Sounding the Alarm for Research

Mary Woolley, President, Research!America

Sept. 27, 2012
Washington, DC

Robert Wood Johnson Foundation Fellows
Gallup: Congress’ Approval Poised to be Lowest in an Election Year (Sept. 14, 2012)

To our valued customers:

We are sad to say we are permanently closing our doors at Mistral on December 20th. We have enjoyed our time here at the Ferry Bldg. and have valued your support. You can stay in touch with us at mistral

Thank

Flickr photos by (left to right) cbcastro, Kevglobal and rpongsaj; town hall photo by AP
Voters: Congress Should Stay in Session Until Fiscal Cliff is Resolved

Do you agree or disagree that Congress should cut short campaigning for the election and stay in session until they have found a way to avoid the fiscal cliff?

- **Strongly agree**: 45%
- **Somewhat agree**: 18%
- **Somewhat disagree**: 6%
- **Strongly disagree**: 2%
- **Not sure**: 28%

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics, with support from United for Medical Research, in September 2012.
“The Fiscal Cliff”: January 2013

- Includes sequester plus expiration of Bush tax cuts, payroll tax cuts and other items
- Drop in Medicare reimbursement rate
- Lapse in benefits for the jobless
- Drastically reduces federal deficits but will also inhibit economic growth

“Recovery could be endangered … if no legislative action is taken.”
— Ben Bernanke

Sources: The Washington Post; ABC News; Politico
The Landscape for Research Under Sequester

Source: “Sequestration: Health Research at the Breaking Point (September 2012 Update),” Research!America
Research!America’s Mission

Make research to improve health a higher national priority
“Every public health decision is made on a political decision.”

William Foege, MD, MPH
Senior Fellow, Bill & Melinda Gates Foundation; Former Director, CDC
Research!America: 23 Years of Putting Research on the Public Agenda

- Nonprofit 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
Research!America Goals:

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

**URGENT 2012-13 GOAL: STOP SEQUESTRATION**
Advocacy vs. Lobbying

To **advocate** means to speak up, to plead the case of another or to champion a cause.

*It is something that most of us routinely do on behalf of our families, our neighbors, our friends and ourselves.*

**Lobbying**, in general, consists of communications intended to influence specific legislation.

Research!America does both.
Strategy for Success: Research!America

- Keep a finger on public pulse via public opinion polling
- Develop timely messages
- Track investment in research
- Design and trigger grassroots plus grasstops advocacy strategies
- Drive earned and paid media attention
- Engage congressional champions
- Empower members of the science community as advocates
Recent Press Conference: “The Unkindest Cut of All”

September 20, 2012


- Speakers from Congress, academia, industry and patient groups
- Unintended consequences of sequestration emphasized
Unintended Consequences of Across-the-Board Cuts Concerns Voters

Which comes closest to your views?

- The defense budget shouldn't be cut across the board as a way to reduce the deficit, but across-the-board cuts to the non-defense budget are OK.
- The non-defense budget shouldn't be cut across the board as a way to reduce the deficit, but across-the-board cuts to the defense budget are OK.
- Across-the-board cuts can have unintended consequences for both the defense and non-defense budgets. Neither should be cut in this manner.
- I support across-the-board cuts for both defense and non-defense budgets as a way to reduce the deficit.
- Not sure

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics, with support from United for Medical Research, in September 2012.
Recent Press Conference: “The Unkindest Cut of All”

National Journal
Influence Alley

Bilbray, Markey Disagree On Whether To Cook Big Bird
By Elahe Izadi
September 20, 2012 | 12:39 p.m.

Poll: Most doubt US will lead on science, tech in 2020
By Elise Viebeck - 09/20/12 03:26 PM ET

The Scientist
Exploring Life, Inspiring Innovation
Sequestration Threatens Science
By Bob Grant | September 19, 2012

United States: Medical Technology: Life Science Tools & Diagnostics

Goldman Sachs
Equity Research

RESEARCH AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH
Over Half Doubt U.S. Leadership in Science and Technology in 2020

In your view, which of the following will be considered the number one world leader in science and technology in the year 2020?

- United States: 41%
- China: 25%
- India: 5%
- European Union: 5%
- Brazil: 1%
- Not sure: 23%

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics, with support from United for Medical Research, in September 2012.
“I've been disappointed by the lack of aggressive activism on the part of so many professionals in the [health and research] field.”

Former House Appropriations Chairman, David Obey (D-WI), NIH FY2011 Appropriations Hearing, April 28, 2010
Strategy for Success: Individual Advocates

- Know your audience
- Be in the moment
- Be prepared to address public concerns
- Understand and align with public sentiment
- Convey personal commitment/passion
- For scientists, remember the most important four words
Public Support Matters

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

Abraham Lincoln
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?

- 54% Part of the solution
- 24% Part of the problem
- 22% Not sure

Source: National Public Opinion Poll, October 2011, JZ Analytics for Research!America
Americans Say Government Should Play a Role in Prevention Research

One of the key aims of prevention research is to help Americans make behavioral changes that can help them overcome hazardous and costly health threats. Do you believe the government should play a role in prevention research?

52% Yes, 30% No, 18% Not sure

Source: Your Candidates-Your Health Public Opinion Poll, October 2011, JZ Analytics for Research!America
Important to Research and 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?

- Very important: 36%
- Somewhat important: 38%
- Somewhat unimportant: 10%
- Very unimportant: 5%
- Not sure: 10%

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics in August 2012.
Very Important to Fund Research on U.S. Health Care System

How important is it that the federal government funds research that identifies ways to help our health care system function more effectively and efficiently?

- 39% Very important
- 38% Somewhat important
- 10% Somewhat unimportant
- 5% Very unimportant
- 8% Not sure

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics in August 2012.
Americans: More Investment Needed for Military Veterans

Would you say government investment in health research for the benefit of military veterans and service members is ...

- 5% Too much
- 14% About right
- 33% Not enough
- 48% Not sure

Source: Your Candidates-Your Health Public Opinion Poll, October 2011, JZ Analytics for Research!America
Effective Communications
Localized Communications

Virginia Commonwealth University (VCU) benefits from National Institutes of Health (NIH) funding
- Researchers developed a more effective radiolytic for removing cancerous tissue.
- VCU discovered a combination treatment for leukemia, which kills about 500 Virginians per year.

McAire Research Institute – Richmond VA Medical Center
- Conducts patient studies developing drugs for cancer, diabetes and heart disease.
- Research enhances the medical center’s ability to treat veterans.

NIH grants lead to discoveries at the University of Virginia (UVA)
- Novel cancer diagnostic technology for personalized medicine.
- Studies of genetic involvement in conditions such as stroke and heart disease.
- Collaboration with AbbVie helps develop new treatments for heart disease.

Biotechnology companies in the Charlottesville area
- HemoSens, an NIH-funded UVA start-up, developed a technique to effectively analyze blood or infections.
- VAVX, a start-up of VCU, is developing a first-in-class novel drug for solid tumor.
- Indoor Biotechnologies, an NIH-funded start-up, is finding new treatments for allergies and asthma.

Virginia Tech uses NIH dollars for research
- Develops new strategies for the early detection of ovarian cancer.
- Improves CT imaging to better diagnose heart problems.

Bioscience companies grow with NIH funding
- Luna Innovations, a startup of Tech, develops technologies for medical diagnostics and therapies.
- TechAll, originating from Tech, innovates non-invasive diagnostics for bowel diseases.
- Each received over $2 million in NIH funding in 2010. Together, these companies employ about 200 Virginians.

1. Center for Disease Control - Cancer 5. America Health Rankings
2. American Diabetes Association 6. VCU-University of Virginia
11. ResearchAmerica 12. NIH Research
13. Virginia’s Health
14. ResearchAmerica
15. Virginia’s Health
16. Virginia’s Health
17. Virginia’s Health
18. Virginia’s Health
Localized Communications

PostBulletin.com
Breaking News | Multimedia | Connectivity

Mayo Clinic sounds alarm about looming NIH cuts
Posted: Sep 14, 2012, 9:10 am

Montgomery Advertiser
A GANNETT COMPANY

Research cuts would be unhealthy
6:52 PM, Sep. 26, 2012
THEN... deaths of newborns from respiratory distress syndrome totaled more than 10,000 a year in the 1950s

NOW... with the discovery and development of artificial lung surfactant deaths of premature newborns from RDS have decreased to fewer than 1,000

IMAGINE... preventing all premature births

Research is the future!
Simplified Communications
Relatable Communications, AKA Social Math

• Americans spent more than $4.6 billion on collegiate sports merchandise in 2011.

• That amount would fund the Agency for Healthcare Research and Quality for more than 12 years!

Sources: Collegiate Licensing Company; AHRQ FY2012
Relatable Communications, AKA Social Math

- Harry Potter books, movies and related items have generated more than $15 billion worldwide!

- That could fund the National Institute of Nursing Research for more than 100 years!

Sources: Ad Age; NINR, FY12
Research is Invisible
Most Americans Can’t Name a Living Scientist

Can you name a living scientist? (first volunteered responses)

- Yes: 34%
- No: 66%

- Stephen Hawking: 15%
- James Watson: 1%
- Jane Goodall: 1%
- Bill Nye: 1%
- Michio Kaku: 1%
- Neil Degrasse Tyson: 1%
- Other: 14%

Source: Your Congress - Your Health Survey, March 2011
Charlton Research Company for Research!America
Most Americans Don’t Know Where Research is Conducted

Can you name any institution, company or organization where medical and health research is conducted?

- Mayo Clinic: 10%
- CDC: 9%
- NIH: 7%
- Johns Hopkins: 6%
- St. Jude: 4%
- Pfizer: 3%
- American Cancer Society: 3%
- Merck: 2%
- Duke Univ./Med. Ctr.: 1%
- OR Heath & Sci. Univ.: 1%
- UCSF: 1%
- Other: 52%

Source: Your Candidates-Your Health Public Opinion Poll, October 2011, JZ Analytics for Research!America
To the best of your knowledge, would you say that medical research takes place in every state in the U.S.?

- 44% Yes, medical research takes place in every state in the U.S.
- 35% No, medical research does not take place in every state in the U.S.
- 21% Don't know

Source: A Research!America poll of likely voters conducted in partnership with JZ Analytics, with support from United for Medical Research, in September 2012.
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)

- National Institutes of Health: 50%
- Food and Drug Administration: 19%
- HHS/Health Dept.: 13%
- Centers for Disease Control: 13%
- Other: 6%
- Don't know: 9%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Don’t Know Their 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?

- Very well informed: 7%
- Somewhat well informed: 25%
- Somewhat uninformed: 36%
- Very uninformed: 8%
- Not sure: 24%

Source: Your Candidates-Your Health Public Opinion Poll, October 2011, JZ Analytics for Research!America
Your Candidates-Your Health for the 2012 Elections

- Outreach to candidates
  Candidates for federal office have been 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 candidates for federal office to share their views

www.yourcandidatesyourhealth.org

Become a Fan on Facebook
“This is the most important election of my lifetime.”

Research!America Chair, NIH Champion, Former Congressman John Edward Porter
Remember the most important four words a researcher can say and convey:
“I work for you.”
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