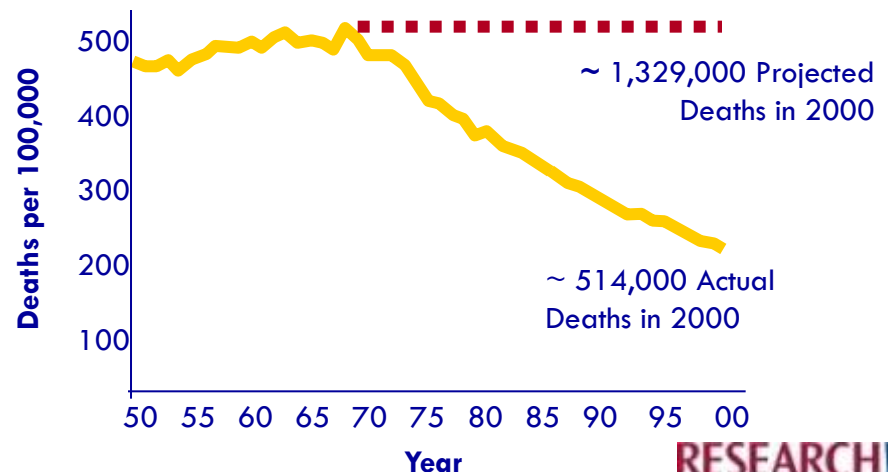
Research Takes Cents



- Americans spend more than **\$36 billion** on lawn and garden care each year.
- That amount would fund the National Institutes of Health for **more than a year!**

Medical Research Delivers for Patients with Coronary Disease

- Average investment per American: \$3.70/year
- 30-year investment per American: ~\$110 total
- 63% decrease in mortality
- ~ 1 million early deaths averted per year
- \$2.6 trillion in economic return
- New effective treatments and prevention strategies



Messages That Reach Policy Makers

#14 in a series

Investment in research saves lives and money



facts about:

Research: An Economic Driver » 2010 update

"If you think research is expensive, try disease."
—Mary Lasker 1901–1994

Today:

- Seven of the 30 fastest-growing occupations in the U.S. are related to medical research or health care.*
- NIH directly supports research jobs in all 50 states that are essential to innovations in health.**
- About two-thirds of new jobs in the U.S. are created by new and young firms (1 to 5 years old).*** Research is the foundation of innovation and entrepreneurship.
- In Greater Philadelphia, one in six jobs and 15 percent of economic activity can be traced back to the life sciences.****

SOURCES: *BUREAU OF LABOR STATISTICS, EMPLOYMENT PROJECTIONS 2008-2016.
**NATIONAL INSTITUTE OF HEALTH (NIH) RESEARCH.
***BUREAU OF ECONOMIC ANALYSIS, HOUSE HOLDING AND LABOR FORCE PROJECTIONS 2008-2016.
****PHILADELPHIA REGIONAL DEVELOPMENT AUTHORITY, PHILADELPHIA LIFE SCIENCES CLUSTER 2008.

Scientific Research is Important for Job Creation & Incomes
In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?



SOURCES: *YOUR CONGRESS-YOUR HEALTH SURVEY, JUNE 2009.
**CAMELTON RESEARCH COMPANY FOR RESEARCH AMERICA.

SAVING LIVES SAVING MONEY

HOW RESEARCH SAVES LIVES:

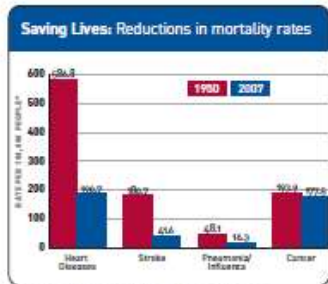
- Death rates from the nation's number-one killer, heart disease, have been cut by more than 65% in the past 40 years.*
- An NIH-funded study has shown that modest weight loss and increased physical activity can prevent or delay the onset of Type 2 diabetes in people who are at high risk. The effects of these lifestyle changes can be sustained for at least 10 years.**

SOURCES: *CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) 2008.
**DIABETES CARE, VOL. 11, SUPPLEMENT 1, 2008.

HOW RESEARCH SAVES MONEY:

- Use of the polio vaccine has saved the U.S. an estimated \$180 billion in treatment costs for the disease.*
- A breast cancer diagnostic test (Dxtype DX) saves about \$2,000 per patient. Building on data from the publicly funded Human Genome Project, a private company developed this test to predict each patient's risk for recurrence of breast cancer. This could save the U.S. up to \$200 million a year because research has shown that chemotherapy is unnecessary for women at low risk.**

SOURCES: *FROST AND SUNDERBAM, N. AND DEBARTOLO, B. J. DRUGS AND HEALTH CARE, 2008, 19(1), 142-154.
**DIABETES CARE, VOL. 11, SUPPLEMENT 1, 2008.



ADAPTED FROM "CANCER FACTS AND FIGURES," AMERICAN CANCER SOCIETY SOURCE: THE NATIONAL CENTER FOR STATISTICS, NATIONAL CENTER FOR HEALTH STATISTICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS.

The U.S. investment in research through the NIH has provided an estimated 50-fold return to the economy by improving Americans' health.

facts about: } Research: An Economic Driver



Americans Think Research is Important to the U.S. Economy
How important do you think research is to the U.S. economy?



SOURCES: *YOUR CONGRESS-YOUR HEALTH SURVEY, JUNE 2009.
**CAMELTON RESEARCH COMPANY FOR RESEARCH AMERICA.

Why invest?

- Our nation's most valuable asset is human capital. Healthier Americans are vital to robust economic growth, greater productivity and global competitiveness.
- Research provides high-skill, high-wage jobs for Americans. The U.S. must invest now to foster the next generation of scientists.
- Innovation is the key to global competitiveness, new and better jobs, a resilient economy and the attainment of essential national goals.*
- Chronic diseases such as heart disease, cancer, diabetes and asthma cost the U.S. \$1.7 trillion each year.**
- Personalized medicine offers the prospect of reducing costs and improving patient outcomes by using diagnostic tests to match patients to treatments and preventive measures.***

SOURCES: *EXECUTIVE OFFICE OF THE PRESIDENT'S STRATEGY FOR AMERICAN INNOVATION: DRIVING TOWARDS SUSTAINABLE GROWTH AND QUALITY JOBS.
**NATIONAL CENTER FOR STATISTICS, NATIONAL CENTER FOR HEALTH STATISTICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS, NATIONAL CENTER FOR HUMAN GENOMICS.
***NATIONAL COUNCIL OF ADVISORS ON SCIENCE AND TECHNOLOGY, PROSPECTS FOR PERSONALIZED MEDICINE, 2008.

Hope for the Future:

Our ability to lead in 2025 will be a function of current decisions. Increasing our investment in science and discovery is a sound and responsible national security policy. No other federal expenditure will do more to create jobs, grow wealth, strengthen our world leadership, protect our environment, promote better education or ensure better health for the country. We must make the commitment to increase our investment now.

FORMER SPEAKER NEWT GINGRICH, FOUNDER OF THE CENTER FOR HEALTH TRANSFORMATION AND AUTHOR OF "SAVING LIVES & SAVING MONEY"

"Science is more essential for our prosperity, our security, our health, our environment, and our quality of life than it has ever been before."

PRESIDENT BARACK OBAMA

"Innovation is the source of U.S. economic leadership and the foundation for our competitiveness in the global economy."

BILL GATES, *chair, Microsoft Corporation*

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The Albert and Mary Lasker Foundation is a founding partner in this series of fact sheets. www.laskerfoundation.org



Chairs of House Appropriations LHHS Subcommittee

- The Honorable John Edward Porter (R-IL),
1995-2001
- The Honorable Ralph Regula (R-OH),
2001 - 2007
- Rep. Dave Obey (D-WI), 2007-2011
- Who will be the next chair?





“We need to support basic research, including increased funding for science and math education.”



Rep. Norman Dicks (D-WA), responding to Your Congress—Your Health questionnaire for the 110th Congress



“Science, technology, engineering and math, in particular, **are absolutely vital** to keeping America competitive and innovative in the years to come.”



Rep. Nita Lowey (D-NY), responding to Your Congress—Your Health questionnaire for the 110th Congress

Coming Soon

Your Candidates-Your Health 2010



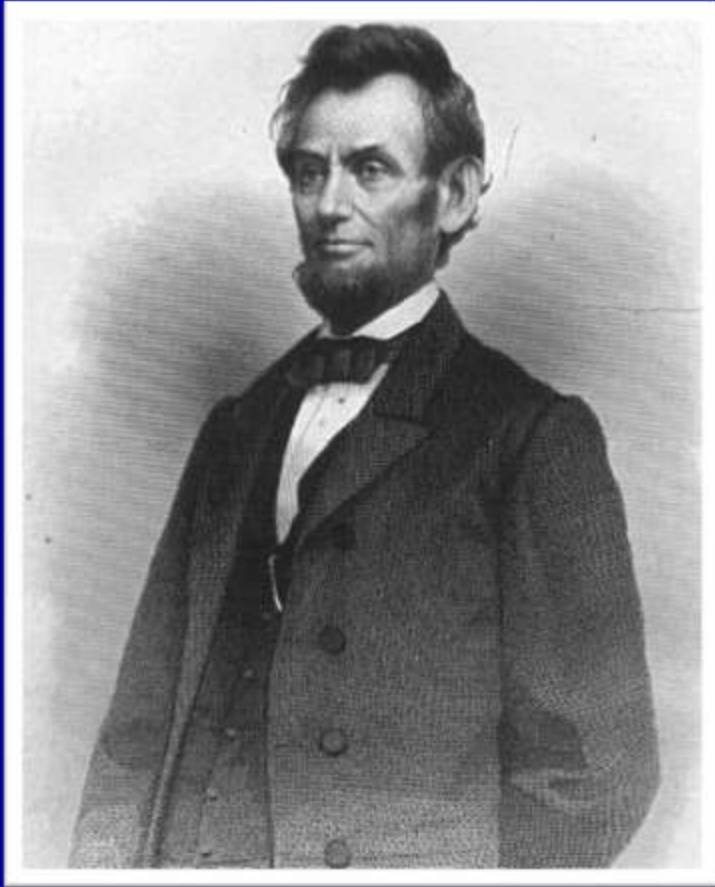
Outreach to Candidates

After the primaries, all candidates for Congress will be invited to participate to provide responses to a questionnaire about health, research and related issues

Extensive public outreach through the Research!America advocacy network and sponsoring partners to encourage candidates to share their views

www.yourcandidatesyourhealth.org





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

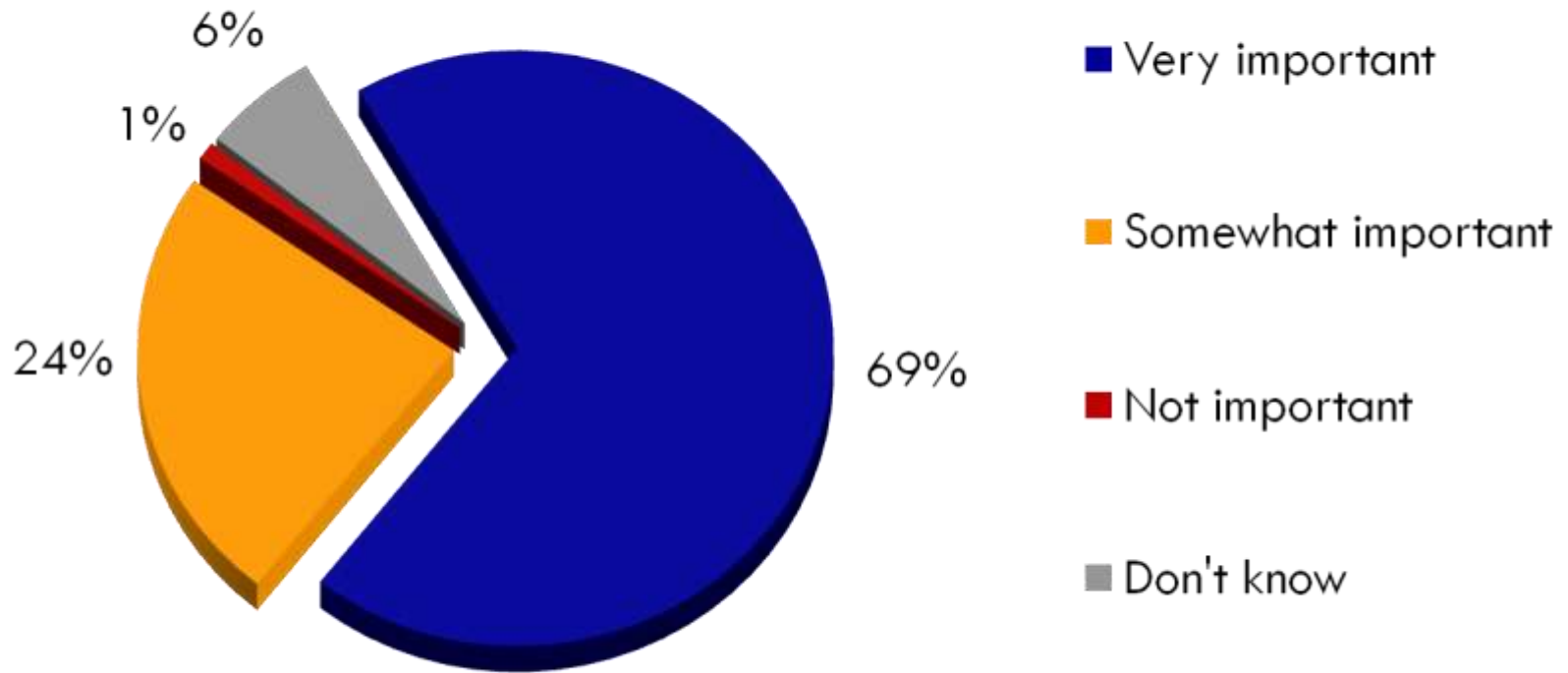
President Abraham Lincoln

Research!America Poll Data

- Commissioning public opinion polls on research issues for 18 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 $\pm 3.5\%$. 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 $\pm 3.1\%$. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.

U.S. Should be a Global Leader in Research

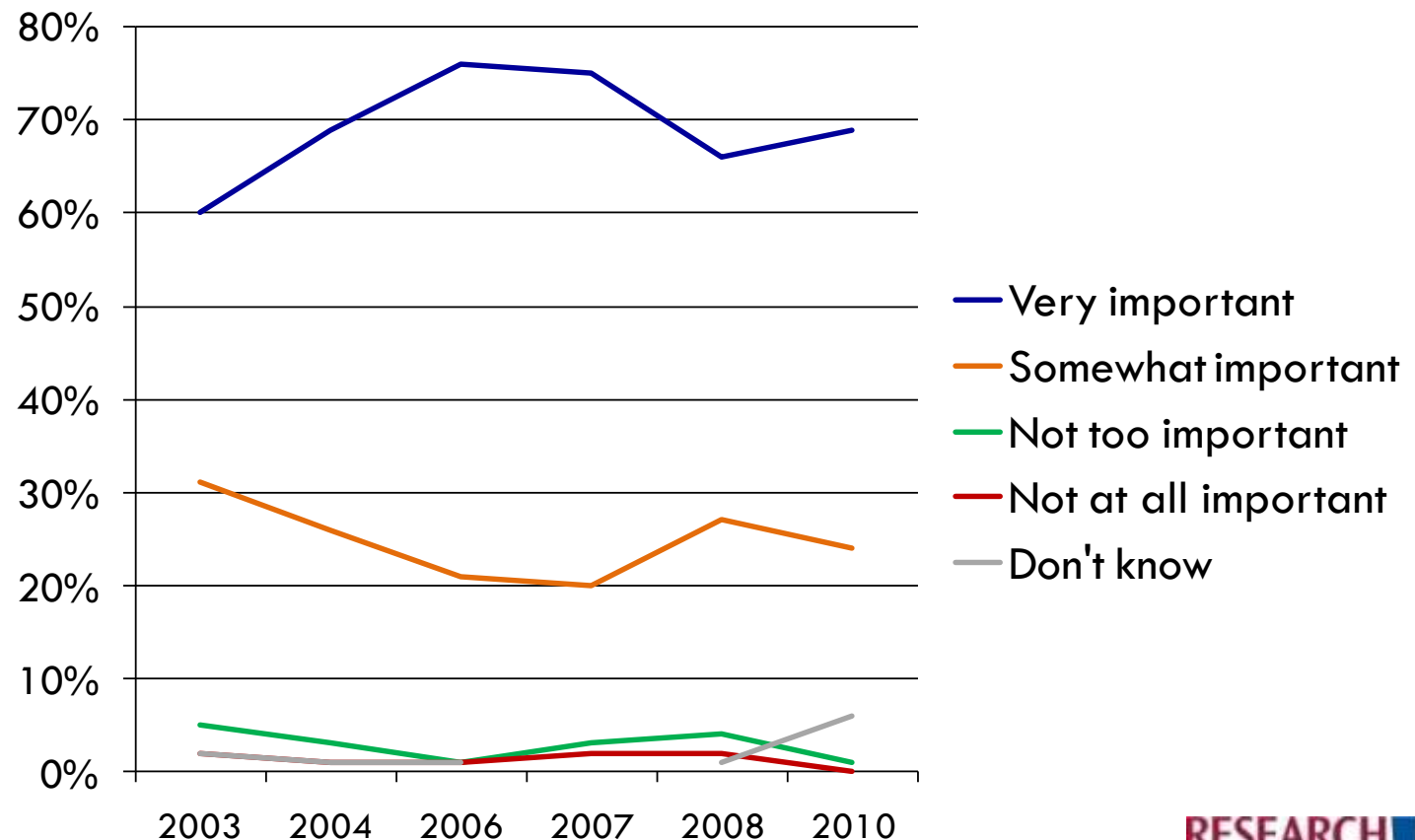
How important do you think it is that the U.S. is a global leader in medical, health and scientific research?



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

U.S. Should be a Global Leader in Research to Improve Health

How important do you think it is that the U.S. is a global leader in medical, health and scientific research?



Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America

Public Perceptions of Science and Scientists

Science's impact on society is:

Mostly positive 84%

Mostly negative 6%

Other/don't know 10%


Professions contributing "a lot to society's well-being":

Members of military 84%

Teachers 77%

Scientists 70%

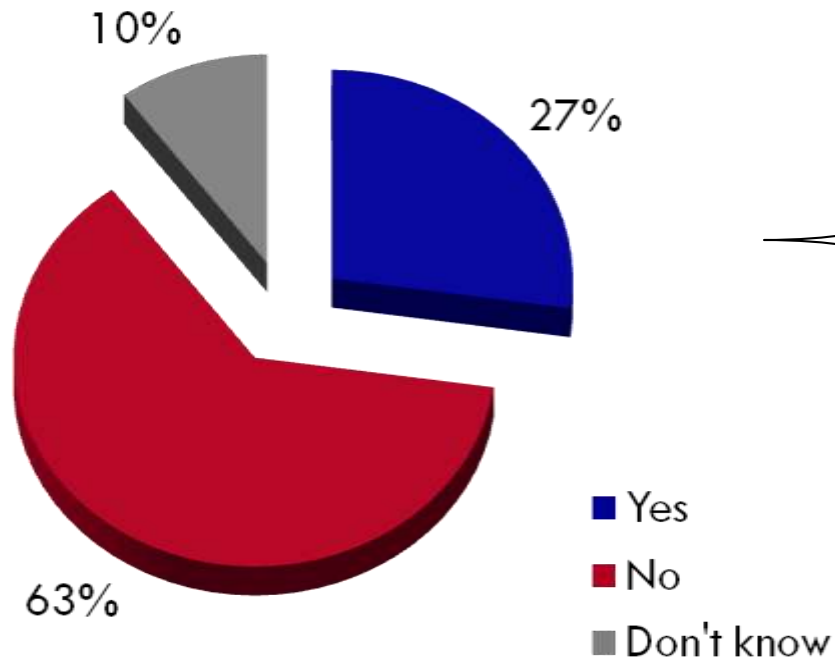
Medical doctors 69%



And Yet, Despite High Levels
of Public Confidence,
Scientists are Invisible in Our
Society...

Most Americans Can't Name a Living Scientist

Can you name any living scientists? (% total volunteered responses)

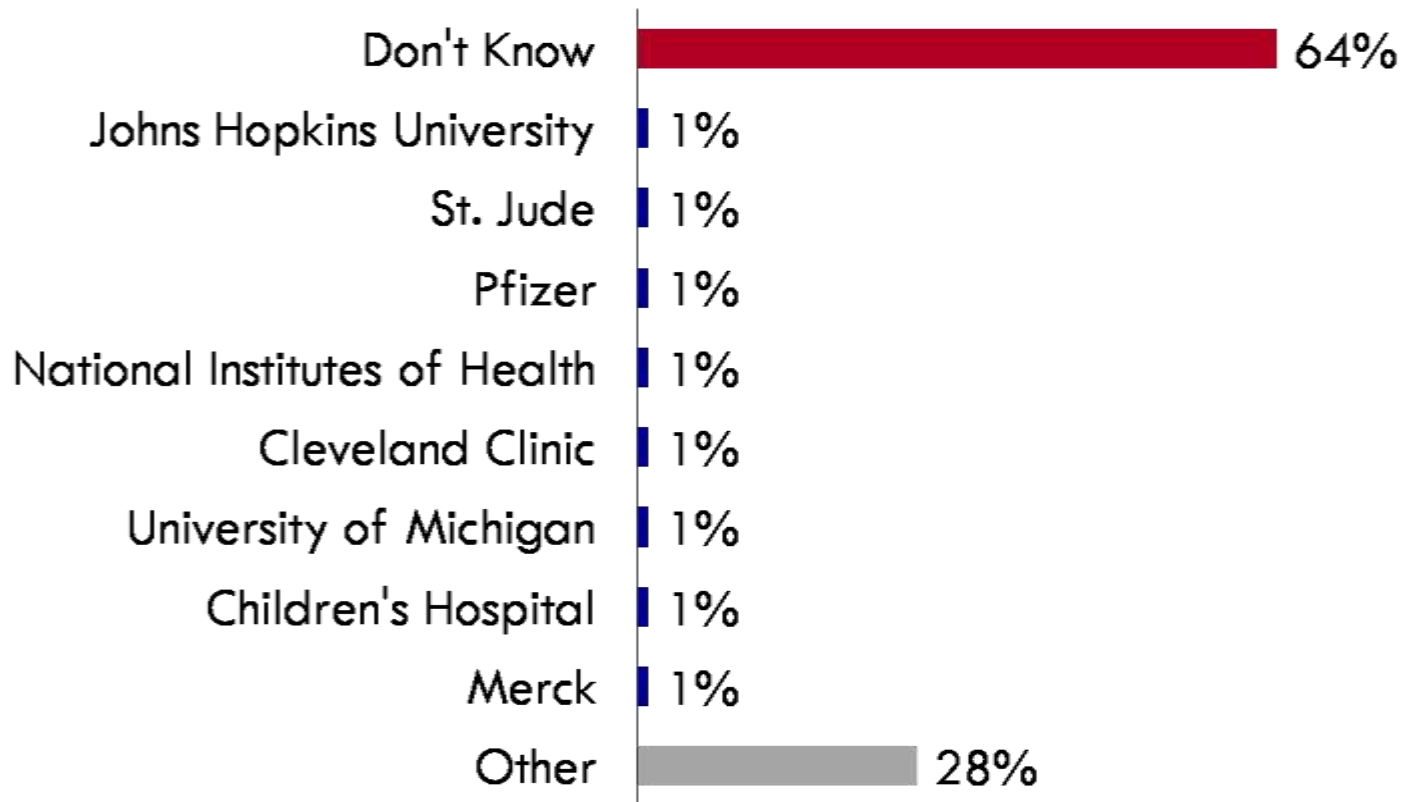


| | |
|-----------------|-----|
| Stephen Hawking | 13% |
| James Watson | 2% |
| Jane Goodall | 2% |
| Michio Kaku | 1% |
| Richard Dawkins | 1% |
| Other | 14% |

Do Americans Know Where Research is Conducted?

Americans Don't Know Where Research is Conducted

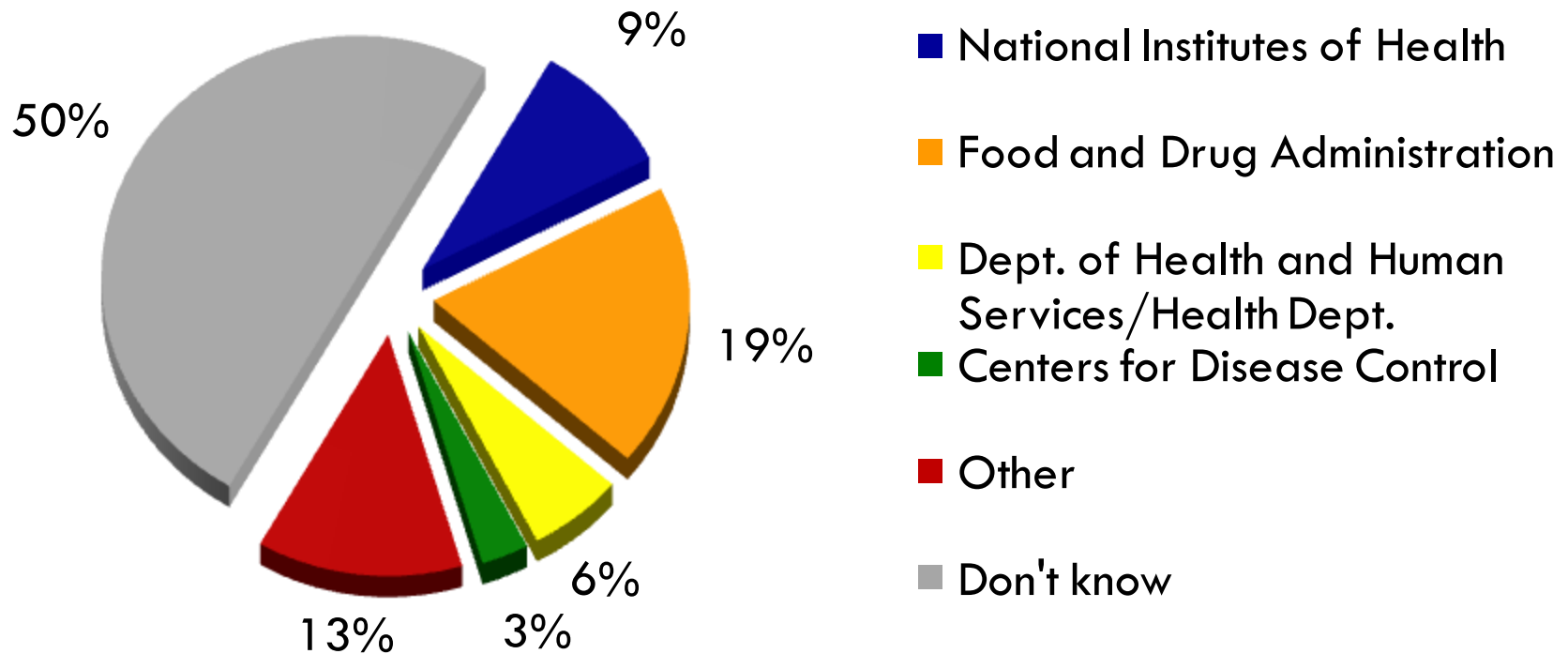
Do you know of any institutions, companies or organizations where medical or health research is conducted?



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

Few Americans Recognize the National Institutes of Health

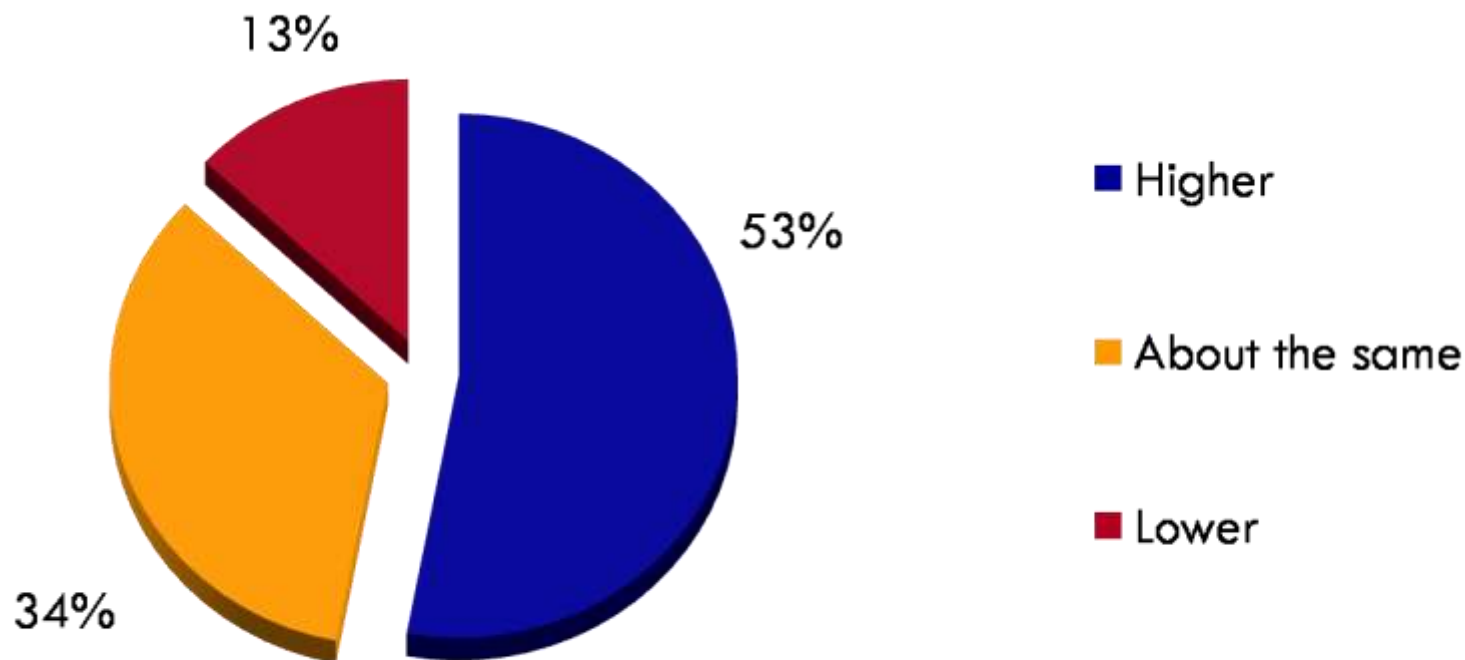
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (first volunteered responses)



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

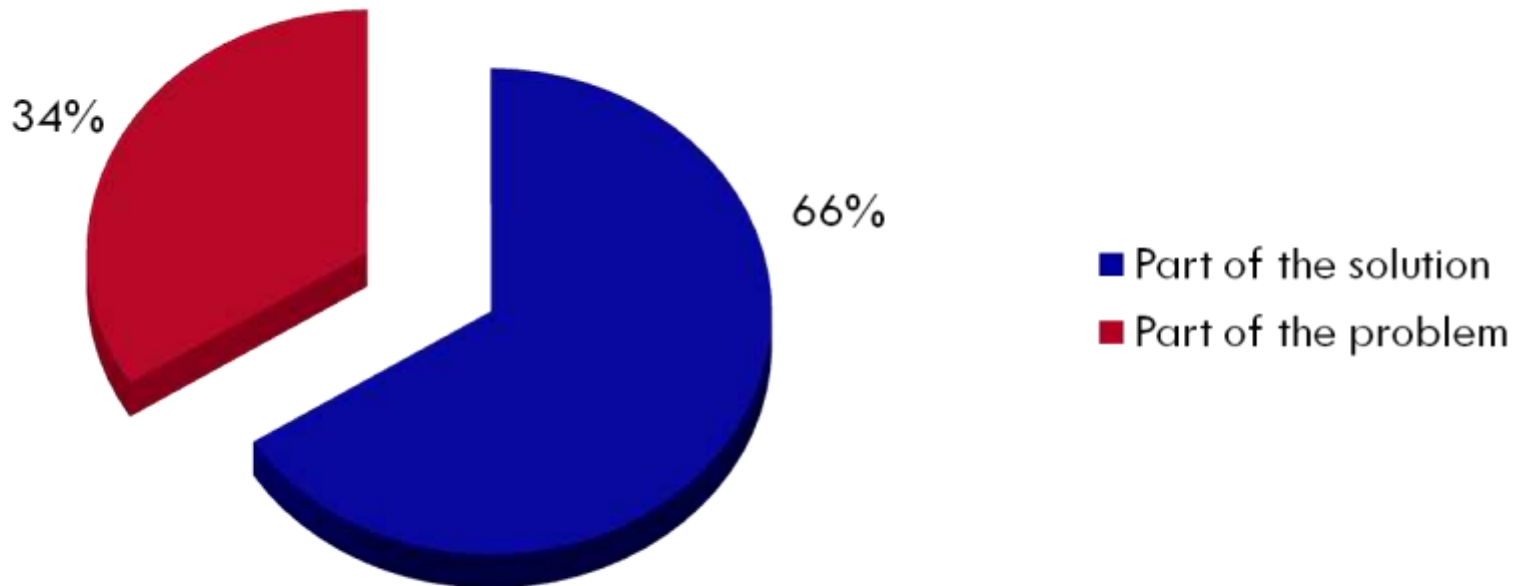
National Commitment to Health Research Should be Higher

As we look for ways to deal with health care costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?



Research is Part of the Solution to Rising Health Care Costs

When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?

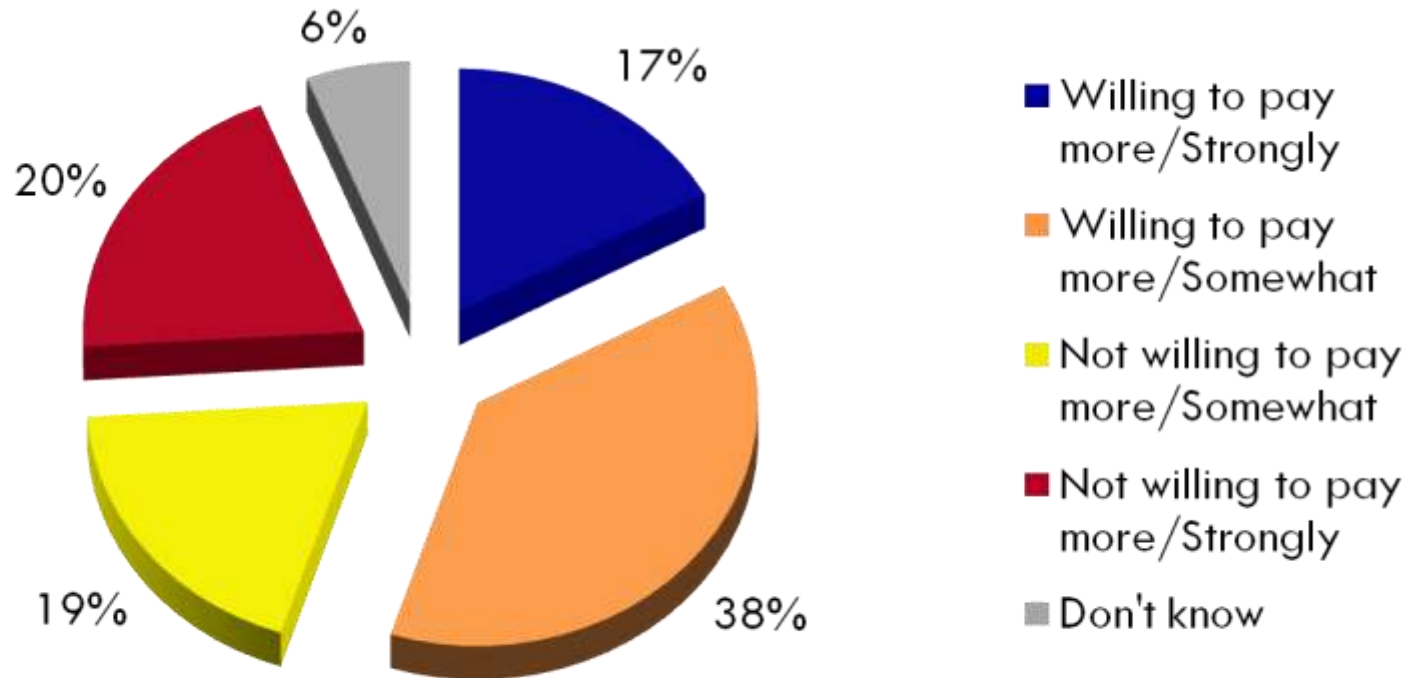


Research is a Game Changer for Saving Lives and Saving Money

- Vaccines
- Seatbelts and car seats
- HIV/AIDS anti-retrovirals
- Increased longevity
- Heightened productivity over age 65

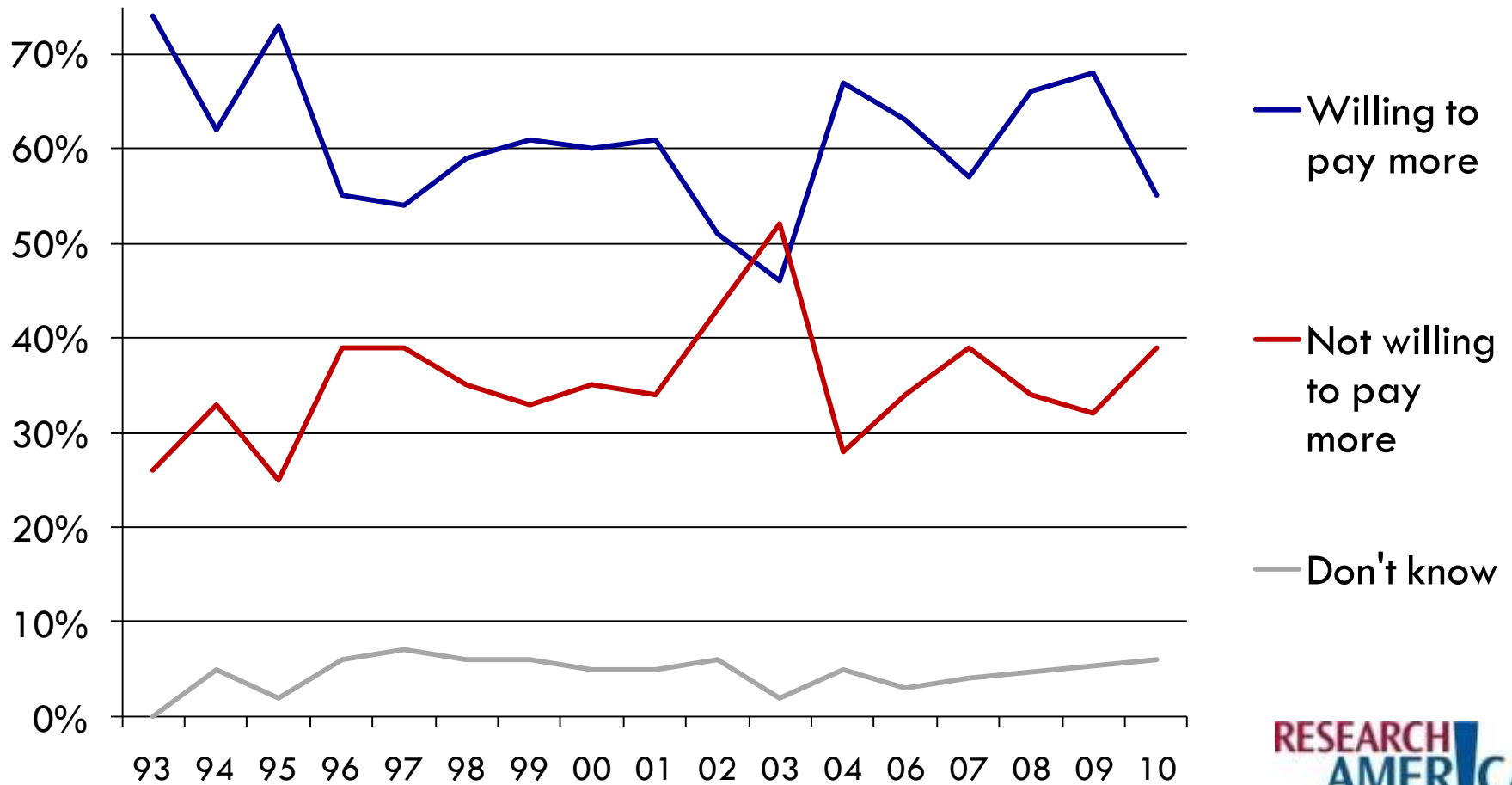
Americans Willing to Pay More for Research to Improve Health

Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional research to improve health, or not?



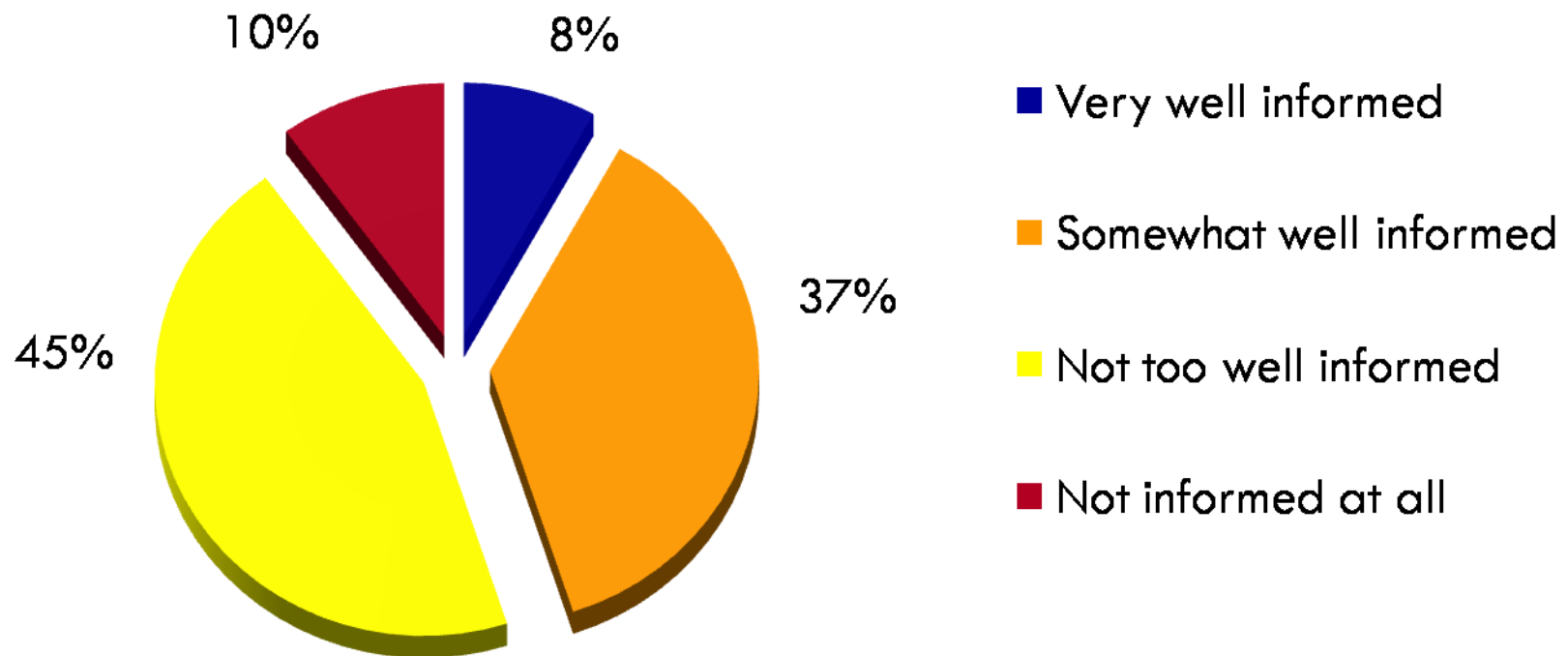
Americans Willing to Pay More for Research to Improve Health

Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional research to improve health, or not?



Most Not Well Informed on Elected Officials' Positions on Research

How well informed would you say you are about the positions of your Senators and Representative when it comes to their support of medical, health and scientific research?



Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America

A Challenge: Pass the Starbucks Test





“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



Why Aren't More Scientists Engaged in Public Outreach?

Why Aren't More Scientists Engaged in Public Outreach?

- 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



“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



“Scientists like to tell ourselves that we are too busy to worry about image. But the reality is that our work only has a chance of making a difference if we *build a much broader base of popular support for medical research than currently exists in this country.*”

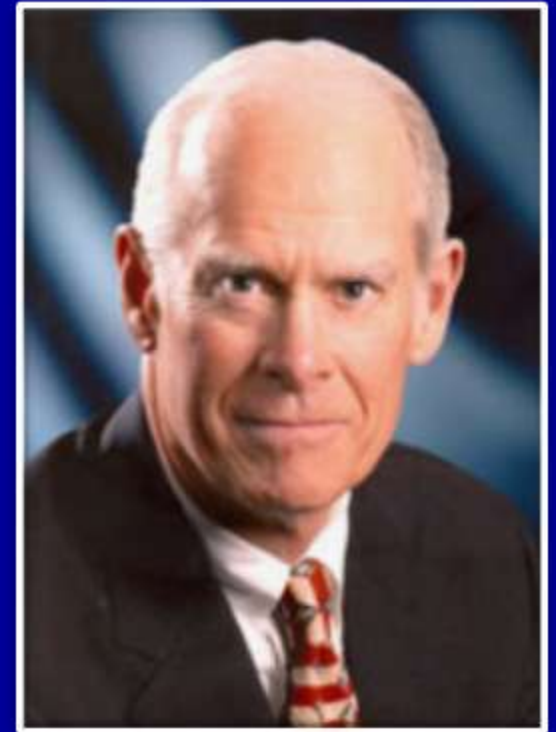


Rock Star of Science Francis S. Collins, MD, PhD

What Can You Do Right Now?

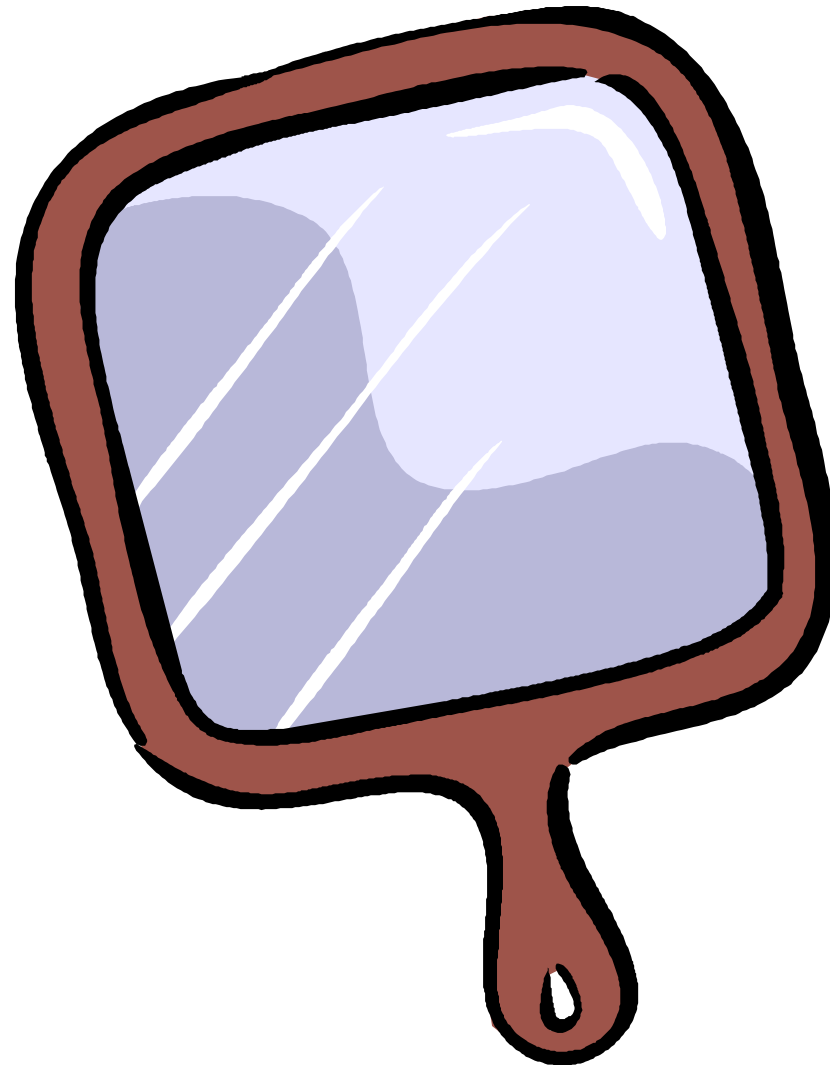
- Emphasize how research drives economic activity in every state and creates good jobs
- Connect to those running for office
- Encourage your colleagues in advocacy
- Remember the four most important words


“Wouldn’t it be wonderful if all candidates had science advisers or science advisory committees? They will, if individual scientists step up to the plate.”



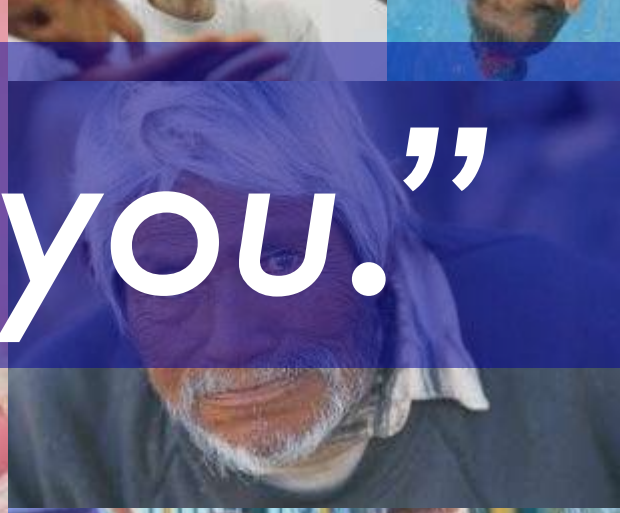
The Honorable John Edward Porter,
Research!America chair

Put a Face on Research: YOURS!





The most important four words
a researcher can say and
convey are ...



“I work for you.”

Research!America Works for Researchers

Connect with us



www.researchamerica.org/blog



www.researchamerica.org/facebook



www.twitter.com/researchamerica



www.youtube.com/researchamerica



<http://newvoicesforresearch.blogspot.com>