AIRI
Government Affairs Initiative 1988
Breakthrough Advocacy for Medical Research

Mary Woolley
President, Research!America

Association of Independent Research Institutes
September 10, 2008
Washington, DC
“If you listened to the speeches in Denver and St. Paul, you might have noticed a conspicuous absence—there was very little talk about science at the conventions. Maybe a passing mention of health care or global warming here and there in the speeches, but little or no talk of embryonic stem cell research or the funding for our research institutions like the National Institutes of Health.”

—Ira Flatow, host of “Science Friday,” on the Sept. 5 broadcast “Health and the Election.”
“I believe that the U.S. has the potential to lose its global competitive edge in science, technology and innovation unless we take steps to change the current trend. …

I strongly support increasing funding for the NIH.”

“I strongly support funding for the NIH. NIH plays an integral part in ensuring that America is on the leading edge of medical innovation against devastating diseases like cancer, Parkinson’s and Alzheimer’s.”

Invitations are also being extended to all 2008 Congressional candidates after each state’s Congressional primary. More than 210 Congressional candidates have already responded.
Our Partners in Your Candidates - Your Health
How important do you think it is that the presidential candidates talk about how science and scientific research will affect their policy making decisions if they are elected?

- **Very important**: 28%
- **Important**: 33%
- **Somewhat Important**: 15%
- **Not at all Important**: 2%
- **Don't know**

*Source: National Survey, 2008
Harris Interactive for Research!America and ScienceDebate2008.com*
Few Americans Very Well Informed About 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?

- 45% Don't know
- 31% Somewhat Poorly
- 13% Somewhat well
- 10% Very well
- 1% Very Poorly

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

Working to make research for health **TOP OF MIND** for candidates, media and voters in this election season, and providing tools to our members to help you make the case to those key audiences as well…
Research!America: 19 Years of Putting Research on the Public Agenda

- Non-profit alliance with 500 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
Select Research!America Accomplishments:

- Leadership in public opinion polling on medical and health research
- Leadership in message development for research advocacy
- Leadership in media attention to research
- Leadership internationally to spur advocacy for research

Research!America is an innovator in public education and advocacy for research
Partisan politics are driving discussion of health and research for health

Big picture budget problems dwarf appropriations battles

Few elected officials talk about research

Today's media allows everyone to be an expert

Stakeholders in research are not working together

Researchers resist becoming advocates

Health and health care discussions rarely include research

17-year time lag for adoption of research into practice

Under-emphasis on, and funding for, prevention
Tools You Can Use In This Environment

- Your Candidates-Your Health
- Your Congress-Your Health
- Public Opinion Poll Data
- Economic Impact Reports
- Fact Sheets
- U.S. Investment in Health R&D
- Advocacy Training and Communications Workshops
“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
What Do Researchers, the Media and Public Policymakers Have in Common?

Serving the public’s interest
“I work for you.”
Tools You Can Use:
U.S. Investment in Health R&D

Tracking Spending by Sector

- **Total**
- **Industry**
- **Federal Government**
- **Other**

**Tools You Can Use:**

**Fact Sheets**

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**Investment in research saves lives and money**

**Facts about**

**HIV/AIDS**

- 

**The Cost:**

- 

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**Investment in research saves lives and money**

**Facts about**

**Heart Disease & Stroke**

- 

**The Cost:**

- 

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**Investment in research saves lives and money**

**Facts about**

**Food Allergy**

- 

**The Cost:**

- 

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**Survivor**

- 

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**Research America**

- 

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Tools You Can Use:
State Economic Impact Data

Oklahoma

Economic Impact of Health Research

Investment: Funding sources for overall research and development (2004)

<table>
<thead>
<tr>
<th>Source of R&amp;D Funding</th>
<th>Investment</th>
<th>State Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Government</td>
<td>$283,600,000</td>
<td>35</td>
</tr>
<tr>
<td>Industry</td>
<td>$402,000,000</td>
<td>32</td>
</tr>
<tr>
<td>Universities</td>
<td>$77,800,000</td>
<td>28</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$15,500,000</td>
<td>32</td>
</tr>
<tr>
<td>Other *</td>
<td>$34,300,000</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>$814,100,000</td>
<td>38</td>
</tr>
</tbody>
</table>

* Other represents funding from state and local government, Research and Development Centers from non-federal sources.

Source: National Science Foundation, National Pattern

Population, July 1, 2007

Residents: 3,617,316
State Rank: 28


<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment</th>
<th>Annual Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical</td>
<td>329</td>
<td>$45,359</td>
</tr>
<tr>
<td>Medical Device</td>
<td>1,342</td>
<td>$37,249</td>
</tr>
<tr>
<td>Research, Testing, and Laboratories</td>
<td>2,619</td>
<td>$49,615</td>
</tr>
<tr>
<td>Overall Private Sector</td>
<td></td>
<td>$30,451</td>
</tr>
</tbody>
</table>

Source: Battelle Memorial Institute and Biotechnology Industry Organization (BIO), Growing the Nation's Biotech Sector: State Bioscience Initiatives 2006

www.researchamerica.org/state_econ
Tools You Can Use:
Research Funding by State

NIH, CDC, NSF and AHRQ Funding by State, 2007

The funds disbursed to the 50 states and the District of Columbia by the National Institutes of Health, the Centers for Disease Control and Prevention, the National Science Foundation and the Agency for Healthcare Research and Quality are a vital component of the U.S. investment in health-related research. See how each state ranks in funding from these four federal agencies in comparison to the size of the population.

Washington

NIH, CDC, NSF and AHRQ Funding by State, 2007

<table>
<thead>
<tr>
<th>Agency</th>
<th>Funding (in thousands)</th>
<th>State Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Institutes of Health</td>
<td>$785,736</td>
<td>8</td>
</tr>
<tr>
<td>Centers for Disease Control and Prevention</td>
<td>$137,170</td>
<td>17</td>
</tr>
<tr>
<td>National Science Foundation</td>
<td>$115,215</td>
<td>16</td>
</tr>
<tr>
<td>Agency for Healthcare Research and Quality</td>
<td>$1,461</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,039,582</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

Population, July 1, 2007

<table>
<thead>
<tr>
<th>Residents</th>
<th>State Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,468,424</td>
<td>13</td>
</tr>
</tbody>
</table>

www.researchamerica.org/state_funding
“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 (ID), Appropriations Committee Member
“…public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”
—Abraham Lincoln
Research!America Polls:

- Commissioning public opinion polls on research issues for more than 16 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 percent. Data are demographically representative of adult U.S. residents (state or national).
I am going to read off a number of different occupations. For each, would you tell me if you feel it is an occupation of very great prestige, considerable prestige, some prestige or hardly any prestige at all? (percent saying “very great prestige”)

- Scientist: 60%
- Physician: 58%
- Fireman: 54%
- Member of Congress: 31%
- Journalist: 16%
- Entertainer: 12%
- Stockbroker: 10%

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for ResearchAmerica
Most Americans Can’t Name a Living Scientist

Can you give me the name of a living scientist?

- None/don't know: 74%
- Stephen Hawking: 8%
- Albert Einstein: 1%
- Bill Gates: 1%
- Robert Jarvick: 1%
- Other: 15%

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America
Public Doesn’t Know Where Research is Conducted

Do you know of any institutions, companies, or organizations in your area where medical research is conducted? *(percentage saying “don’t know”)*

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>37%</td>
</tr>
<tr>
<td>California</td>
<td>53%</td>
</tr>
<tr>
<td>Florida</td>
<td>58%</td>
</tr>
<tr>
<td>Illinois</td>
<td>50%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>40%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>59%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>62%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>57%</td>
</tr>
<tr>
<td>Texas</td>
<td>57%</td>
</tr>
</tbody>
</table>

Source: Research!America Polls 1998-2006
Charlton Research Company for Research!America
Most Do Not Recognize NIH

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

- 70% National Institutes of Health
- 13% Food and Drug Administration
- 6% Medicare
- 6% Other
- 5% Don't know

Source: Your Congress–Your Health Survey, 2007
Charlton Research Company for Research!America
U.S. Competitive Edge in Innovation

Do you agree or disagree with this statement: The U.S. is losing its global competitive edge in science, technology and innovation.

79% Strongly/somewhat agree
20% Strongly/somewhat disagree
1% Don't know

14% increase from 2006
10% decrease from 2006

Source: Your Candidates—Your Health Survey, 2007
Charlton Research Company for Research!America
When talking to the public, decision-makers, and the media, frame your comments with these points:

Medical research *solves problems* – it saves lives, improves quality of life, helps drive the economy and helps reduce health care costs
What Can You Do?

• Make it impossible to ignore research
• Make it impossible to say:
  – “I’ve never heard of NIH…”
  – “I can’t name a research institution…”
  – “I can’t name a researcher”
• Make it impossible to be elected to office without pledging to help solve the nation’s problems by putting research to work
“So, what can each of us do in the next few months to substantially increase the probability that we will have elected officials who will make research a very high priority? I'm talking about much more than voting on Election Day, paying your dues to a professional society or making a contribution to a voluntary health association.”

The Honorable John Edward Porter Research!America Chair
Advocacy for research needs a breakthrough! What you can do NOW:

- Identify and support candidates who value and talk about research
- Offer to serve as a resource to candidates and elected officials
- Join forces with those who share our concerns

www.yourcandidatesyourhealth.org
www.yourcongressyourhealth.org
www.sciencedebate2008.com
www.dividedwefail.org
Join Us On Facebook!

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**Your Candidates - Your Health**

**Global**

**Basic Info**

- **Type:** Common Interest - Health & Wellness
- **Description:** Your health is important so before voting this November, check out Your Candidates–Your Health.

Your Candidates–Your Health, is a Research! America driven voter education initiative where Americans can find out what candidates for national office have to say about health and health policy.

Candidates from the following states have been invited: Alabama, Alaska, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, South Dakota, Tennessee, Texas, Washington, West Virginia & Wyoming.

If your candidates haven't responded yet (including third party presidential candidates), you can send them a note to remind them how important health is to you and fellow constituents in your district or state.

**Contact Info**

- **Email:** programs@researchamerica.org
- **Website:** http://yourcandidatesyourhealth.org/
- **Office:** Research! America
- **Location:** 1101 King Street, Suite 520
  Alexandria, VA

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**Group Type**

This is an open group. Anyone can join and invite others to join.

**Events**

10 upcoming events

- **Guam Congressional Primary**
  Hagatna, United States
  Saturday, September 6 at 5:00am
Established in 2002, the **Eugene Garfield Economic Impact of Medical and Health Research Award** recognizes outstanding research demonstrating how medical and health research impacts the economy.

The seventh annual award will be presented October 14 at the Newseum in Washington, DC.

*The New York Times’ David Leonhardt* will speak.
Join Us November 11

*Your Candidates-Your Health* post-election debriefing and planning session to discuss:

- What have we learned?
- Where do we go from here in advocacy for NIH and all research for health?

This important event will take place at the American Association for the Advancement of Science headquarters in Washington, DC.