Your Role in Elevating Medical Research in Election Year Priorities
The Kavli Foundation is dedicated to the goals of advancing science for the benefit of humanity and promoting increased public understanding and support for scientists and their work.
“We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, and to harness the energies, industries and technologies of tomorrow. A new national pride will stir ourselves, lift our sights and heal our divisions.”

--Inaugural Address, Jan. 20, 2017
Strong Majority Say President Trump Should Assign High Priority to Medical Progress

How important is it for President Trump to assign a high priority to putting health research and innovation to work to assure continued medical progress?

11% increase in those who responded ‘very important’ compared to January 2017.

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Challenges Facing Research

- Higher education in the crosshairs
- Congress’ gridlock delays budget negotiations
- President’s FY19 budget purported to be even more restrictive than FY18
- Visibility of scientists remains low
- OSTP remains under staffed, no clear science policy for Administration
- CDC and HHS “soft” censorship of politically charged words
- “Federal Fumbles” and “Wastebook” reports oversimplify science, placing research at risk
- Possible EO restricting new stem cell lines
“Higher education has enjoyed this sort of send-us-the-money, leave-us-alone luxury for a long time, and that’s just not the case anymore. We’ve got to prove what we do.”

-- Margaret Spellings, president, University of North Carolina, and former education secretary in the George W. Bush administration
<table>
<thead>
<tr>
<th></th>
<th>A great deal/Quite a lot</th>
<th>Some/Very little</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. adults</td>
<td>44</td>
<td>56</td>
</tr>
<tr>
<td>Republicans/Leaners</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Democrats/Leaners</td>
<td>56</td>
<td>43</td>
</tr>
</tbody>
</table>

Source: Gallup Survey, August 2017
Partisan Divide on Confidence in Universities (2)

% who say colleges and universities have a ___ effect on the way things are going in the country

Among Rep/Lean Rep

Positive

Negative

Among Dem/Lean Dem

Positive

Negative

Note: Don’t know/Other responses not shown.

Source: Pew Research Center, June 2017
WARNING: Failure to be an advocate can be hazardous to your research career
Changing Hearts and Minds for Research: AKA, Advocacy

- Build relationships
- Share your passion
- Offer evidence
- Make regular engagement and public outreach the new normal

No one who cares about the future of health can afford to ‘outsource’ advocacy; get involved!
Get Involved this Election Year

- Attend a town hall
- Find out the date of your state’s primary
- Research your candidates:
  - Does he/she sponsor events for constituents (coffees, lunches, Town Hall, etc)
  - For incumbents: Committee assignments? Leadership?
  - Is support for research addressed on his/her website?
Resources

- 2018 State Primary Election Dates
  www.ncsl.org

- Vote for Science
  www.sciencevote.org

- March for Science, April 14, 2018
  www.marchforscience.com

- Rally for Medical Research, September 13, 2018
  www.rallyformedicalresearch.org
RESEARCH!AMERICA

Developing strong relationships with your Members of Congress (MOC) and key staffers in their respective offices is the surest path to high impact advocacy. Use these search tools to identify your representatives in the House and Senate and view their websites.

USE AND SHARE OUR ENGAGEMENT PLATFORM

The Research!America online advocacy platform, Engage, is our headquarters for user-friendly advocacy tools. The web page includes editable emails, social media posts, and talking points that can be easily deployed via the platform. Messages and actions are updated often to reflect the most pressing issues in science advocacy, and the platform itself is refreshed frequently with new ways to get involved.

REACH OUT TO LEGISLATIVE DIRECTORS

Send an email to the Legislative Directors (LDs) serving the members of your Congressional delegation. The LD is responsible for the formulating and executing the MOC’s legislative agenda. You can personalize this email template and utilize this list of Legislative Directors for the House and Senate to reach out directly. This is a key step to developing an impactful relationship with your MOCs and their staff members. Offer to serve as a resource on science-related issues, and follow up via email periodically. Offer thoughts on legislation the MOC has sponsored or share information that may be of interest (e.g., district or state-level health statistics, compelling patient stories from local media) and in other ways build a solid working relationship with the office. Solidifying this relationship fosters opportunities to weigh in on crucial research-related funding and legislative issues as they emerge.

SUBMIT OUTSIDE WITNESS TESTIMONY

During the appropriations process, the House and Senate request Outside Witness Testimony (OWT). This is a great opportunity to provide expert insight to the value of federally funded research. Keep an eye on the committees’ websites for opportunities to testify:

- Committees with jurisdiction over funding for National Institutes of Health (NIH), Agency for Healthcare Quality and Research (AHRQ), and Centers for Disease Control and Prevention (CDC):
  - House Labor, Health, and Human Services Appropriations Subcommittee
  - Senate Labor, Health, and Human Services Appropriations Subcommittee
- Committees with jurisdiction over funding for the National Science Foundation (NSF):
  - House Commerce, Justice, and Science Appropriations Subcommittee
  - Senate Commerce, Justice, and Science Appropriations Subcommittee
- Committees with jurisdiction over funding for the Food and Drug Administration (FDA):
  - House Agriculture, Rural Development, Food and Drug Administration Appropriations Subcommittee
How important is it for candidates running for Congress to assign a high priority to increasing funding for medical research?

7% increase among those who selected “very important” compared to June 2016.

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Majority Say Candidates Should Have a Science Advisor

How important is it that candidates for Congress have a science advisor?

- **36%** Very Important
- **32%** Somewhat Important
- **16%** Not Too Important
- **11%** Not At All Important
- **5%** Not Sure

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Federal Funding State of Play

- The FY18 budget cap on non-defense discretionary (NDD) spending is $3 billion lower than in FY17, which forces difficult budget tradeoffs and gridlock.
- Advocates must urge Congress to make a bipartisan budget deal to raise the budget caps. #RaisetheCaps
- Absent a budget deal, federal health and science agencies will undoubtedly receive budget cuts in FY18 and FY19. (The one possible though not certain exception is NIH in FY18, for which support is strong and bipartisan.)
Budget cuts hurt our national priorities, inhibiting #innovation & delaying the #discoveries of today & tomorrow. #RaiseTheCaps

American Society for Microbiology is a sponsor of the ad campaign

www.researchamerica.org/raisethecaps
NIH Appropriations in Current and Constant Dollars

“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
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)
• Founding President, Research!America (1989-1990)

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
Two NIH Congressional Champions

Sen. Roy Blunt (R-MO), Chairman, Senate Labor-H Appropriations Subcommittee

Rep. Tom Cole (R-OK-04), Chairman, Labor-H Appropriations Subcommittee
When Advocacy Works: Bipartisan Support Achieved for NIH

- Doubled the budget in five years, ‘99-‘03
- Included $10B in ARRA funding ’09-’10
- Secured $2 billion increase in FY16
- $4.8 billion (over 10 years) in 21st Century Cures
- Added $2 billion to FY17 Omnibus bill
- Appropriations leadership, in bipartisan manner, has pledged continued support in FY18
- Keeping need/value/progress in the spotlight
- Constantly cultivating champions among congressional leadership and rank and file, across the nation
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.
“...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 26 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% to +/-2.1%. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.
Many Say U.S. Will Be World Leader 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?

12% decrease in those who responded “United States” compared to January 2016.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>32%</td>
</tr>
<tr>
<td>China</td>
<td>12%</td>
</tr>
<tr>
<td>Japan</td>
<td>11%</td>
</tr>
<tr>
<td>Germany</td>
<td>5%</td>
</tr>
<tr>
<td>Canada</td>
<td>2%</td>
</tr>
<tr>
<td>South Korea</td>
<td>2%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2%</td>
</tr>
<tr>
<td>Russia</td>
<td>1%</td>
</tr>
<tr>
<td>France</td>
<td>1%</td>
</tr>
<tr>
<td>Other (Specify)</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
More Than Half Favor Doubling Federal Spending for Research

Do you favor or oppose doubling federal spending on medical research over the next five years?

- **Strongly Favor**: 23%
- **Somewhat Favor**: 19%
- **Somewhat Oppose**: 16%
- **Strongly Oppose**: 8%
- **Not Sure**: 35%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
1999: More Than Half Favor Doubling Federal Spending for Research

Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?

Support: 66%
Don't Support: 26%
Don't Know: 6%

Source: A Research!America survey of U.S. adults conducted in partnership with Charlton Research Company in 1999.
Public Policies Should be Based on Science

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

73% of Democrats and 70% of Republicans agree, compared with 58% of Independents.

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Scientists Should Play Major Role in Shaping Public Policy

Do you agree or disagree that scientists should play a major role in shaping policy for the following:

- Medical and health research: 51% Strongly Agree, 32% Somewhat Agree, 5% Somewhat Disagree, 10% Strongly Disagree
- Air and water quality: 49% Strongly Agree, 33% Somewhat Agree, 5% Somewhat Disagree, 11% Strongly Disagree
- Environment: 48% Strongly Agree, 29% Somewhat Agree, 7% Somewhat Disagree, 11% Strongly Disagree
- Food safety: 47% Strongly Agree, 31% Somewhat Agree, 8% Somewhat Disagree, 11% Strongly Disagree
- Drug safety and efficacy: 44% Strongly Agree, 33% Somewhat Agree, 8% Somewhat Disagree, 12% Strongly Disagree
- Energy: 42% Strongly Agree, 34% Somewhat Agree, 7% Somewhat Disagree, 11% Strongly Disagree
- National Defense: 28% Strongly Agree, 24% Somewhat Agree, 18% Somewhat Disagree, 16% Strongly Disagree
- Roads, bridges, infrastructure: 28% Strongly Agree, 30% Somewhat Agree, 18% Somewhat Disagree, 13% Strongly Disagree
- Education: 28% Strongly Agree, 32% Somewhat Agree, 17% Somewhat Disagree, 9% Strongly Disagree
- Job creation: 25% Strongly Agree, 23% Somewhat Agree, 22% Somewhat Disagree, 14% Strongly Disagree

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Important for Scientists to Engage Public

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

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
How important is it for scientists to inform elected officials about their research and its impact on society?

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
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 in those who responded ‘very important’ compared to January 2015.

“Scientists deepened my understanding of the promise of embryonic stem cell research during a time when there was huge opposition in Congress and the White House for federal support of such research. This interaction led to the development of bipartisan legislation introduced by me and Rep. Diana DeGette (D-CO) in 2005 that expanded federal funding of embryonic stem cell research.”

-- Q&A with Society for Neuroscience, Fall 2017
Americans Express Confidence in Military, Scientists

Americans’ trust in military, scientists relatively high; media, business leaders, elected officials low

% of U.S. adults who say they have ___ of confidence in each of the following groups to act in the best interests of the public

<table>
<thead>
<tr>
<th>Group</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not too much</th>
<th>No confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>The military</td>
<td>33</td>
<td>46</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Medical scientists</td>
<td>24</td>
<td>60</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Scientists</td>
<td>21</td>
<td>55</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>K-12 principals and superintendents</td>
<td>13</td>
<td>53</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>13</td>
<td>32</td>
<td>39</td>
<td>14</td>
</tr>
<tr>
<td>The news media</td>
<td>5</td>
<td>40</td>
<td>33</td>
<td>21</td>
</tr>
<tr>
<td>Business leaders</td>
<td>4</td>
<td>44</td>
<td>37</td>
<td>14</td>
</tr>
<tr>
<td>Elected officials</td>
<td>3</td>
<td>54</td>
<td>24</td>
<td>19</td>
</tr>
</tbody>
</table>

Note: One third of respondents randomly assigned to rate “medical scientists”; two-thirds randomly assigned to rate “scientists.” Other questions asked of all, N = 4,563. Respondents who did not give an answer are not shown.


PEW RESEARCH CENTER
And Yet, 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?

- Yes, I can name: 16%
- No: 84%

- Stephen Hawking (42%)
- Neil deGrasse Tyson (27%)
- Bill Nye (6%)
- Jane Goodall (5%)
- Elon Musk (3%)
- Michio Kaku (2%)
- James Watson (2%)
- Richard Dawkins (1%)
- Anthony Fauci (1%)

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Do Americans Know Where Medical or Health 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?

- Yes, I can name: 35%
- No: 66%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.

- Mayo Clinic (21%)
- Johns Hopkins University (12%)
- St. Jude Children’s Research Hospital (10%)
- NIH (6%)
- Cleveland Clinic (5%)
- American Cancer Society (4%)
- CDC (4%)
- Duke University (2%)
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?

- **45%** Not Sure
- **32%** Yes
- **24%** No

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
“Scientists must take off their lab coats and engage the people of their communities and states. They must be willing to defend and spread the good news about science.”

Science magazine editorial, June 2014

Research!America Chair, Former Congressman John Edward Porter
Increase the Visibility of Science
Why Aren’t More Scientists Engaged in Public Outreach?

- Don’t have time
- Aren’t being asked
- Don’t know how
- “Involvement makes no difference”
- Apathy/don’t want to
- Lack of incentives
- “Non-scientists won’t understand”
- Liability/fear of being misinterpreted
- Happy with the job others are doing

Rank order of responses based on formal and informal polling of scientists
Engaging Your Representatives

Since [Research!America VP Suzanne Ffolkes’] talk, I’ve found I email [my elected representatives] more frequently, and almost always look up and reference how they’ve voted or discussed a topic in the past. I’ve felt a lot more comfortable sharing my experiences and opinions with them, and would not have engaged so much without your encouragement.”

-- Danielle Adney, Ph.D. to Suzanne Ffolkes
Post-Doc, College of Veterinary Medicine and Biomedical Sciences, Colorado State University, April 12-13, 2017
Engaging Your Community

“I really appreciated your insights and conversation tips I could use to communicate my work with my family that I saw over the weekend. I had your advice in mind when I met with my family and I was prepared to get them to see we are "playing for the same team," so to speak.

“My uncle especially liked the "I work for you!" line, and it got him curious about how his tax dollars go toward funding science. It was a very productive and refreshing conversation, and while we might not see eye-to-eye on some things, we got to highlight where we agree and can come together on many of these projects.”

-- University of Notre Dame Student to Mary Woolley, October 19, 2017
Skepticism is Not Just for Scientists

- People are understandably confused by the three steps forward/two steps back *dynamic process* of science.
- By standing back or failing to engage, researchers and advocates aren’t helping resolve public confusion.
- **Healthy skepticism** is a good thing in science and in public discourse!
What Can You Do?

- Recognize and empower fellow scientists, post-docs and students
- Value public engagement and advocacy in your department and institution
- Model engagement in advocacy yourself
- Commit to action in this election year
Arguments that Resonate include Economic Benefits of Research

- Hawaii received $54 million in NIH funding in FY16, supporting 1,044 jobs in the state.

- 3 Hawaii businesses received NIH funding totaling $3.6 million for the research and development of technologies with potential commercial applications in FY16.

- In 2014, Hawaii was home to 201 bioscience businesses. Residents held 3,301 bioscience industry jobs, and the average annual wage in the bioscience sector was $17,443 higher than the private sector overall.

Sources: FASEB, United for Medical Research, BIO TEConomy Report
State Pride/Challenge: Industry Funding of University Research

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>North Carolina</td>
<td>12.1%</td>
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<tr>
<td>Georgia</td>
<td>10.6%</td>
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<tr>
<td>Kansas</td>
<td>9.5%</td>
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<tr>
<td>Ohio</td>
<td>8.7%</td>
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<tr>
<td>Missouri</td>
<td>8.6%</td>
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<tr>
<td>Oklahoma</td>
<td>7.6%</td>
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<tr>
<td>New York</td>
<td>7.5%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>7.4%</td>
</tr>
<tr>
<td>Utah</td>
<td>7.3%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>6.6%</td>
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<tr>
<td>Texas</td>
<td>6.5%</td>
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<tr>
<td>California</td>
<td>6.4%</td>
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<tr>
<td>Alabama</td>
<td>6.4%</td>
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<tr>
<td>Connecticut</td>
<td>6.2%</td>
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<tr>
<td>Illinois</td>
<td>5.9%</td>
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<tr>
<td>Iowa</td>
<td>5.9%</td>
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<tr>
<td>Indiana</td>
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<tr>
<td>Pennsylvania</td>
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<tr>
<td>Colorado</td>
<td>5.5%</td>
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<tr>
<td>Virginia</td>
<td>5.4%</td>
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<tr>
<td>Mississippi</td>
<td>5.3%</td>
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<tr>
<td>North Dakota</td>
<td>4.8%</td>
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<tr>
<td>Tennessee</td>
<td>4.8%</td>
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<tr>
<td>Oregon</td>
<td>4.7%</td>
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<tr>
<td>Louisiana</td>
<td>4.6%</td>
</tr>
<tr>
<td>U.S. Average</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Source: Information Technology & Innovation Foundation, January 2018
“You need to make me care and understand it, in such a way that I can explain it in 35 seconds.

“And please remember that I struggled with high school chemistry.”

— Peter Haskell, general assignment reporter, WCBS-FM, New York at the UMDNJ Media Science Forum
Be in the Moment: Social Media

Tell Your Story, Not Your Data!

“I'll pause for a moment so you can let this information sink in.”
Engage Emotion: You Can’t Use Facts To Change Feelings

- Time and again, research has shown that facts and rational analysis do not convince people to change behavior. Behavior change begins when people see something that makes them feel something.

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

- We are exposed to literally 148 newspapers worth of information every day. We discard 90% of the content that we receive, immediately.

- To be successful, you have to build a narrative that is in the 10% of content that people retain and use.
Identify a Deep Need

- The first reason we have not been able to engage the audience is simple: we are telling the wrong story.

- We are telling our story, not theirs.

- The first thing you must do is convey that your mission helps to meet their needs.
In the News - Influenza
THEN... In 1953, more than 84,000 people in the U.S. were infected with tuberculosis (TB), and almost 20,000 people died.

NOW... Effective diagnosis and treatment of TB saved 49 million lives between 2000 and 2015. Today, the tuberculosis vaccine bacilli Calmette-Guérin (BCG) is used in countries with a high prevalence of TB.

IMAGINE... Developing a universal TB vaccine, and eradication of the disease worldwide.

Research finds solutions to what ails us!
• Americans spent more than $14 billion on snowplow services in 2016.

• That amount is enough to fund the National Institute of Allergy and Infectious Diseases (NIAID) for 3 years.

Sources: NRF; NIH
A Nation Worth Defending

- U.S. defense spending in 2017 totaled $587 billion.
- Health Security: The National Institutes of Health budget in 2017 totaled $34.1 billion.

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

Sources: DoD, NIH, Congressman Steve Cohen* (D-TN)
Re-Cap: How to Think About Talking to Non-Scientists

- Know your audience
- Use the Then-Now-Imagine message frame
- Be in the moment
- Understand and align with public sentiment
- Remember -- if people are skeptical, they are thinking like scientists!
- Convey your personal commitment/passion

Communicating well demonstrates understanding, sensitivity and accountability.
Put a Face on Research: YOURS!
Remember the most important four words a researcher can say and convey:
“I work for you.”
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- www.youtube.com/researchamerica
Mahalo!