

THE Research

A D V O C A T E

BRINGING RESEARCH CLOSER TO HOME

Your Candidates—Your Health 2010 Launches

Your Candidates—Your Health 2010, Research!America's voter education initiative, has launched.

Already, we have sent out questionnaires to candidates whose primaries have occurred. After other state primaries take place, more candidates will be invited. Once we receive candidates' responses, they are reviewed and posted on www.yourcandidatesyourhealth.org.

In polling by Research!America and other organizations, Americans have consistently said that medical, health and scientific research is important.

But only 8% said that they know where their elected officials stand on those issues.

Your Candidates—Your Health helps to change that. Candidates are asked to respond to 15 questions, and areas for further comment are provided.

Members of the public can search for their candidates by ZIP code, by state or by candidate name.

Spanish content is also available on the website, provided by the **National Alliance for Hispanic Health**.

This initiative is made possible by the



support of **Pfizer Inc.**; the **Society for Neuroscience**; the **Alzheimer's**

Association; the **American**

Association of Colleges of Pharmacy; the **American Association for Dental Research**; the **American Cancer Society Cancer Action Network**; the **American Public Health Association**; the **Association of Independent Research Institutes**; **Baylor College of Medicine**; **Charles Drew University of Medicine**

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CPH Foundation

Thomas R. Frieden, MD, MPH, outlined his vision for the **Centers for Disease Control and Prevention** during a House briefing in May.

Frieden, CDC Staff Speak at Hill Briefings

Thomas R. Frieden, MD, MPH, director of the **Centers for Disease Control and Prevention**, met with congressional members and staff during two Capitol Hill

briefings May 27 to offer a first-hand report of how the CDC is working to protect the health of Americans.

The briefings, sponsored by the **Campaign for Public Health Foundation**, included a morning session on the House side and an afternoon session in the Senate.

Frieden outlined his top five priorities, which include strengthening CDC's

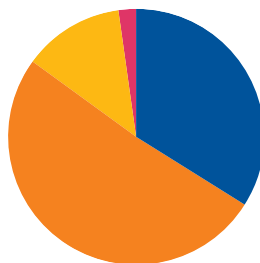
disease surveillance system and support for health departments; leadership in global health; ability to reduce causes of premature death and preventable injuries; and its ability to affect health policies to improve health. Within the many challenges public health faces today, he said that the CDC will also look for the "winnable battles" that

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AMERICA SPEAKS

Do you agree or disagree that the U.S. is losing its global competitive edge in science, technology and innovation?

U.S. Losing Competitive Edge in Innovation



Strongly agree	34%
Somewhat agree	51%
Somewhat disagree	13%
Strongly disagree	2%

SOURCE: NATIONAL POLL, MAY 2010, CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

New ON THE Web

www.researchamerica.org

Research!America's YouTube channel now hosts 34 videos that have been viewed nearly 9,900 times. Visit us at www.youtube.com/user/researchamerica.

Scitable.com, a product of the Nature Publishing Group, brings together people, discussions and groups to form "topic rooms" around key scientific concepts.

White House Office of Science and Technology Policy Director **John Holdren, PhD**, is taking your questions. E-mail them to AskDrH@ostp.gov or tweet them to @whitehouseostp with the hashtag #AskDrH.

ScienceHeroes.com celebrates the people and the science behind life-saving discoveries. The website was inspired by the book "Scientists Greater Than Einstein: The Biggest Lifesavers of the 20th Century."

THE Research ADVOCATE

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About Research!America

Research!America is the nation's largest 501(c)(3) public education and advocacy alliance working to make research to improve health a higher national priority. Founded in 1989, Research!America is supported by member organizations that together represent the voices of more than 125 million Americans. Our public opinion polls, advocacy programs and publications reach the public and decision makers to help advance medical, health and scientific research.



Members TAKE Action

ZERO – The Project to End Prostate Cancer

As the economy worsened, **ZERO — The Project to End Prostate Cancer** knew it needed to revamp some of its goals. With some sources of funding drying up, its plan for state chapters would not be paid for by donor money alone.

Instead of chapters, the 14-year-old organization found a different method to reach men: running.

ZERO's Dash for Dad racing series will hold 14 events this fall from Albuquerque, NM, to Long Island, NY. And **Jamie Bearse**, ZERO's chief operating officer, expects there to be 20 events in 2011.

Through the races, along with other outreach events, ZERO hopes to attract local activists, Bearse said.

The organization traces its roots to 1996 in Las Colinas, TX. Since then, ZERO has helped federal research funds increase by 500% and administered more than 100,000 free tests.



Partnerships with Major League Baseball, NASCAR and Gillette Co. have helped raise the organization's profile.

One of ZERO's upcoming initiatives is Generation ZERO. "We want this to be the first generation that is free from prostate cancer," Bearse said. "The aim is that for kids today, when they're in their 30s, 40s and 50s, that prostate cancer is a memory."

To do that, he said, a sure-fire test for prostate cancer must be created, and the difference between fast-growing tumors and slow-growing tumors must be discovered.

That can all be accomplished by advocating to maintain funding for prostate cancer research. ZERO advocates for such funding by working with talented researchers and doctors and bringing 150-200 people to a single Capitol Hill event.

Visit www.zerocancer.org for more.

SPOTLIGHT : Member OF Congress

"we need increased funding for the **National Science Foundation** and the **National Institutes of Health**."

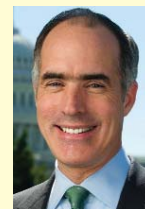
Casey recently invited his Senate colleagues to join him on a letter to the Appropriations Committee asking for \$35 billion to be allocated to NIH in FY 2011. His letter proposes an 11.9% increase in funding for NIH and emphasizes that this comes at a critical time for the agency — the recent boost from the American Recovery and Reinvestment Act stimulus funding will run out this year, further decreasing NIH's buying power.

He also understands that the importance of medical research goes beyond curing disease. "This ... illustrates the benefit of NIH funding for not only medical research in the U.S. and around the world, but also the positive economic impact," Casey said. "In the U.S. Senate, I have been a strong supporter of increased funding for the NIH, and we still have more to do."

Casey is an active proponent not only of research funding but also of health care for children as well as math and science education, which will lead to more skilled workers that can help the U.S. keep its scientific edge.

Sen. Bob Casey (D-PA) has long recognized the importance of research funding.

"In order to keep our competitive edge," he said during his election campaign,



Sen. Bob Casey (D-PA)

Revolutionizing Personalized Medicine

Margaret Hamburg, MD, commissioner of the **Food and Drug Administration**, and **Francis S. Collins, MD, PhD**, director of the **National Institutes of Health**, provided an overview of a new FDA-NIH collaboration in the *New England Journal of Medicine*.

Making Public Health a Priority

David Hemenway, PhD, professor of health policy and management at **Harvard School of Public Health**, in a *New England Journal of Medicine* Perspective column outlined four reasons we under-spend on public health. He urged policy makers and the public to reverse this trend.

Great Strides in HIV Research

Collins and **Anthony Fauci, MD**, director of the **National Institute of Allergy and Infectious Diseases**, co-authored an article in *PARADE* magazine highlighting the strides in HIV research over the past 20 years. Collins and Fauci wrote that much more needs to be done to research and, ultimately, prevent HIV.

Avoiding a Post-Stimulus Cliff

Many in the research community are worried about a steep drop in NIH funding in FY 2011. A *Science* article cited Research!America's \$35 billion request for NIH as one way to avoid a research funding "cliff."



David Meltzer, MD, PhD

The Economic Impact of Research

Nature magazine published a letter from Mary Woolley highlighting the work of economists, including former Garfield Award winners **David Meltzer, MD, PhD**, and **David Cutler, PhD**, who have demonstrated the economic impact of research. Her letter was in response to the article "What Science Is Really Worth," which questioned whether the economic benefits of research are being oversold.

Research Champions Leaving Congress

Woolley was quoted in *Nature* on the future of medical research advocacy once Congressional champions, including **Sen. Arlen Specter (D-PA)** and **Rep. David Obey (D-WI)**, leave Congress in 2011.

Health Equity: Getting Beyond Hope

Woolley authored an article for the **Institute for the Advancement of Multicultural & Minority Medicine's Health Disparities Policy** blog on the value of research in addressing health disparities. She wrote, "For hope to make an impact, it must inspire action and commitment to a purpose. Health disparities cannot be eliminated without a sustained, significant investment in research."

Research Enterprise Poll

Research!America and **Eli Lilly and Company** released a poll on topics including public trust in the approval system and in sources of medical information. The poll findings received coverage with **United Press International**, in the blog *Health Commentary* with **Dr. Mike Magee** and the *Chain Drug Review* magazine. Woolley highlighted the findings in an audio news release which generated 6 million impressions and in interviews with 14 radio stations.



In a recent conversation with *New York Times* journalist Robert Draper about the difficulty of achieving bipartisan pol-

icy, Sen. Lindsey Graham (R-SC) referenced the importance of public opinion polling and aligning policy with top-of-mind public concerns — the economy and jobs being first and foremost these days. He summed it up: "Reason always prevails, if you can market it right."

Research!America is well-versed in the components of policy-making success: We have reason on our side, in our mission and in the brainpower of our members, but we know reason is not enough. That's why we have kept our finger on the pulse of public sentiment for almost two decades, helping our members frame the case for research in the moment. We have led the stakeholder community in emphasizing the economic case for research investment through a number of tools and message points as well as our annual economic impact award. Above all, we know marketing — recent high-profile awards to our web-based educational initiative are the latest case in point.

Our track record is a good reason for our members to have confidence in, and help promulgate and support, our voter education initiative, *Your Candidates—Your Health* (see page 1). Candidates for Congress this fall have many issues to address; we want to ensure that research for health is one of them. If they don't hear from the stakeholders in research for health before Election Day, the odds that they will become champions for research after taking office are low. It's time to seize the moment and to do so in a savvy way. Please join us!

Mary Woolley

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Research Funding and Authorization Legislation Advance Slowly

Following months of negotiations, Congress has begun to move ahead with determining FY 2011 discretionary funding levels, including those for research. The House of Representatives recently passed a resolution (H.R. 1493) that limits discretionary spending to \$1.121 trillion, about \$7 billion less than **President Barack Obama's** recommendation and \$3 billion less than the budget resolution approved by the Senate Budget Committee. This allows the appropriations process to move forward with enforceable limits.

The House Labor, Health and Human Services, and Education Appropriations Subcommittee has approved \$32 billion for the **National Institutes of Health**, \$6.8 billion for the **Centers for Disease Control and Prevention**, and \$411 million for the **Agency for Healthcare Research and Quality** in FY 2011. The House Commerce, Justice and Science Appropriations Subcommittee approved \$7.42 billion for the **National Science Foundation** while the Senate Appropriations Committee approved \$7.35 billion. The House Agriculture, Rural Development and Food and Drug Administration Appropriations Subcommittee approved \$2.57 billion for the **Food and Drug Administration**,

and the Senate Appropriations Committee approved \$2.50 billion.

On May 28, the House passed the reauthorization of the America COMPETES Act (H.R. 5116) on the third try. The bill, a legislative priority for retiring House Science and Technology Committee **Chairman Bart Gordon (D-TN)**, authorizes \$84 billion for research, education and innovation over the next five years at NSF, the **Department of Energy Office of Science** and the **National Institute of Standards and Technology**. Opponents to the bill, led by **Ranking Member Ralph Hall (R-TX)**, added an anti-pornography provision shortly before the first scheduled vote, forcing the bill back to committee. Opponents also sought to reduce the authorization period to three years, eliminate new programs and freeze spending at FY 2010 levels. Gordon's strategy split the amendment offered by Hall into nine parts that were voted on separately. This allowed the unanimous approval of the anti-pornography provision, while other provisions that would have limited research funding were defeated. The COMPETES Act is now in the hands of the Senate.

Call for Nominations: Public Health's Unsung Heroes

In an effort to recognize those making gains in disease control and prevention, the **CPH Foundation** will recognize two "unsung heroes" at a reception in November. One award will be presented to an individual working on a large national or international effort; the

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2011 FEDERAL RESEARCH BUDGET

Agency	President's Request	% Change from 2010	Research!America's Recommendation
National Institutes of Health	\$32.1 billion	+3.2%	\$35.0 billion
Centers for Disease Control and Prevention*	\$6.6 billion	-1.9%	\$8.8 billion
National Science Foundation	\$7.4 billion	+8.0%	\$7.4 billion
Agency for Healthcare Research and Quality	\$611 million	+53.9%	\$611 million

* Reflects the CDC core program budget. For more information on the CDC budget, please visit www.FundCDC.org.

Board Member Zerhouni Receives Honorary Degree



Elias A. Zerhouni, MD

Johns Hopkins University presented Research!America board member **Elias A. Zerhouni, MD**, with an honorary degree as part of its class of 2010 commencement ceremony May 27. Zerhouni served as director of the **National Institutes of Health** from 2002 to 2008 and has held a senior adviser position at **Johns Hopkins Medicine**, a Research!America member, since 2009.

Zerhouni joins the ranks of the 442 individuals who have been recognized as leaders in the fields of study, practice and service by Johns Hopkins since 1880.

Zerhouni joins the ranks of the 442 individuals who have been recognized as leaders in the fields of study, practice and service by Johns Hopkins since 1880.

Hill Inducted into Nurse Researcher Hall of Fame

Martha N. Hill, PhD, RN, Research!America Board of Directors vice chair and dean of **Johns Hopkins School of Nursing**, was selected as an inaugural inductee into the Nurse Researcher Hall of Fame on July 16.



Martha N. Hill, PhD, RN

Hill is known for her work in preventing and treating hypertension, especially among young, urban African-American men, and integrating patient, provider and system-level interventions to improve care for vulnerable and underserved populations.

Woolley Awarded Doctorate by NEOUCOM

Research!America member **Northeastern Ohio Universities Colleges of Medicine and Pharmacy** awarded Research!America's President and CEO **Mary Woolley** an honorary doctorate of science degree.

"It is a particular privilege to receive this degree from an institution with such a strong commitment to research as the means for improving health," Woolley said, "and from an institution with such dynamic new leadership in the form of **Dr. Jay Gershen**, one of the nation's most effective advocates for the powerful economic impact of medical and health research."



Mary Woolley

Policy Update

Continued from page 4

other is targeted at those running smaller, community-based public health programs. Both awards will be presented to individuals who have not received previous national recognition but whose work is making a difference.

Nominations are being accepted at www.cphfoundation.org/annual_awards.html and are due September 10. A distinguished committee will select the two winners, and the awards will be presented at a November 18 reception in Washington, DC.

To sponsor the event or learn more, contact CPH Foundation Executive Director Karl Moeller at KarlM@CPHFoundation.org or at 202-898-0435.

Principal Partner Thank You

Research!America extends special thanks to our principal partners:

Bill & Melinda Gates Foundation
National Postdoctoral Association

POLLS

Eli Lilly and Company
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YOUR CANDIDATES-YOUR HEALTH

Alzheimer's Association
Association of Independent Research Institutes
Charles Drew University of Medicine and Science
Food Allergy Initiative
Wake Forest University Baptist Medical Center
Washington University in St. Louis School of Medicine

YOUR CONGRESS-YOUR HEALTH

Baylor College of Medicine

Visit www.researchamerica.org/partnership_opportunities for ways to support Research!America.

Special Thanks

To New and Renewing Research!America Alliance Members

Academic Pediatric Association
The Allen Institute for Brain Science
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American College of Neuropsychopharmacology
American College of Sports Medicine
American Pain Society
American Society for Microbiology
Association of American Physicians
Association of American Veterinary Medical Colleges
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Institute for Systems Biology
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Hereditary Disease Foundation
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Kidney Cancer Association
Lupus Foundation of America
Metro Denver Economic Development Corporation
National Alliance for Eye and Vision Research
National Association of Children's Hospitals/Related Institutions
National Health Council
Nebraska Coalition for Lifesaving Cures
Oral and Maxillofacial Surgery Foundation
Purdue Pharma
The Rockefeller University
Sjogren's Syndrome Foundation
The University of Akron
The University of Texas Health Science Center at Houston
Union of Concerned Scientists
University of Cincinnati
University of Mississippi Medical Center
University of Nevada, Las Vegas School of Dental Medicine
University of Toledo Medical Center
Vanderbilt University Medical Center
Vanderbilt University School of Nursing
Youngstown/Warren Regional Chamber

Not yet a member? Join Research!America today at www.researchamerica.org/become_member.

Did YOU Know

Benchfly.com financed two student researchers with microgrants funded by a search bar and selected via Facebook.

Genetic Alliance presented Pfizer's **Greg Simon, JD**, board member of **FasterCures**, a Research!America member, with its **Art of Advocacy** award.

Johns Hopkins' Center for Injury Research and Policy recently produced *Preventing Injuries in Maryland: A Resource for State Policy Makers*.

Research!America was recently honored with a **Communicator**, an **Apex** and three **Hermes** awards for its *Your Congress—Your Health* and multiple publications.

Report Shows Continued Job Growth in Bioscience

The U.S. bioscience industry continued to show employment gains through 2008, according to a study released by **Battelle** and the **Biotechnology Industry Organization (BIO)**, both Research!America members.

The sector grew by 1.4% in 2008, adding 19,000 new jobs. Over the same period, total private sector employment declined by 0.7%. The report is a collection of national, state and metropolitan bioscience employment and growth trends from 2001 to 2008.

The bioscience job expansion was primarily fueled by growth in research, testing and medical laboratories. This subsector accounted for 90% of all new bioscience jobs created from 2001 to 2008.

Research!America features data from the report on its State Economic Impact of Research interactive map at www.researchamerica.org/state_econ.

ALA Report Calls for More Research

Results from a report by Research!America member **American Lung Association**, *State of the Air: 2010*, highlight health risks from air pollution and what we can do to improve the air we breathe.

Research shows that the majority of Americans — more than 175 million people — continue to suffer from dangerous air pollution levels. To address these findings, *State of the Air* developed report cards for communities around the U.S. and finds that the United States must continue to invest in research to improve air quality.

More information and the full report can be downloaded at www.stateoftheair.org.

Elan Hosts Advocacy Summit

Research!America participated in a summit hosted by **Elan Corporation** called "Fighting Neurodegenerative Disease Together." The summit brought together 33 experts and advocates, and speakers included former Surgeon General **David Satcher, MD, PhD**, a Research!America Advocacy Award winner; **Meryl Comer**, president of the Geoffrey Beene Foundation Alzheimer's Initiative; as well as several Elan scientists. Discussion focused on public awareness and urgency around neurodegenerative diseases, obstacles and areas for collaboration. Elan was a partner in the 2009 Geoffrey Beene Foundation-Research!America "Rock Stars of Science" Hill briefing.

Your Candidates—Your Health

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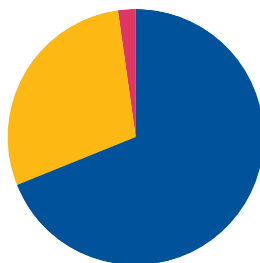
and Science; the **Food Allergy Initiative**; **Howard Hughes Medical Institute**; the **J. David Gladstone Institutes**; **Memorial Sloan-Kettering Cancer Center**; the **National Bone Health Alliance**; **NAHH**; the **Northeastern Ohio Universities Colleges of Medicine and Pharmacy**; the **United Health Foundation**; the **University of Maryland, Baltimore**; the **University of Maryland School of Medicine**; the **University of Michigan**; **Wake Forest University Baptist Medical Center**; and **Washington University in St. Louis School of Medicine**.

To join us in support of this project, e-mail info@researchamerica.org.

Visit the site and urge your candidates to respond.

AMERICA SPEAKS

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?



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

Very important	69%
Somewhat important	29%
Not too important	2%

SOURCE: NATIONAL POLL, MAY 2010, CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

AHRQ: Small Improvements, Much Left to Attain

Considerable gaps remain in quality and access to health, according to the 2009 AHRQ quality and disparities reports, which were released in April.

“Despite promising improvements in a few areas of health care,” Agency for Healthcare Research and Quality Director **Carolyn M. Clancy, MD**, said, “we are not achieving the more substantial strides that are needed to address persistent gaps in quality and access.”

The reports found increases in health care-associated infections and continuing gaps across ethnicities in preventive antibiotics before surgery. They also found that the biggest factor in not receiving proper care is lack of health insurance, exceeding the effects of race, ethnicity, education and location.



Kathleen Sebelius

ARRA Funds Create Jobs, Advance Research

On May 14 U.S. Health and Human Services Secretary **Kathleen Sebelius** announced \$1 billion from the American Recovery and Reinvestment Act had been awarded to construct, repair and renovate scientific research laboratories and related facilities across the country.

The **National Institutes of Health National Center for Research Resources** administered the 146 grants as part of an overall \$100 billion federal investment in science, innovation and technology.

“This unprecedented Recovery Act investment in research facility construction will not only give our world-class scientists the modern facilities they need for impact research, it will also help create and maintain jobs in varied business sectors and in all regions of our country,” Sebelius said.

NIH Director **Francis S. Collins, MD, PhD**, agreed that the investment generates multiple opportunities.

“These Recovery Act dollars will provide state-of-the-art facilities for hundreds of researchers to conduct cutting-edge science with the latest technologies,” he said. “At the same time, they will create job opportunities nationwide.”

CDC Briefings *Continued from page 1*

offer some immediate health gains. Among them are tobacco control; nutrition, physical activity, obesity and food safety; health care-associated infections and motor vehicle injury prevention.

Citing his experience as former health commissioner of New York City, he reaffirmed that significant health improve-

ments are possible through changes in evidence-based policy.

During a question-and-answer session, Frieden and his staff were asked about the CDC’s response to the Gulf oil spill, health data in the U.S. Virgin Islands and their bi-national work with the government of Mexico.

Read more at www.CPHFoundation.org.

GLOBAL HEALTH

R&D
ADVOCACY

U.S.-Style Advocacy Gets Global Play

The April issue of *International Innovation* featured an interview with members of Research!America’s Paul G. Rogers Society for Global Health Research.

Based in the UK, *International Innovation* is a leading global health care research publication, supported and used by research leaders from academia, the private sector and key stakeholders from institutes and governments around the world. It features reports of the latest research as well as interviews with leaders in the research community.

The editors see Research!America’s use of innovative advocacy and leveraging of public opinion to increased U.S. investment in global health research and development as a unique contribution to its global readership. Research!America’s Karen A. Goraleski has been added as a regular contributor to its leadership blog at www.research-europe.com.

RESEARCH TAKES
CENTS

Amount Americans spent on boating sales and services in 2006:

\$39.5 billion

That would fund injury and accident research at the National Institutes of Health for 112 years!

SOURCES: NATIONAL MARINE MANUFACTURERS ASSOCIATION, MAY 2007; NIH DISEASE FUNDING TABLE FY08

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Coming UP

September 10, 2010 — Nominations due for the **Campaign for Public Health Foundation** “Unsung Heroes of Public Health” Awards. www.cphfoundation.org

October 4-6, 2010 — **World Stem Cell Summit**. Detroit. Flagship international event uniting the stem cell community. www.worldstemcellsummit.com

November 6-10, 2010 — **APHA Annual Meeting & Exposition**. Denver. The oldest and largest gathering of public health professionals in the world. www.apha.org/meetings

November 8-10, 2010 — **mHealth Summit**. Washington, DC. Brings together leaders from government, industry, academia and not-for-profit organizations to discuss the intersection of mobile technology, health research and policy. www.mhealthsummit.org



Advocacy & Action

Urge Your Candidates to Participate in Your Candidates–Your Health

Your Candidates–Your Health is back, and it’s time to urge your candidates to participate. Candidates in states where primary elections have already occurred have been invited to share their views on health and research. Visit www.yourcandidatesyourhealth.org to send your candidates a message today!

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