



A Few How-To's on Garnering
Congressional Support for Advocacy
Including Building Effective Science Coalitions

Mary Woolley, President, Research!America

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Washington, DC

Strategy for Successful Advocacy

- Public opinion polling nationally and in states of key members of Congress
- Development of messages
- Tracking investment in research to create baseline metric
- Grassroots plus grasstops advocacy strategies
- Earned and paid media attention
- Commitment of thousands of members of non-profit and for-profit organizations
- Engagement of Congressional leaders

Elements of Success: 1992-2002 Campaign to Double the NIH Budget

- Set a very aggressive, quantifiable goal
- Assess the political environment
- Develop messages to support the goal
- Constantly test and demonstrate public support
- Employ earned and paid media
- Employ targeted lobbying when appropriate
- Track progress
- Be persistent
- Say “thank you”

Garnering Congressional Support

- Know your congressional audience and what motivates them – including re-election
- Be able to answer: “What do you want me to do?”
- Work towards “pick up the pen” moments
- Use relevant, in-the-moment messages
- Remember the importance of many messengers

Climate for Advocacy 2011

- Debt reduction: questioning of all public expenditures
- Importance of job creation, economic growth and competitiveness
- Health care issues are still front burner, especially cost issues
- Everyone is looking for solutions
- Scientists are not speaking out
- Presidential election season has already started

Meet the New House Republican Leadership



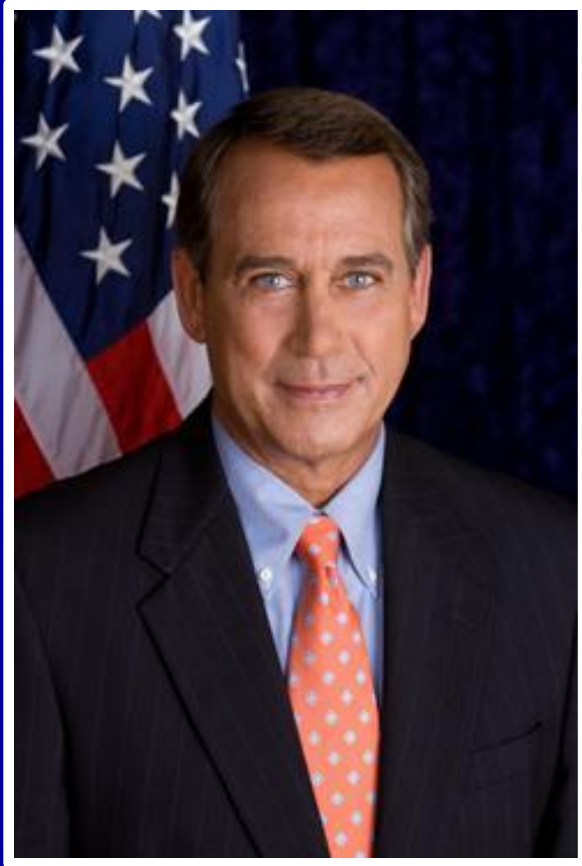
Rep. John Boehner
(R-OH)
House Speaker



Rep. Eric Cantor
(R-VA)
House Majority Leader



Rep. Kevin McCarthy
(R-CA)
House Majority Whip



“To reverse Washington’s job-killing spending binge, sacrifices will be required throughout the federal government, and we are starting with ourselves. **After taking this step, we will turn our attention to the rest of the federal budget,** and the policies that are making it harder for small businesses to get people working again, including the job-killing health care law. ”

U.S. Rep. John Boehner (R-OH)
Speaker of the House



“From the start, I think you’ll see that our actions will define us as the ‘cut and grow’ majority. We are going to cut spending and cut job-killing government regulations while growing the economy and private-sector jobs. ”

U.S. Rep. Eric Cantor (R-VA)
House Majority Leader

Meet the New House Republican Leadership



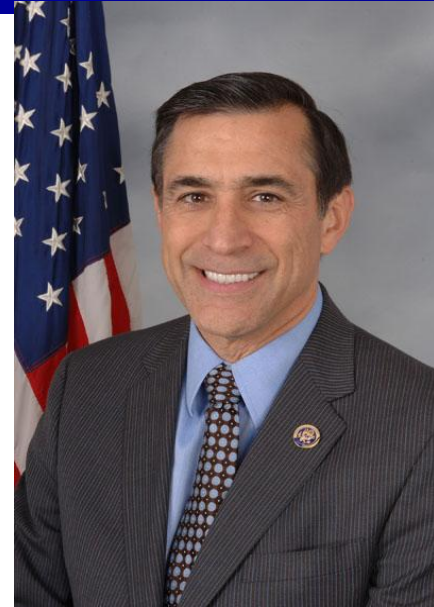
Rep. Hal Rogers
(R-KY)

House Appropriations
Committee Chair



Rep. Frank Wolf
(R-VA)

House Appropriations
Commerce-Justice-Science
Subcommittee Chair



Rep. Darrell Issa
(R-CA)

House Oversight
Committee Chair

Meet the New House Republican Leadership



Rep. Ralph Hall
(R-TX)

House Science Committee
Chair



Rep. Paul Ryan
(R-WI)

House Budget Committee
Chair

The Returning Senate Leadership



Sen. Daniel Inouye
(D-HI)

Senate Appropriations
Committee Chair



Sen. Barbara Mikulski
(D-MD)

Senate Appropriations
Commerce-Justice-Science
Subcommittee Chair



Sen. Maria Cantwell
(D-WA)

Senate Commerce, Science
& Transportation Committee
Oceans, Atmosphere,
Fisheries & Coast Guard
Subcommittee Chair

Getting to the “Pick up the Pen” Moment

- Congressional members and their staff like simple, concise messages
- BUT - they want (need) details, specifics
- Messages must remain short and simple:
 - **Three sentences or less.**
- Give a pertinent (to them) example
 - e.g., relevance to their state or district

Disease and Safe Water



Then ... Diarrheal disease mortality rates were cut by nearly 50 percent in the 1980s and 1990s*



Now ... Diarrheal diseases caused by contaminated water still claim nearly 2 million lives a year among children under five*



Imagine ... Safe water and appropriate wastewater management around the world, which would eliminate diarrheal diseases

*Source: <http://www.path.org/news/pr090511-wateraid.php>

*Source: <http://www.who.int/infectious-disease-report/pages/textonly.html>

Oceans and Global Health

- Increases in droughts, floods and tsunamis have lead to global health crises including ...
 - Diseases that come from lack of clean water
 - Increased germ spread and
 - Migrant/refugee issues
- Our water consumption habits, including agriculture, overload the ocean with heavy metals, dioxins and PCBs ...
 - Contaminating the seafood we eat and causing bacterial and viral blooms in our oceans

Oceans and Global Health

- The rise of the sea level could displace millions of people around the world who live near the coast
 - Worldwide, approximately 100 million people live within three feet of sea level*
- Environmental health and ocean health are global and have direct consequences on human health around the world

* The EPA:

<http://www.epa.gov/climatechange/effects/coastal/index.html>

The Nature Conservancy:

<http://www.nature.org/initiatives/climatechange/issues/art19621.html>

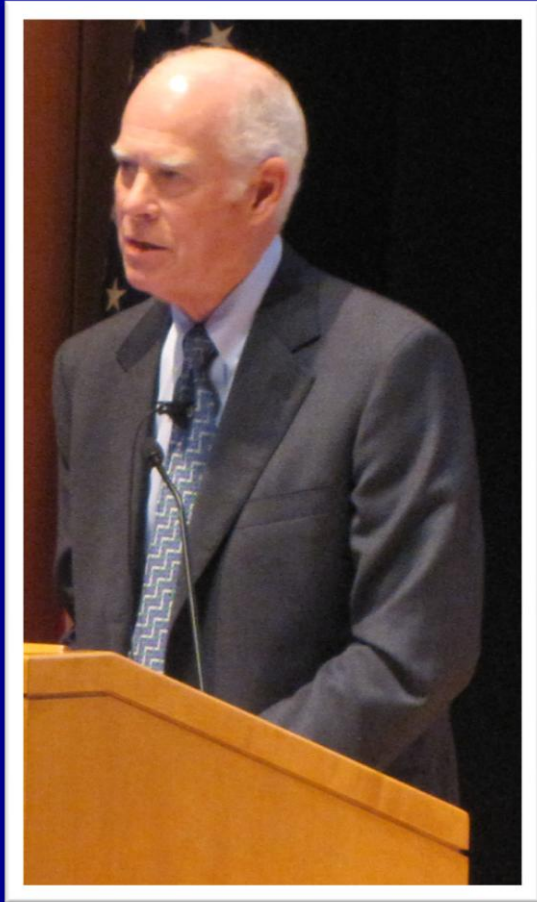
Oceans and America's Health

Making the case to a heartland audience

- Our oceans' health affects Americans' health and American jobs:
 - Food safety (fish, seafood)
 - Jobs for America's fishing industry
 - Cleanliness of U.S. beaches and coastal recreational areas

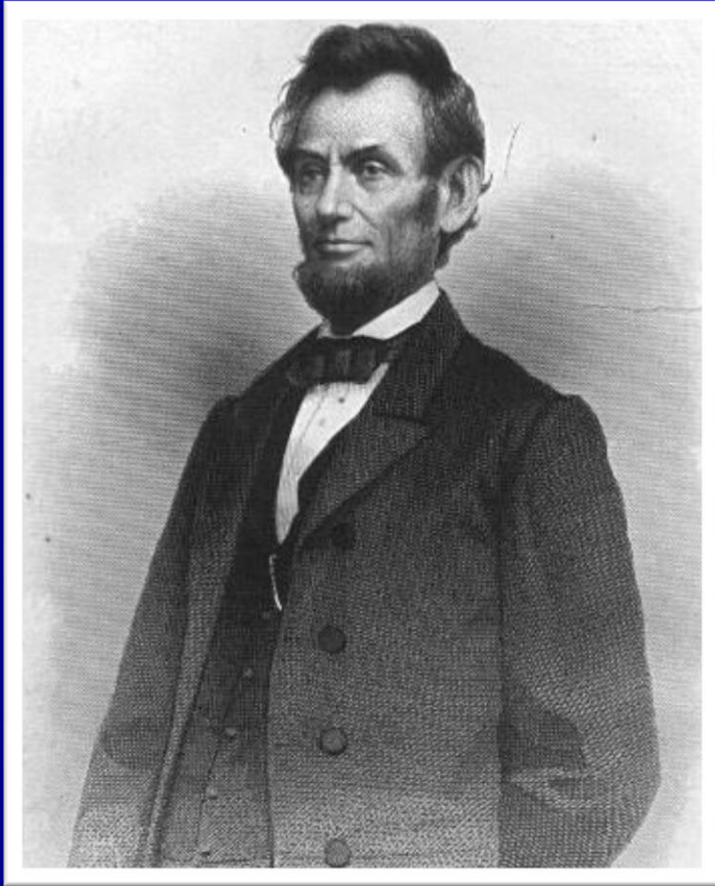
Economic Impact Messages

- 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 an investment, not a cost**



“America’s economic destiny lies in innovation, technology, science and research.”

Research!America Chair and Former Congressman
John Edward Porter, September 23, 2010



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

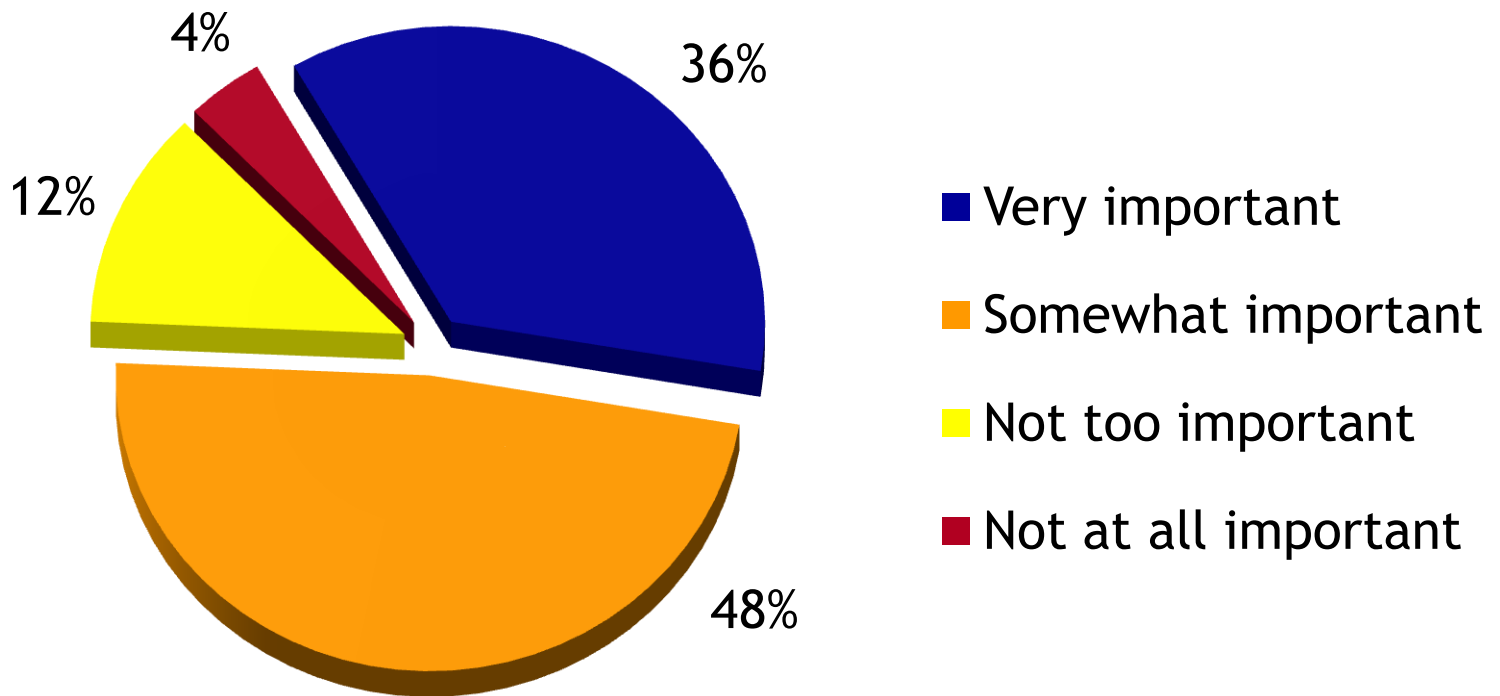
President Abraham Lincoln

Research!America Poll Data

- Commissioning public opinion polls on research issues for nearly 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.

Majority Say U.S. Global Health R&D is Important

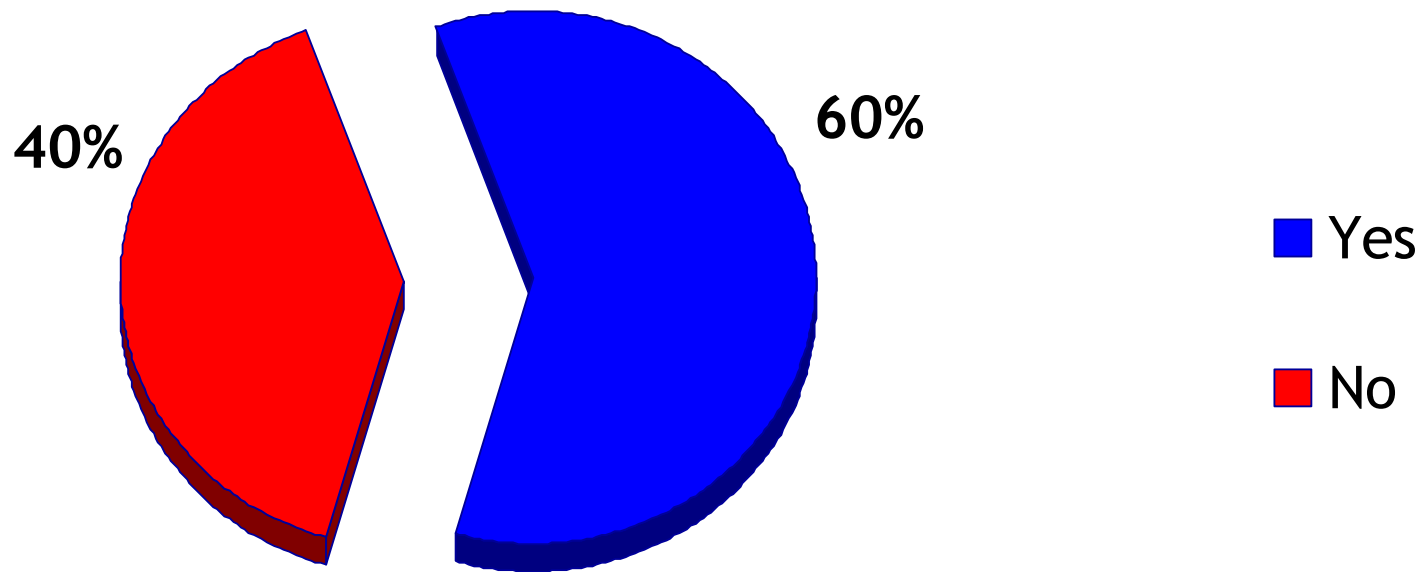
How important would you say it is that the U.S. work to improve health globally through research and development?



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

Americans Willing to Pay More for Global Health

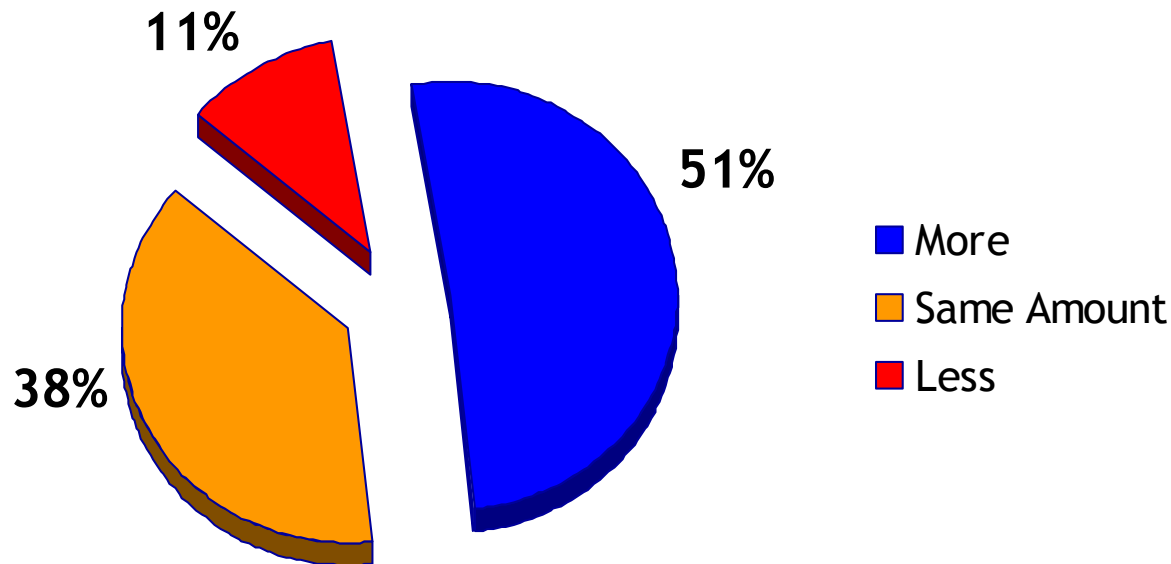
Would you be willing to pay \$1 per week more in taxes if you knew for sure that it would go towards the U.S. investing more in global health?



Source: National Global Health Survey
Charlton Research Company for Research!America, November 2008

Americans More Aware of Global Health Today

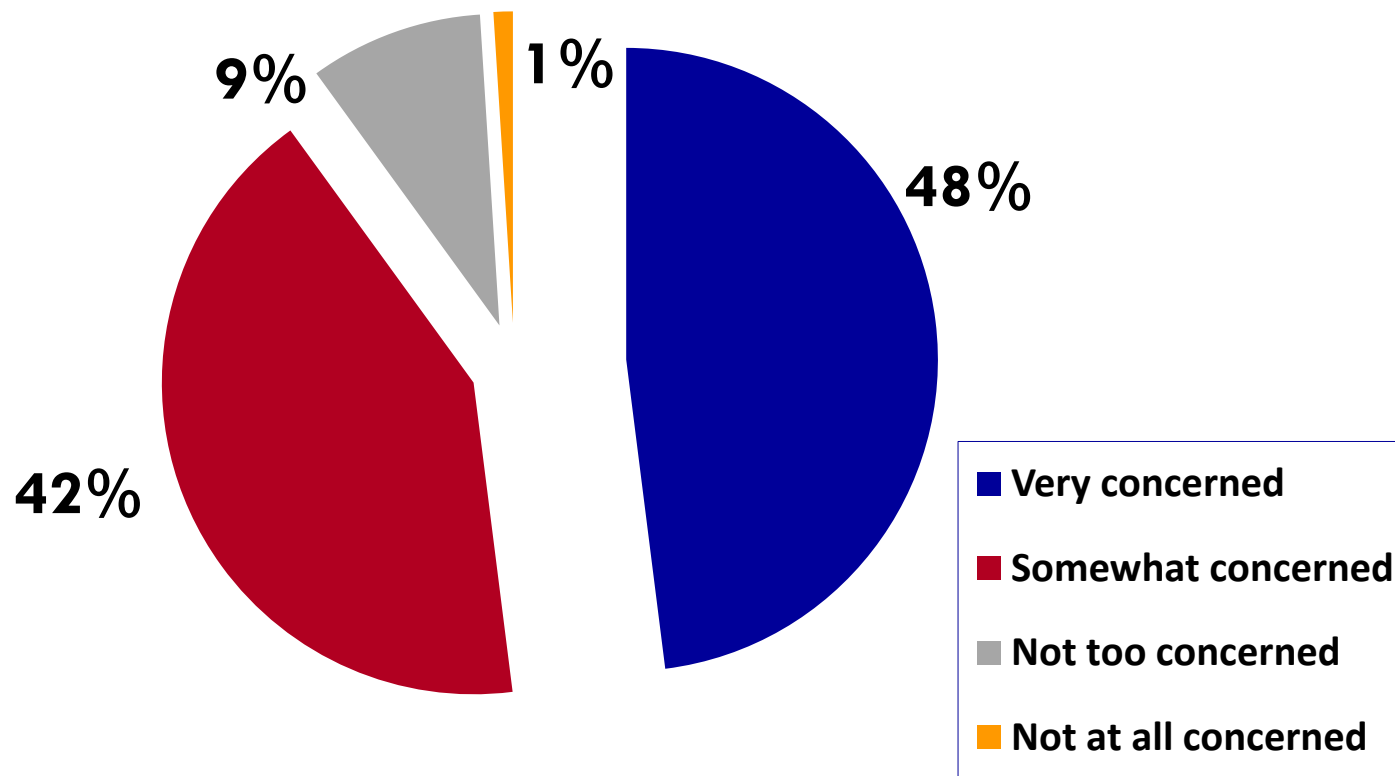
Compared to five years ago, would you say you think more, less, or about the same amount about global health?



Source: National Global Health Survey
Charlton Research Company for Research!America, November 2008

Americans Concerned About Health Problems Facing the World

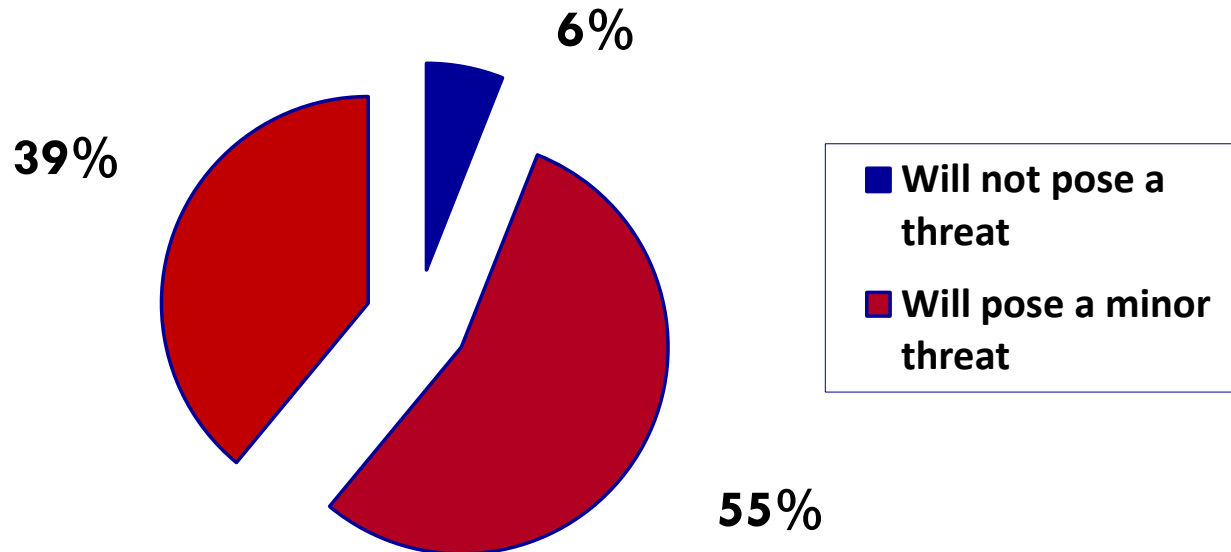
How concerned are you about the health problems facing the world today?



Source: National Global Health Survey
Charlton Research Company for Research!America, November 2008

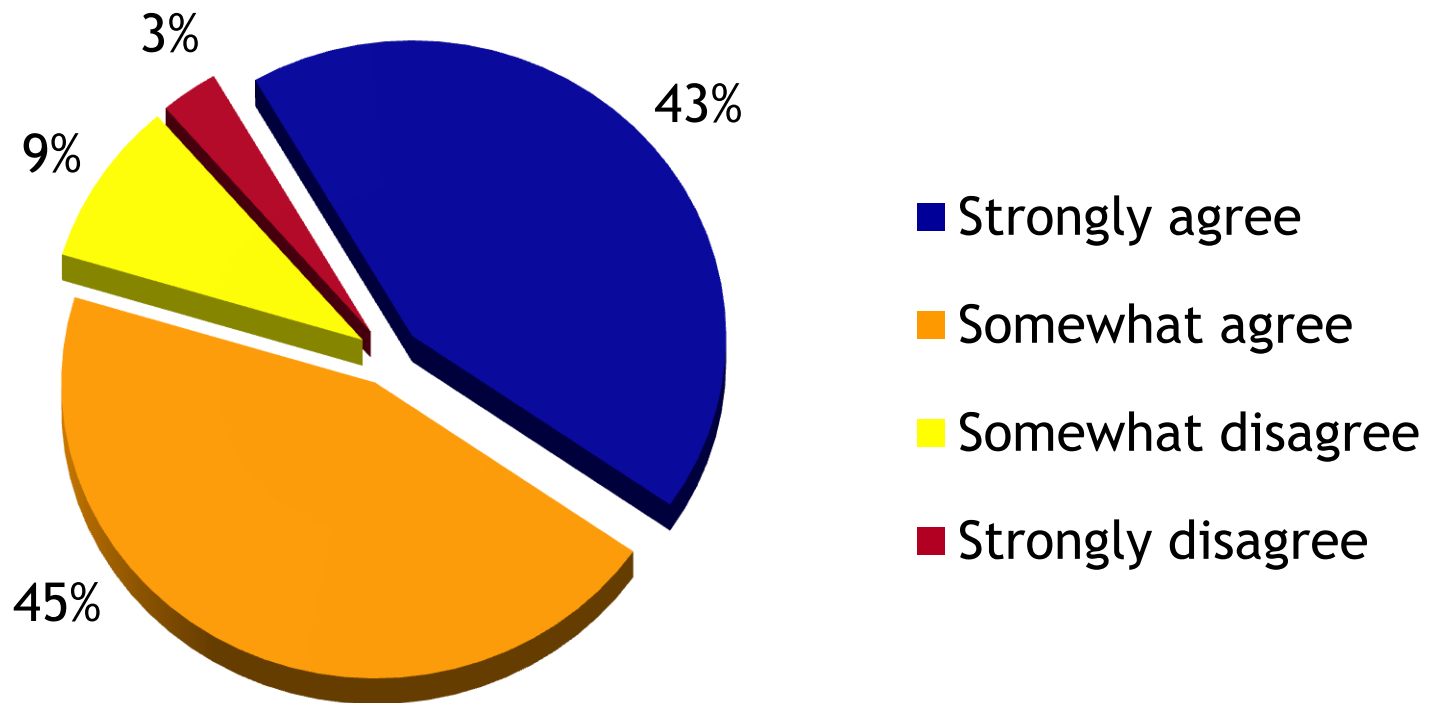
Americans Say Emerging Diseases May Threaten the U.S.

In general, to what extent do you think infectious and emerging diseases facing other countries (such as the flu, tuberculosis, and SARS) will pose a threat to the United States in the next few years?



Most Agree That Basic Research is Necessary

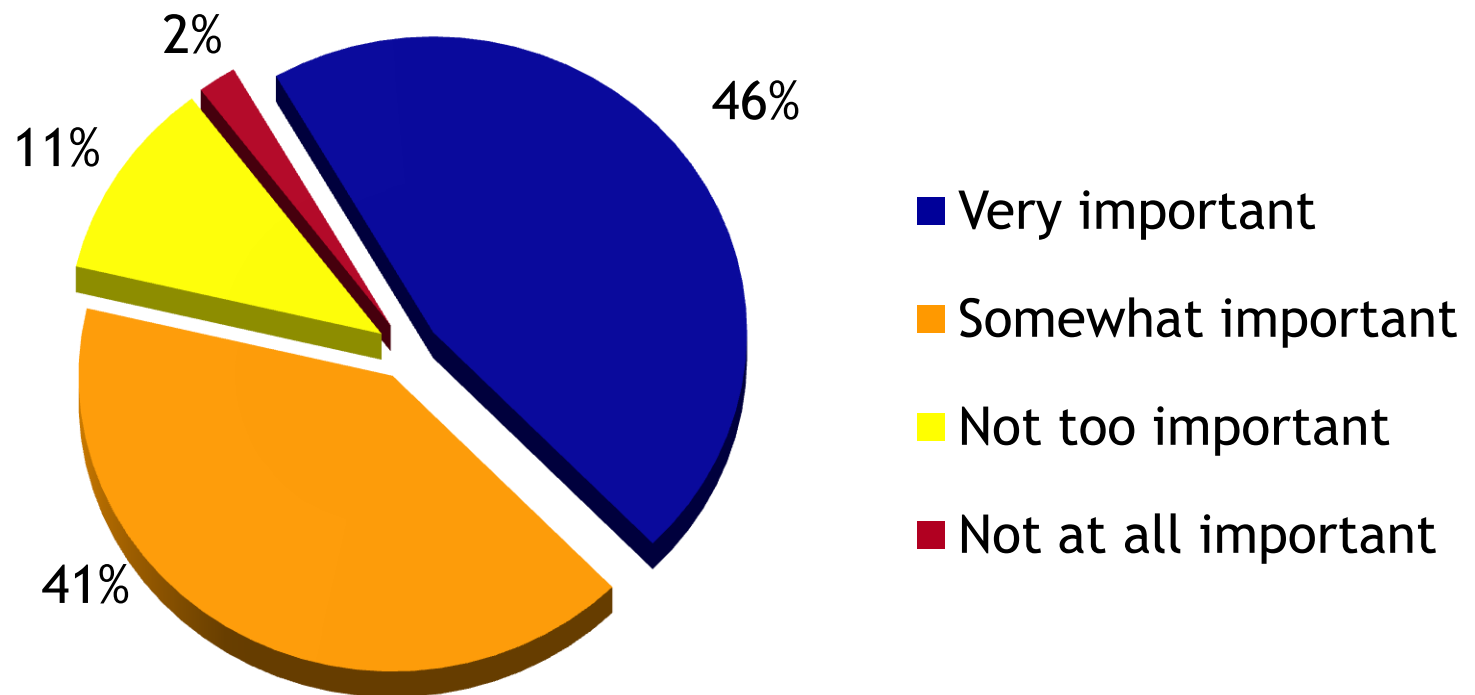
Do you agree or disagree with the following statement? “Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.”



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

Americans Think Government Investment in R&D is Important

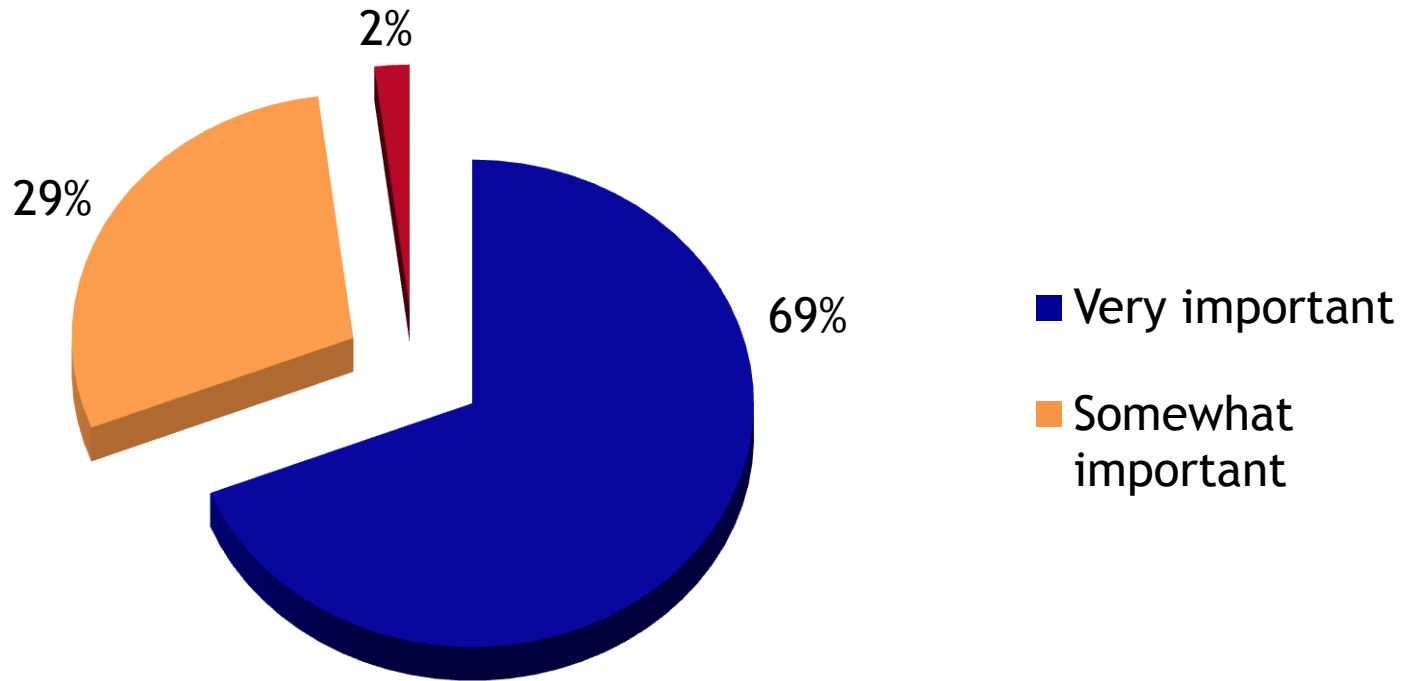
Many governments have set a goal to spend 3% of GDP (annual economic output of a country) on research and development, and some, including Japan and Korea, have already exceeded this goal. How important do you think it is for the U.S. to achieve this goal?



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

Americans Think Research is Very Important to U.S. Economy

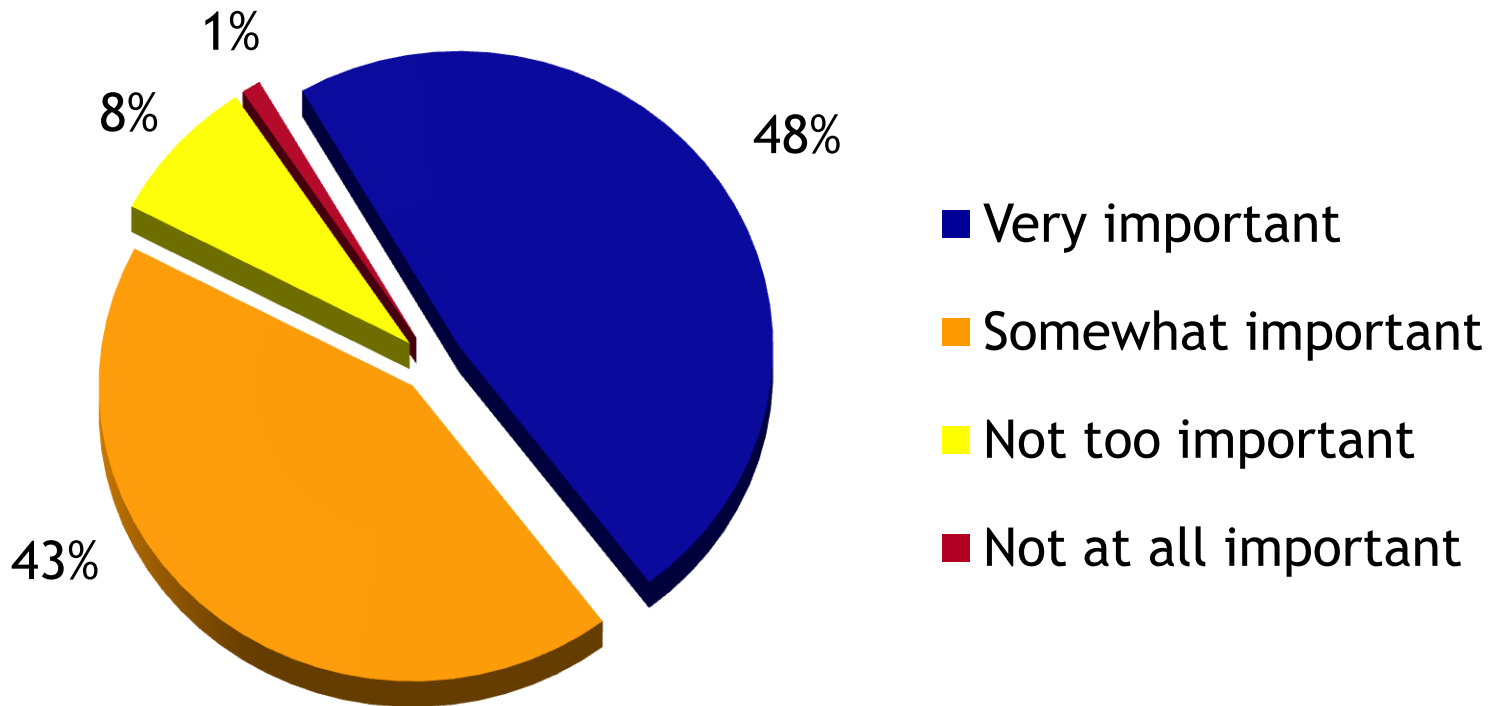
How important do you think research is to the U.S. economy? Is it very important, somewhat important, not too important, or not at all important?



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

Americans Think R&D is Important to State Economies

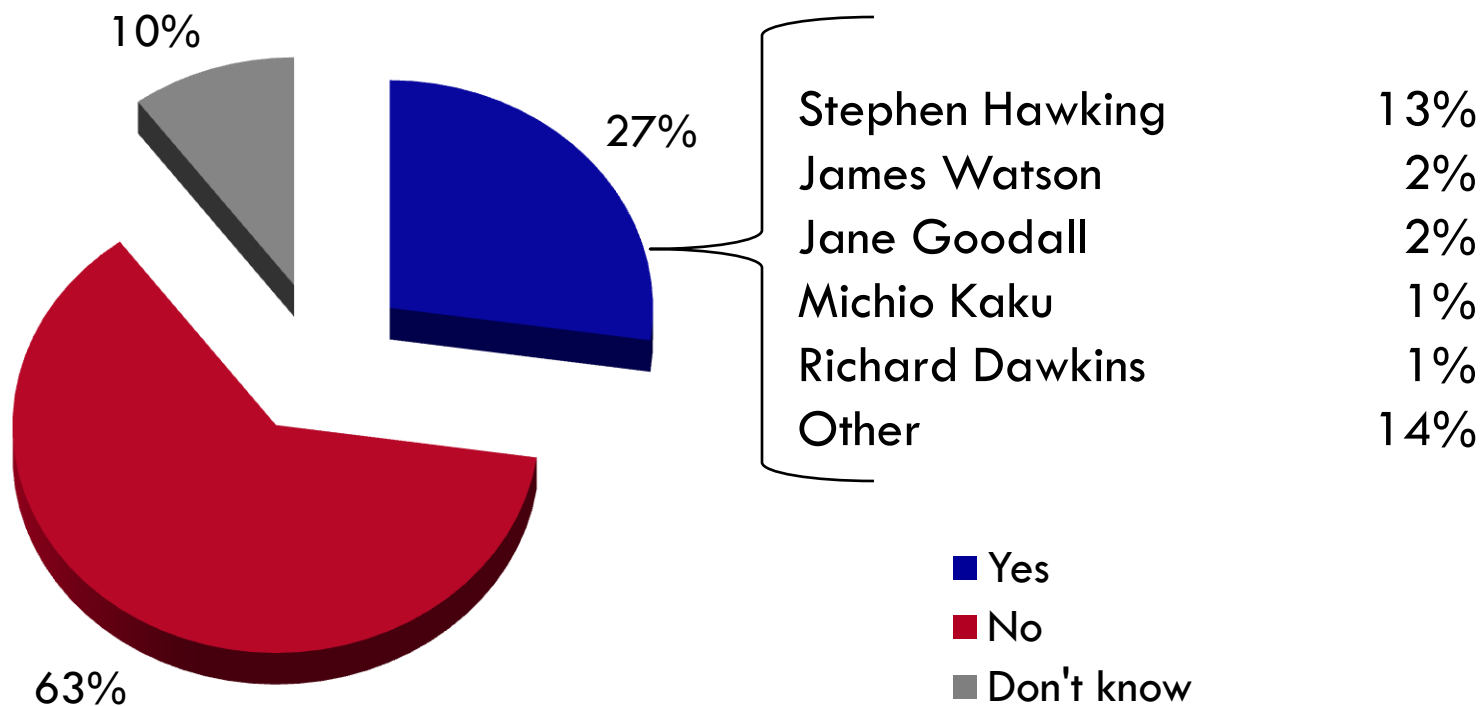
How important do you think research and development is to your state's economy?



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

Most Americans Can't Name a Living Scientist

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



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

Research Takes Place in Many Institutions and Organizations

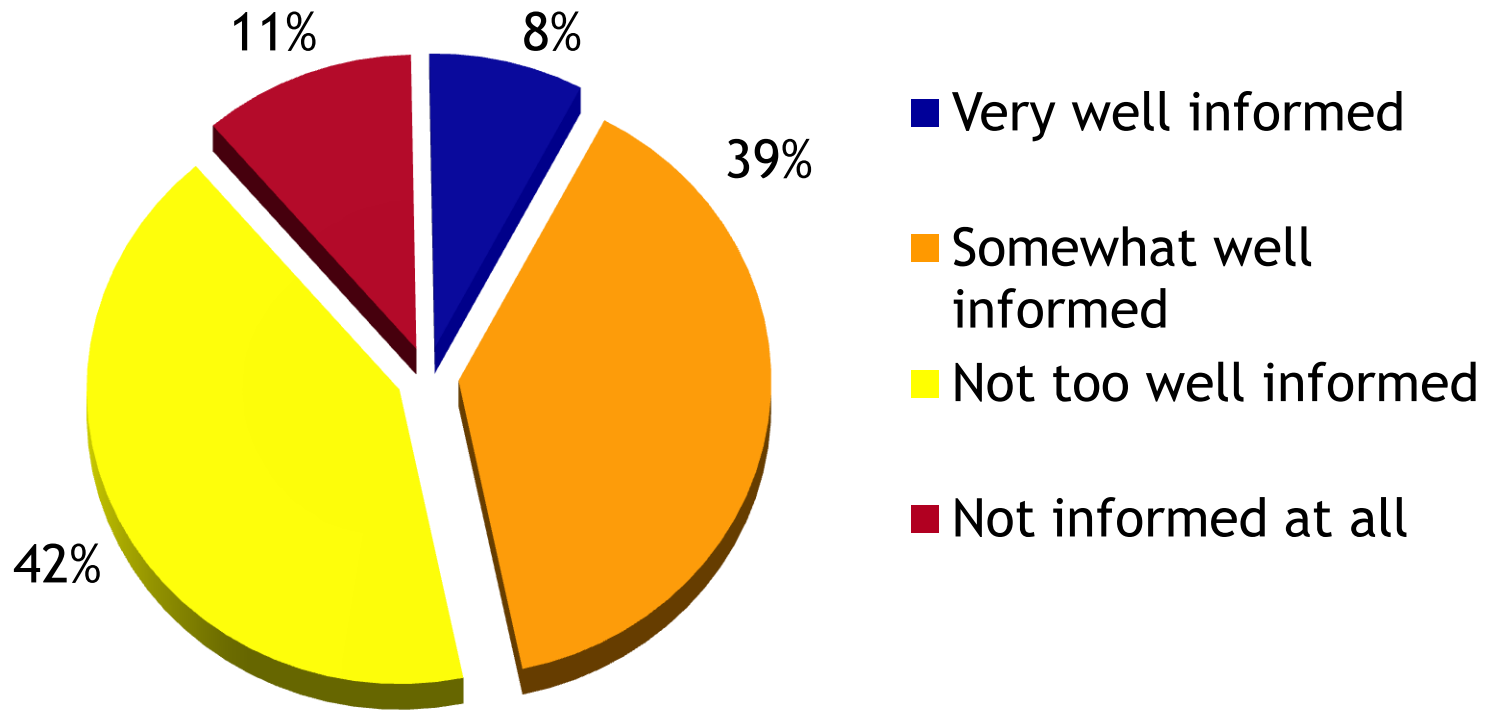
*At what type of institutions or organizations do you think most of the medical and health research in this country takes place? (first volunteered responses)

Universities	29%
Don't know	17%
Hospitals/Medical Centers	15%
Pharmaceutical companies	13%
Laboratories/Research centers	12%
Private companies	5%
Government	4%
Other	5%

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

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

Your Congress-Your Health for the 112th Congress



- Outreach to Members of Congress
All Members of Congress will be invited to participate by providing responses to a questionnaire about health, research and related issues
- Extensive public outreach — through the Research!America advocacy network and sponsoring partners to encourage members of Congress to share their views

www.yourcongressyourhealth.org

What Can You Do Right Now?

- Emphasize how research drives economic activity in every state and creates good jobs
- Volunteer as a science adviser to your Member of Congress
- Encourage your colleagues in advocacy
- Remember the four most important words “I work for you.”



“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



Additional Material

The Research!America Model

Who We Engage

- Research!America member organizations
- Partner organizations
- Coalitions
- Congressional caucuses
- Federal agency leadership

What We Do: Highlights

- Public opinion polling
- Fact sheets: *Research Saves Lives and Money*
- *U.S. Investment in Health Research* reports
- Programs: DC and beyond
- *New Voices for Research*
- Presentations to science and policy audiences
- Message development
- Media attention

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
- Advocacy for National Science Foundation budget increase in FY2010
 - Ocean scientists get their funding from NSF, NOAA (including National Weather Service), EPA & USGS. The major funders for ocean research are NSF & NOAA. The State department also has a bureau of oceans & international affairs:
<http://www.state.gov/g/oes/>.
 - The FY 2010 Omnibus Appropriations Conference Agreement included the final version of the Commerce, Justice, Science, and Related Agencies Appropriations. Overall, the agreement provided the National Science Foundation with **\$6.926 billion**, an increase of **\$436 million**, or **6.7 percent**, over the FY '09 enacted amount.

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