Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America
“Pharmacists can be very important in terms of health professions, colleague education and team-based care. And the fact is we really need to gin up more pain specialists and make them available for some of the more difficult intractable pain situations. There are a lot of opportunities for pharmacists to have their role to play in this larger system, but it’s in collaboration with everybody else in the ecosystem.”

-- Research!America’s 2017 National Health Research Forum

Lucinda Maine, EVP and CEO, AACP; Board Member and Treasurer, Research!America
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is an innovator in advocacy for research
Research!America: 28 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
- Four ‘sister’ organizations in Canada, Australia, New Zealand and Sweden
“If you think research is expensive, try disease.”

Mary Lasker
1900-1994
Today’s Advocacy Landscape

Opportunities:

• March for Science revealed untapped advocacy potential
• Strong leadership in Congress for medical and health research
• Science aligns with many Administration objectives, including job creation, economic growth and global competitiveness
• Strong leadership at AHRQ provides new opportunities for fruitful engagement

Challenges:

• Government funded by a Continuing Resolution until December 8, 2017
• The FY18 budget cap on non-defense discretionary (NDD) spending is $3 billion lower than in FY17, which means difficult budget tradeoffs
• Skepticism by some in Congress about accuracy of climate science compromises our nation’s role in advancing “one health” and responding to health threats related to climate change
• While the president proposed folding AHRQ into NIH without additional funding, Congress stood by the agency - however, the Senate proposed flat funding AHRQ for FY18 at $324 million, the House cut its budget to $300 million; far short of need and opportunity
“I don’t care if you’re republican or democrat, liberal or conservative-- Alzheimer’s and cancer don’t pick people that way....everyone has a personal story. And in a very divided time, a polarized time, people are looking for things to work together on and support, and NIH and CDC are two of those things.”

-- Accepting the Whitehead Award for Medical Research Advocacy during Research!America’s 2016 Advocacy Awards Dinner

Rep. Tom Cole (R-OK-04), Chairman, Labor-H Appropriations Subcommittee
# History of NIH Appropriations

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>President's Budget Request</th>
<th>Congressional Appropriation</th>
<th>President's Budget vs. Appropriation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>$8,787,000</td>
<td>$8,921,687</td>
<td>$(134,687)</td>
</tr>
<tr>
<td>1993</td>
<td>$9,377,000</td>
<td>$10,335,996</td>
<td>$(958,996)</td>
</tr>
<tr>
<td>1994</td>
<td>$10,630,000</td>
<td>$10,955,773</td>
<td>$(325,773)</td>
</tr>
<tr>
<td>1995</td>
<td>$11,473,000</td>
<td>$11,299,522</td>
<td>$173,478</td>
</tr>
<tr>
<td>1996</td>
<td>$11,800,000</td>
<td>$11,927,562</td>
<td>$(127,562)</td>
</tr>
<tr>
<td>1997</td>
<td>$12,406,000</td>
<td>$12,740,843</td>
<td>$(334,843)</td>
</tr>
<tr>
<td>1998</td>
<td>$13,078,000</td>
<td>$13,674,843</td>
<td>$(596,843)</td>
</tr>
<tr>
<td>1999</td>
<td>$14,798,000</td>
<td>$15,629,156</td>
<td>$(831,156)</td>
</tr>
<tr>
<td>2000</td>
<td>$15,933,000</td>
<td>$17,840,587</td>
<td>$(1,907,587)</td>
</tr>
<tr>
<td>2001</td>
<td>$18,813,000</td>
<td>$20,458,556</td>
<td>$(1,645,556)</td>
</tr>
<tr>
<td>2002</td>
<td>$23,100,000</td>
<td>$23,321,382</td>
<td>$(221,382)</td>
</tr>
<tr>
<td>2003</td>
<td>$27,335,000</td>
<td>$27,166,715</td>
<td>$168,285</td>
</tr>
<tr>
<td>2004</td>
<td>$27,900,000</td>
<td>$28,036,627</td>
<td>$(136,627)</td>
</tr>
<tr>
<td>2005</td>
<td>$28,600,000</td>
<td>$28,594,357</td>
<td>$5,643</td>
</tr>
<tr>
<td>2006</td>
<td>$28,607,000</td>
<td>$28,560,417</td>
<td>$(46,583)</td>
</tr>
<tr>
<td>2007</td>
<td>$28,428,000</td>
<td>$29,178,504</td>
<td>$(750,504)</td>
</tr>
<tr>
<td>2008</td>
<td>$28,700,000</td>
<td>$29,607,070</td>
<td>$(907,070)</td>
</tr>
<tr>
<td>2009</td>
<td>$29,465,000</td>
<td>$30,545,098</td>
<td>$(1,080,098)</td>
</tr>
<tr>
<td>2010</td>
<td>$31,000,000</td>
<td>$31,238,000</td>
<td>$(238,000)</td>
</tr>
<tr>
<td>2011</td>
<td>$32,200,000</td>
<td>$30,916,345</td>
<td>$1,283,655</td>
</tr>
<tr>
<td>2012</td>
<td>$31,987,000</td>
<td>$30,860,913</td>
<td>$1,126,087</td>
</tr>
<tr>
<td>2013</td>
<td>$30,860,000</td>
<td>$29,315,822</td>
<td>$1,544,178</td>
</tr>
<tr>
<td>2014</td>
<td>$31,331,000</td>
<td>$30,142,653</td>
<td>$1,188,347</td>
</tr>
<tr>
<td>2015</td>
<td>$30,362,000</td>
<td>$30,311,349</td>
<td>$50,651</td>
</tr>
<tr>
<td>2016</td>
<td>$31,311,000</td>
<td>$32,311,349</td>
<td>$(1,000,349)</td>
</tr>
<tr>
<td>2017</td>
<td>$32,080,000</td>
<td>$34,080,000</td>
<td>$(2,000,000)</td>
</tr>
</tbody>
</table>

*President's budget includes $869M in proposed mandatory spending
NIH Buildings* Named for Policymakers

Democrats: 7

Warren Grant Magnuson (D, WA)
• U.S. Rep (1937-1944)
• U.S. Senator (1944-1981)

Lawton Chiles (D, FL)
• U.S. Senator (1971-1989)
• Florida Governor (1991-1998)

Claude Denson Pepper (D, FL)
• U.S. Senator (1936-1951)
• U.S. Representative (1963-1989)

Joseph Lister Hill (D, AL)
• U.S. Representative (1923-1938)
• U.S. Senator (1938-1969)

Dale Bumpers (D, AR)
• Arkansas Governor (1971-1975)
• U.S. Senator (1975-1999)

William Natcher (D, KY)
• U.S. Representative (1953-1994)

Louis Stokes (D, OH)
• U.S. Representative (1969-1999)
• Research!America Board Member (2007-2010)

Republicans: 5

Lowell P. Weicker, Jr. (R, CT)
• U.S. Representative (1969-1971)
• U.S. Senator (1971-1989)
• Connecticut Governor (1991-1995)

Mark Hatfield (R, OR)
• Oregon Governor (1959-1967)
• U.S. Senator (1967-1997)

C.W. Bill Young (R, FL)
• U.S. Representative (1971-2013)

John Edward Porter (R, IL)
• U.S. Representative (1980-2001)
• Chair Emeritus of Research!America

Silvio O. Conte (R, MA)
• U.S. Representative (1959-1991)

*Plaza named for Paul G. Rogers (D, FL, U.S. Representative 1955-1979) Former Chair of Research!America
21st Century Cures Status

- Cures was signed into law December 13, 2016
- Timely Cures implementation remains a top priority
- $352 million appropriated to NIH for Cures in FY17 and $496 million expected in FY18
- $20 million appropriated to FDA for Cures in FY17 and $60 million expected in FY18
- Includes the Comprehensive Addiction and Recovery Act of 2016 (CARA), providing a framework for opioid abuse prevention and treatment and provisions that highlight pharmacists’ role in curbing the epidemic. Hearing in the House in early October.
WARNING: Failure to be an advocate can be hazardous to your research career
Changing Hearts and Minds for Research: Advocacy Agenda

- Be an advocacy leader in your institution
- Build relationships and share evidence
- Make regular engagement and public outreach the new normal
Advocacy vs. Lobbying

To **advocate** means to speak up, to plead the case of another or to champion a general 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.
Know Your Institution’s Policies

- It is critical to know and understand your institution’s rules and regulations regarding advocacy.
Public Opinion Survey Question

Do you agree or disagree with the following statement - “Public policies should be based on the best available science?”
Public Policies Should be Based on Science

Do you agree that public policies should be based on the best available science?

72% of Democrats and 70% of Republicans agree, compared with 57% of Independents.

Important for Elected Officials to Listen to Scientists

How important is it that elected officials at all levels listen to advice from scientists?

14% increase with those who responded ‘very important’ compared to January 2015.

Important for Scientists to Engage with Public on Research

How important is it for scientists to inform elected officials and the public about their research and its impact on society?

*9% increase with those who responded ‘very important’ compared to January 2015.*

“You can change the image of things to come. But you can’t do it sitting on your hands...The science community should reach out to Congress and build bridges.”

Research!America Chair Emeritus, Former Congressman John Edward Porter
A Challenge: Pass the Starbucks Test
Q: What do elected officials and scientists have in common?
Q: What do elected officials and scientists have in common?

A: Serving the public’s interest.

You can effectively start a conversation with any elected official by thanking them for serving the public’s interest. And then say how you serve the public’s interest.
Porter’s Principles

- Our simple guide for meetings with Members of Congress, as well as advocacy messages for making research to improve health a higher national priority.

http://www.researchamerica.org/advocacy-and-action
“Pick Up the Pen” Moment
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Research!America Surveys

- Commissioning public opinion surveys on research issues for 25 years:
  - National Surveys
  - State-Based Surveys
  - Issue-Specific Surveys
- Online surveys 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.
Important for U.S. to Lead in Research

How important do you think it is that the U.S. is a global leader in medical, health and scientific research?

Majority 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.

More Than Half Support Increased Funding for Research to Combat Opioid Addiction

Do you support or oppose increased funding for research to better understand and combat the opioid addiction?

- 36% Strongly support
- 23% Somewhat support
- 19% Somewhat oppose
- 14% Strongly oppose
- 8% Not sure

Important to Conduct Research 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?

Americans Split on Whether Health Care Based on Recent Research

Do you believe the health care services you personally receive are based on the best and most recent research available?

The number of individuals responding “no” has increased from 29% in 2012 to 38% in 2017.

The Agency for Healthcare Research and Quality (AHRQ) is the federal agency charged with funding health care delivery research, which seeks to rapidly translate discoveries from research into medical practice and improve the quality, safety and effectiveness of health care. Which of the following statements most accurately reflects your view?

- Funding for AHRQ is not a priority
- AHRQ funding should be increased as a strategy to improve health care quality and safety in the U.S.
- Don't know/no opinion

Do you agree or disagree the federal government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

Despite High Levels of Public Confidence, Scientists are Invisible in Our Society...
Can Americans Name a Living Scientist?
Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

- Stephen Hawking (27%)
- Neil deGrasse Tyson (19%)
- Bill Nye (5%)
- Richard Dawkins (3%)
- Jane Goodall (2%)
- Anthony Fauci (2%)
- Michio Kaku (2%)
- Me (2%)
- James Watson (1%)

Do Americans Know Where Research is Conducted?
Most Americans Don’t Know Where Research is Conducted

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

- Mayo Clinic (17%)
- Johns Hopkins University (10%)
- St. Jude Children’s Research Hospital (6%)
- NIH (4%)
- Cleveland Clinic (4%)
- MD Anderson Cancer Center (2%)
- Harvard University (3%)
- American Cancer Society (2%)
- CDC (1%)

Most Americans Don’t Know Research is Conducted Nationwide

To the best of your knowledge, would you say that medical research in the U.S. is conducted in all 50 states?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2016.
What can you do?

• Conduct monthly brown-bags for non-scientists in your School or department
• Get to know small business people in your community e.g. vendors to your lab
• Invite a journalist to talk about how science news is covered by media
  • Work with your institution’s media relations office
• Make time for public engagement
Embrace Public Engagement

- Expand your comfort zone when it comes to engagement with non-scientists, whether the general public, the media or policymakers
- Offer communications training to all science students
- Recognize and reward best practices in public engagement
Model Advocacy Program

*University of Maryland School of Medicine, Department of Biochemistry and Molecular Biology; Richard Eckert, Chairman*

- Science Advocacy Committee managed by faculty member, staffed by admin assistant; each spend 72 hrs/yr
- Twice per year 4-6 person teams visit each of Maryland’s Reps and Senators, at either home office or Washington, DC
- All team members are trained on current themes of advocacy
- Records kept, follow up letters sent, regular communication between meetings
- Participation is not tied to tenure/promotion, but *it is expected of all faculty and students*
- Regular communication with UMD government affairs office and with the Dean
Engage Emotion: You Can’t Use Facts To Change Feelings

- Research has shown that facts and rational analysis do not convince people to change behavior.

- The gatekeeper for our decisions is not our rational self but our emotional self.

- If you want to change the narrative around a cause, you have to start by changing the way people feel.

“When we think of ourselves, we identify with System 2, the conscious reasoning self that has beliefs, makes choices, and decides what to think about and what to do. Although System 2 believes itself to be where the action is, the automatic System 1 is the hero...System 1 [is about the] effortlessly originating impressions and feelings that are the main sources of the explicit beliefs and deliberate choices of System 2.”

- Daniel Kahneman, Thinking Fast and Slow
Tell Your Story, Not Your Data!

“I’ll pause for a moment so you can let this information sink in.”
THEN... Progressive, unstoppable, and irreversible problems with memory, thinking, communication, and behavior were widely but inaccurately considered a normal part of aging.

NOW... Alzheimer’s disease is recognized as a discrete health condition and research is fueling new drugs and other interventions for risk-reduction, prevention, detection, diagnosis, treatment, and cure.

IMAGINE... Aging and cognitively thriving without the threat of dementia.

Research is the solution to what ails us!
Americans are estimated to spend $783 billion annually at restaurants in 2017.

That amount could fund the National Institutes of Health for almost 25 years!
A Nation Worth Defending

• U.S. defense spending in 2016 totaled $585 billion.

• Health Security: The National Institutes of Health budget in 2016 totaled $32.3 billion.

“The NIH... is our nation's Department of Defense for America's personal health”*

Sources: DHS, NIH, Congressman Steve Cohen* (D-TN)
Be in the Moment: Social Media

Community Engagement

Science on Tap, Science Cafes, Nerd Night!
(Experts talk about scientific issues in a relaxed, informal setting to engage local residents.)

Research!America facilitating a Science on Tap program about science advocacy in Fort Collins, CO
Re-Cap: How to Think About Communication to Non-Scientists

- Know your audience
- Use the Then-Now-Imagine message frame
- Be in the moment
- Understand and align with public sentiment
- Convey personal commitment/passion

Communicating well demonstrates understanding, sensitivity and accountability
“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
Former President Obama’s Science Adviser
Put a Face on Research: YOURS!
The most important four words a researcher can say and convey are ...
“I work for you.”
Research!America Works for You

Connect with us

www.researchamerica.org/blog
www.facebook.com/researchamerica.org
www.twitter.com/researchamerica
www.youtube.com/researchamerica