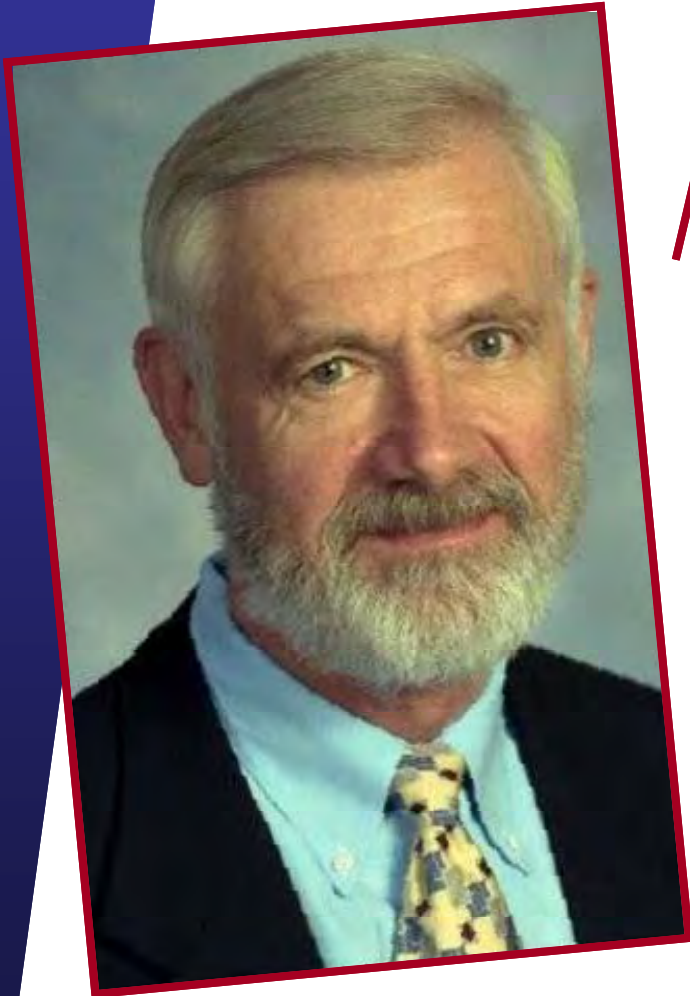


An Innovative Approach to Improving Public Communications Skills Among Researchers

Mary Woolley
President, Research!America

Global Forum on Health Research
Beijing, People's Republic of China
October 31, 2007

Research!America
AN ALLIANCE FOR DISCOVERIES IN HEALTH®



“Every public health decision is made on a political decision.”

– William Foege, MD, MPH
September 10, 2003
Senior Fellow, Bill & Melinda Gates Foundation; Former Director, CDC

Public Impact on Political Decision Makers

- AIDS activists (late 1980s)
- Breast cancer activists (early 1990s)
- Institute of Medicine Report to the National Institutes of Health (1998)



Council of Public Representatives: Report and Recommendations on Public Trust in Clinical Research

- Bridge the communications gap between researcher and patient
 - Encourage researchers to communicate regularly with participants and community
 - Address community participants as partners in the research process
 - More training on community relationships
 - Communicate frequently and in plain language
- *COPR, December 2, 2004*

COPR created on the recommendation of the Committee on the NIH Research Priority-Setting Process, Institute of Medicine, 1998.



“What you understand well can be communicated well. It's a matter of not just discipline but obligation to the public for scientists to communicate both the excitement of science, the prospects of science and the accomplishments of science.”

– Elias Zerhouni, MD
Director, National Institutes of Health

PARADE/Research!America Poll “What Americans Think About Medical Research” March 21, 2004

SUNDAY, MARCH 21, 2004

PARADE

These researchers—and thousands like them from coast to coast and around the world—work quietly, tirelessly and with little reward.

They May Save Your Life

By Dianne Hales

Plus... Fabulous Fish Dishes By Sheila Lukins • Saturday Night Live's Tina Fey

Taking Our Pulse

by PARADE/Research!America Health Poll

What Americans Think About Medical Research

Health care is the single most important domestic issue facing the nation (excluding the economy), say a majority of Americans. The policies, priorities and allocations of those making decisions inside and outside our government will affect each of us and the future of our children. As a result, PARADE has joined with Research!America—a nonprofit public-education and advocacy group for medical research—to conduct a series of wide-ranging polls on what Americans think about various medical concerns. Our first poll, conducted by the Charlton Research Co., deals with attitudes toward medical research itself. In it, we found strong views and many misconceptions. Here are some of the more striking results:

How much money should we spend on research?

Currently, out of the \$142 trillion spent on health care in the U.S., about \$82 billion—5¢ to 6¢ on the dollar—goes to research. More than 50% of Americans say we should increase spending on research to 7¢ on the dollar or more.

What is the most important health issue facing the nation?

CANCER	36%
AIDS/HIV	21%
COST OF HEALTH CARE/INSURANCE	19%
OBESITY/ NUTRITION	9%
MEDICARE/ MEDICAID	8%

The largest percentage of those polled consider cancer to be of greatest concern, followed by AIDS/HIV. FACT: Cardiovascular illnesses—including heart disease and stroke—are our No. 1 killer, and AIDS/HIV is not in the Top 15. (The latest figures available were for 2001.) Cancer as a group rank No. 2. Interestingly, 19% said the cost of health care was the most important issue. (All other responses added up to 7%.)

How important is it that the U.S. be a world leader in health research?

VERY	60%
SOMEWHAT	31%
NOT	7%
DON'T KNOW	2%

Ninety-one percent of Americans think the U.S. should be a world leader in health research. In addition, 90% asserted that such leadership was important to the nation's economy.

Who do you think pays for medical research in the U.S.?

GOVERNMENT/TAXPAYERS	59%
OTHER	15%
CONSUMERS	10%
PHARMACEUTICAL COMPANIES	9%
DON'T KNOW	7%

A majority of Americans think the government (i.e., taxpayers) pays for most of the medical research conducted in this country. FACT: While the federal government still is—just barely—the largest investor in academic research, biotech and pharmaceutical companies currently finance more than half of the research conducted in the U.S.

How long does it take to bring a drug to market?

Most Americans seriously underestimate the time required for new therapies to develop. When asked to guess how long it takes to bring a new drug to market, 29% said 1-4 years, 40% said 5-9 years, and 31% said 10-14 years. FACT: It takes 15-17 years to get most new medications into a hospital or doctor's office.

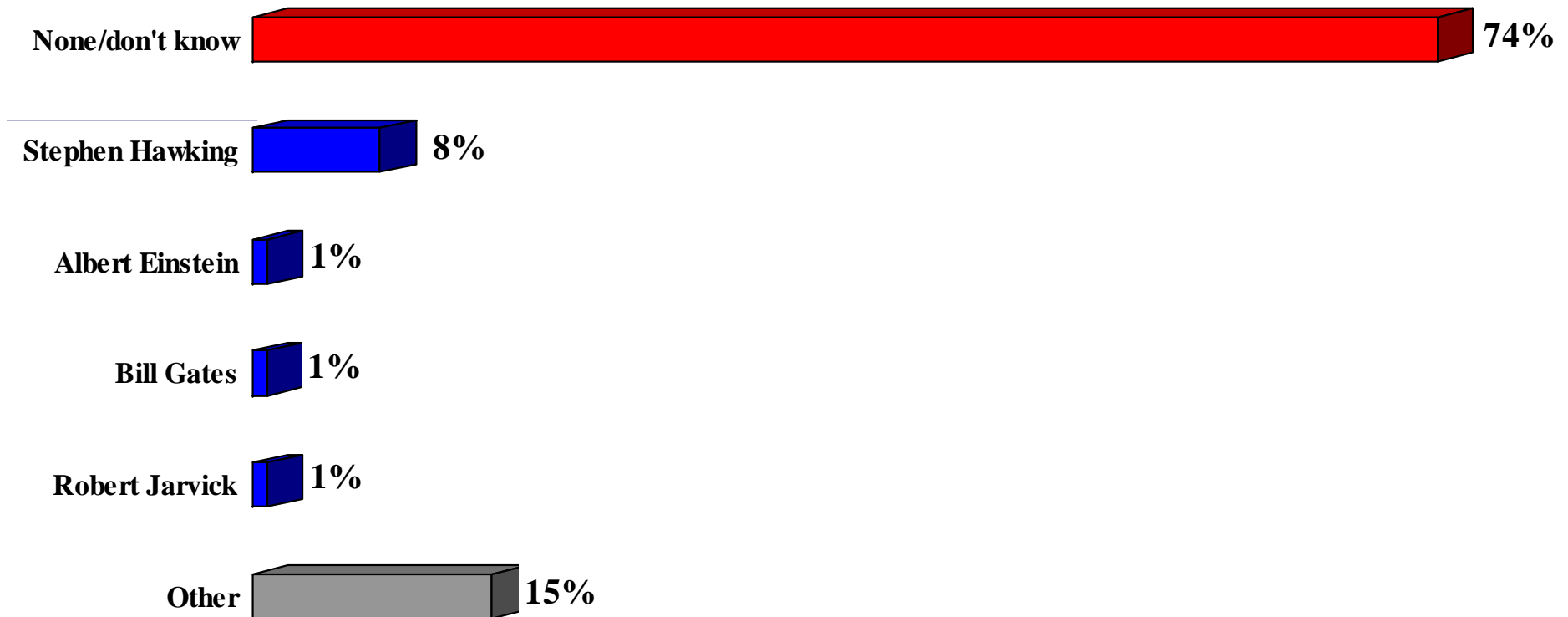
Would you be willing to share your medical information to further research?

Privacy is a major concern these days, but a majority of individuals polled (69%) said they'd be willing to release health information (assuming there was no way anyone would have access to their identity) if this would help doctors and hospitals improve their services or if researchers could learn about disease and prevention from it.

For more results of the PARADE/Research!America Health Poll, visit www.parade.com on the Web. Our poll of 1000 people, representing a cross-section of Americans, has a sampling error of ±3.1%.

Most Americans Can't Name a Living Scientist

Can you give me the name of a living scientist?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Limited public awareness of scientists is one reason why...



...less than six cents of every health dollar in the U.S. is spent on research to improve health,

Source: Research!America Issue Paper:
2006 Investment in U.S. Health Research, 2007

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of which less than **one cent** of every health dollar in the U.S. is spent on global health research.

Source: *Research!America Issue Paper:
2006 U.S. Investment in Global Health Research, 2007*



Research!America Has 10 Years Experience in Advocacy Training for Researchers

- Underscoring the power of public support
- Clarifying the distinction between advocacy and lobbying
- Sharing effective messages and techniques
- Fundamentals of building relationships with policymakers
- Fundamentals of building relationships with the media
- Reinforcing the power of saying thank you
- Encouraging persistence—it pays off

Some Problems We Encounter

- Culture of science doesn't recognize value of public outreach
 - “My department chairman will never thank me for a letter to the editor”
- “I don't have time”
- Using advocacy tools such as public opinion poll data doesn't come naturally
- Scientists resist the political environment and vice versa

“[Scientists] want to come to Congress and give tutorials. That doesn’t work. We don’t have time for tutorials. They need to get right to the point: ‘This is why it’s important. I know there are a lot of competing interests, but here’s why we should be at the head of the line. And here’s what it means for society.’”

– The Hon. Sherwood Boehlert
“Explaining Science to Power: Make It Simple, Make It Pay” November 24, 2006,
Science





Research!America's Newest Program...





Paul G. Rogers Society for Global Health Research



- Goal: Make Global Health Research a Much Higher National Priority
- The Society prepares and activates research leaders to engage in public outreach.

Key Message

- Investing in global health research is the **smart thing** to do for America and the **right thing** to do for the world.

PAUL G. ROGERS
SOCIETY



Research! America
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The Paul G. Rogers Society

Ambassadors: What They Do

- Write letters to the editor/opinion editorials and/or participate in editorial board meetings
- Give media interviews
- Meet with policy makers and opinion leaders
 - Federal, state (e.g., governor)
 - Foreign Relations Committee members
 - Appropriations Committee members
- Make presentations to non-science audiences

Success



“World Health Day is Saturday. Is this a big deal in North Carolina? It should be. ... We are truly global citizens and North Carolina is a global state.”

–Ambassador Margaret E. Bentley, PhD, in *The (North Carolina) News & Observer*, April 5, 2007

Success

THE TENNESSEAN

Every day matters. www.tennessean.com

“The fight for global health should be a calling card of this nation’s character in the eyes of the world ... Some of the health conditions in poor nations throughout the world ... cry out for somebody to do something. That somebody should be the United States of America. ... It’s what makes a nation a leader, not just another country.”

–*The Tennessean* editorial board, May 27, 2007

Success



Ambassador Nilda P. Peragallo, DrPH, RN,
(left) with Rep. Ileana Ros-Lehtinen (FL)
(right) on Capitol Hill

Tools the Rogers Society Ambassadors Use to Make the Case for Global Health Research

- Investment tracking data
- Public opinion poll data
- Sound bites
- Message framing
 - Research Takes Cents
 - Then-Now-Imagine

U.S. Investment in Global Health Research

<i>Source of Funding</i>	<i>Global Health R&D (\$ millions)</i>
Pharmaceutical and Biotechnology Industries	3,478
National Institutes of Health	4,981
Centers for Disease Control and Prevention	32
U.S. Agency for International Development	152
Department of Defense	64
Department of State	39
Foundations (2005)	592
Total	9,338

Source: Research!America Issue Paper:
2006 U.S. Investment in Global Health Research, 2007

Research!America Polls

- Commissioning public opinion polls on research issues for more than 15 years:
 - National Polls
 - State-Based Polls
 - Issue-Specific Polls
 - Stem Cell Research
 - Public Health Research

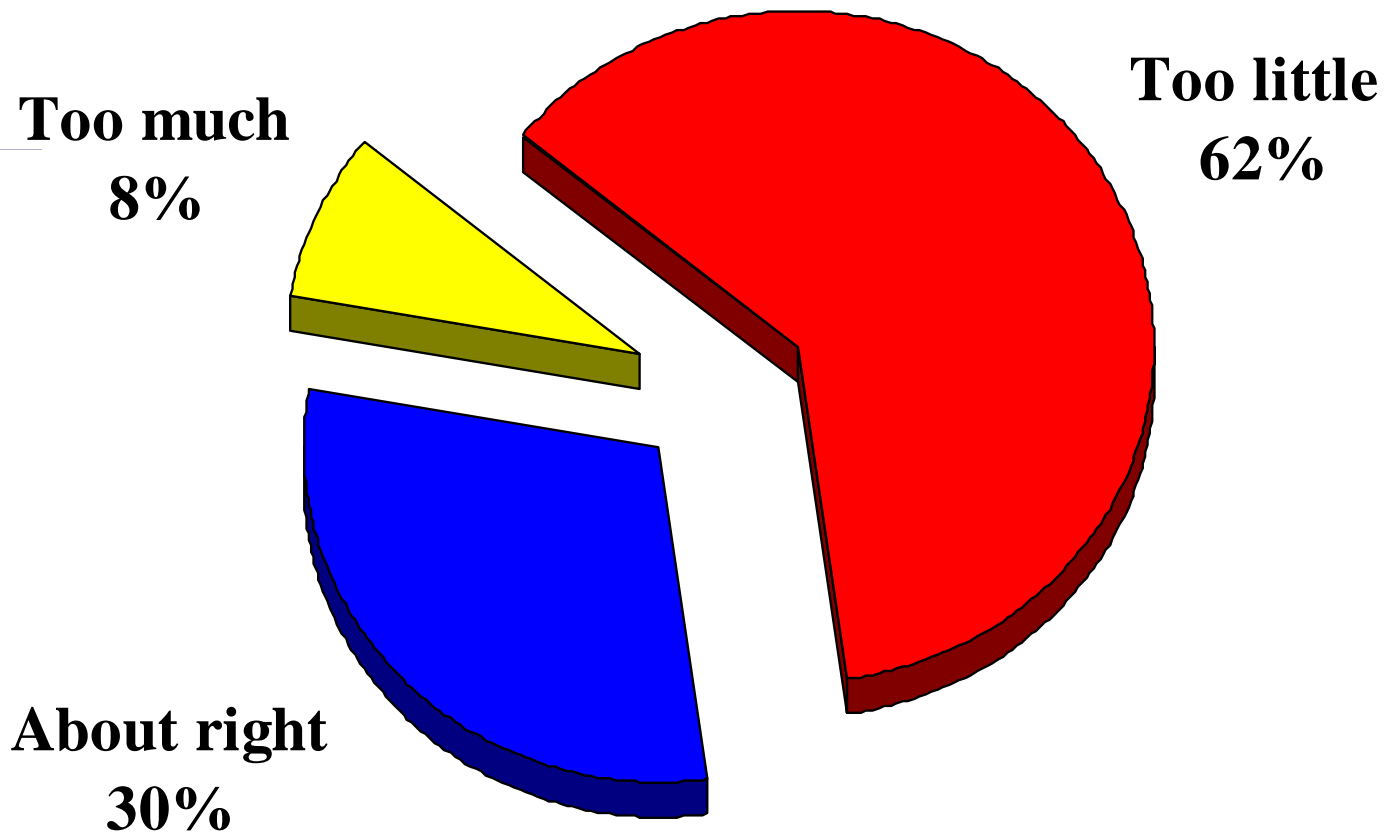


“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

—Abraham Lincoln

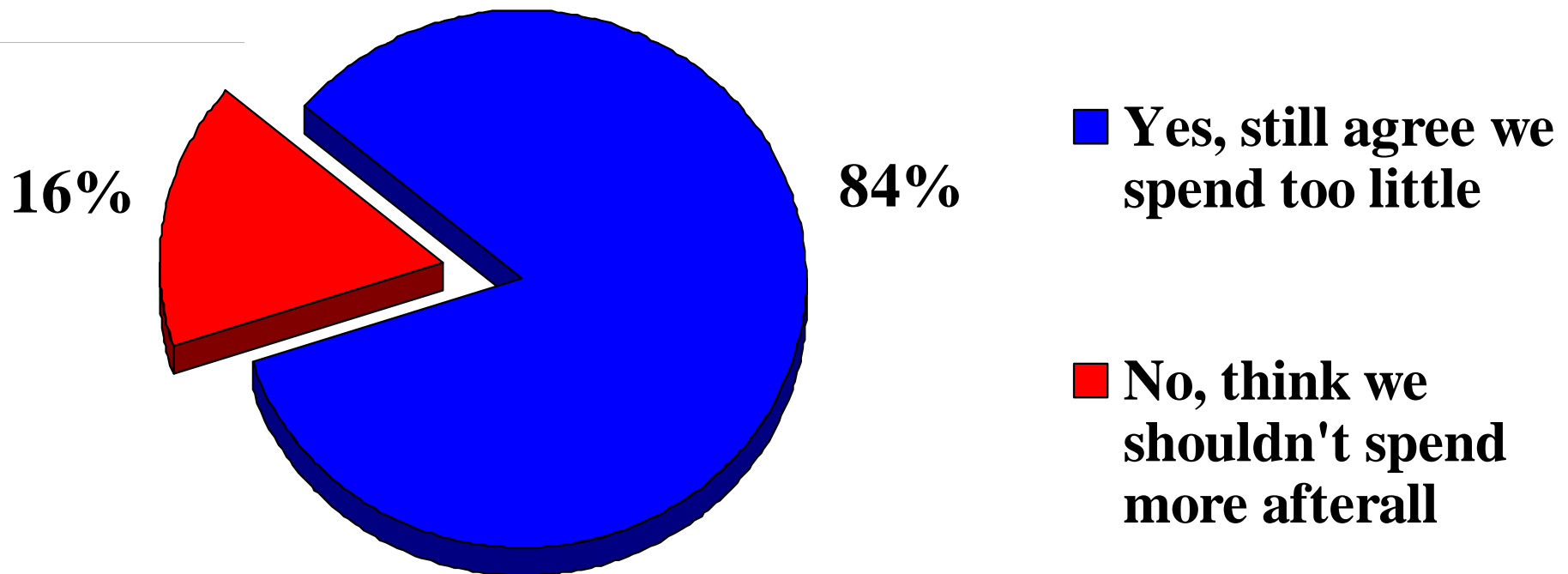
Most Americans Think the U.S. Spends Too Little on Health Research

Currently, the U.S. government spends much less than one penny of every dollar on research to improve health around the world. Would you say this amount is...



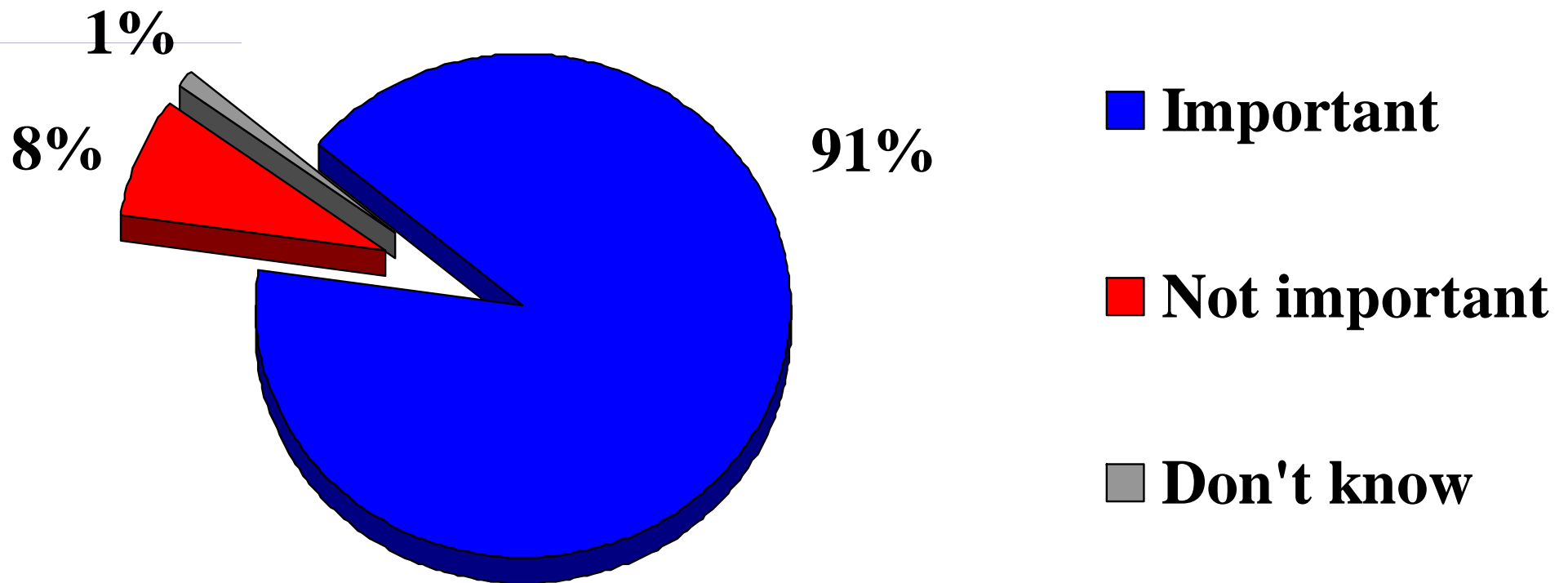
Americans Willing to Pay for Global Health Research

Would you still agree that the United States government spends too little on research designed to improve health around the world if you were told it would mean slightly higher taxes or less money available for other spending priorities?
(Only includes those who responded “too little” n=621)



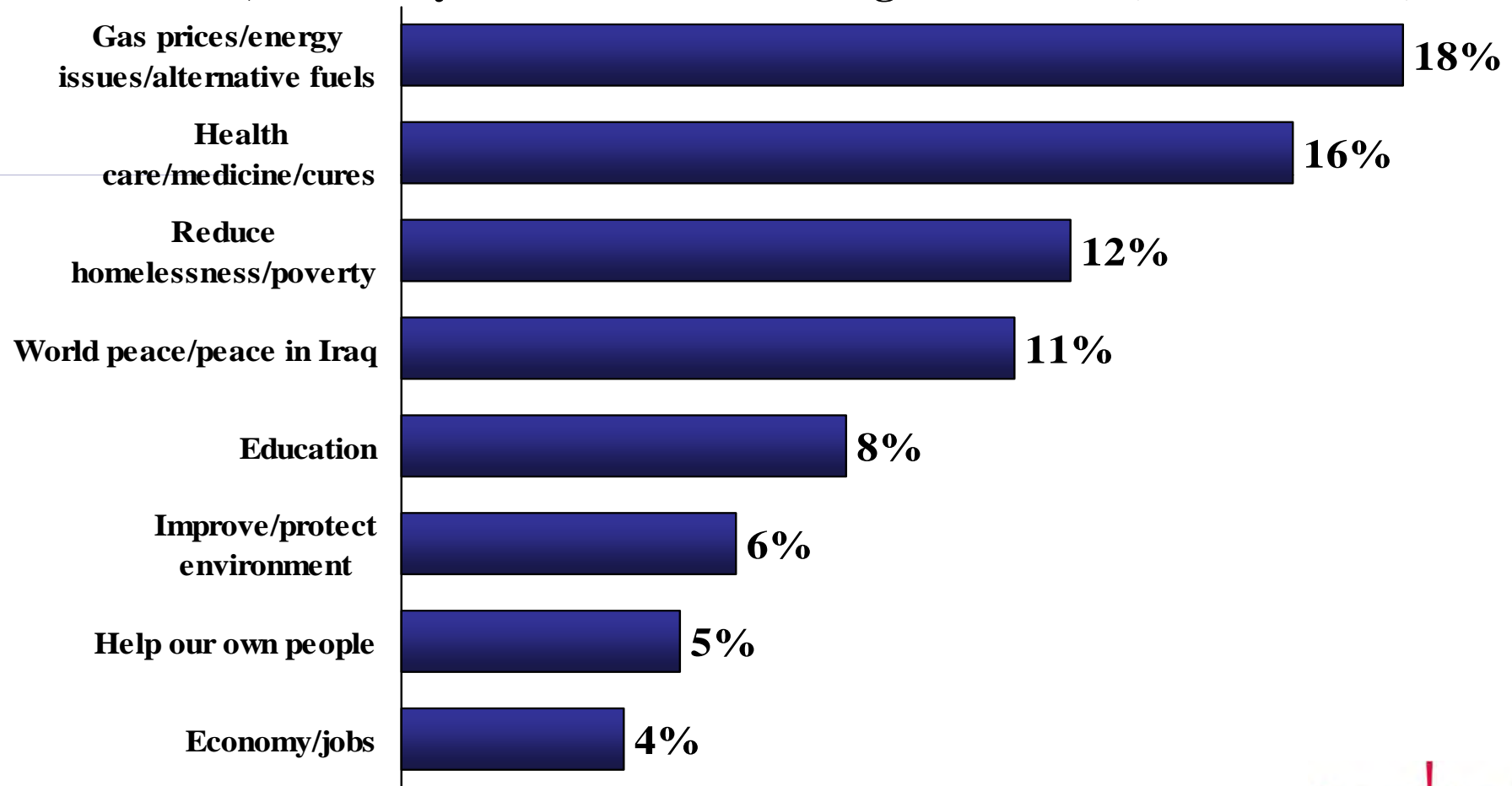
Important to Eliminate Health Disparities

Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



Investing in Health Can Change the World

If the U.S. decided to invest in one thing to really make a difference in the world, what do you think that one thing should be? (first mentions)



Attitudes: Global Health Research
Charlton Research for Research!America, 2006

Research Takes Cents



- MP3 players are expected to generate **\$5.4 billion** in revenue in 2007.
- That amount would fund the Fogarty International Center at the National Institutes of Health for more than **83 years!**

Malaria



THEN...

parents in mid-20th century United States rest easy knowing malaria has been eradicated.



NOW...


malaria kills an African child every 30 seconds.

IMAGINE...

Parents worldwide rejoicing in the knowledge that they will not lose a child to malaria.

Imagine...

Sources: Friends of the Global Fight, 2007



Researcher interest,
public interest, national
interest and global interest
can be aligned!

www.researchamerica.org

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