



General Campaign Information

What is Campaign for Cures?

Campaign for Cures is a national voter education initiative launched by Research!America and partners to elevate medical research and innovation in the national conversation this election season. Through strategic communications, grassroots and on-the-ground activities, the initiative will educate voters and candidates running for national office about the health and economic benefits of public and private sector research.

Why Should You Participate?

Medical innovation must be a higher national priority to address current and emerging health threats, strengthen our economy and maintain our nation's competitive edge in science and technology. We must educate candidates running for national office about the importance of speeding medical progress to benefit the lives of all Americans. Increasing public awareness about the research ecosystem and the role of the public and private sector in the discovery, development and delivery of lifesaving treatments to patients is critical to boosting federal support for medical and health research. A majority of Americans say elected officials are not doing enough to combat deadly diseases, according to polling commissioned by Research!America.

How to Participate

Take the [pledge](#) to engage candidates about medical research during the election season. Share your personal stories, photos and videos on how research improved quality of life. Send candidates a message about medical progress via email or social media. We've put together a toolkit with sample messages, as well as templates for an op-ed or letter to the editor. The more voices engaged in conversations about medical progress, the more likely candidates will respond.

Arm Yourself with Information

Read our [fact sheets](#) on the health conditions and treatments, including Alzheimer's disease, obesity, vaccines and Parkinson's disease.

Research!America has been gauging public opinion on research to improve health since 1992, including issues related to public and private sector research. Review our latest [polling data](#).

Review background information on the range of [issues that Research!America advocates for](#): federal funding for research, strengthening private sector R&D, disease prevention and public health, global health, social sciences and behavioral research, and more.

Campaign for Cures Goals

- Elevate medical research in the national conversation during the election season and galvanize support among voters and candidates running for national office. Cultivate more champions for medical innovation in Congress and the White House.
- Encourage voters to ask candidates their views on issues affecting the pace of medical progress. Disseminate positions of candidates to voters through various communications channels.
- Increase public awareness on how public and private sector research contributes to the health and economic security of our nation.

Sample Questions

While the best questions for candidates are ones that reflect your own priorities and beliefs, here are some sample questions and facts to get you started:

- In an increasingly globalized world, how will you ensure that America can combat diseases like MERS and Ebola coming from other countries?
- How will you ensure America continues to make progress against devastating diseases like diabetes and cancer?
- There are over 10,000 diseases with few treatments and cures. How do you plan to create new cures to combat these deadly diseases?
- Government has been investing in medical research for more than a century, but funding has slipped over the last decade. Would that change if you are elected?
- What do you plan to do to spur medical research that helps wounded warriors?
- Do you think it's important for America to maintain its global leadership in science and technology?
- Many people don't realize that the US life sciences industry accounts for 80% of all research and development conducted worldwide into new medical treatments and cures. What will you do to boost private-sector medical innovation in the US?
- How will you support initiatives to promote careers in science, math and other technical fields for our young generation?
- Mental illness not only cripples millions of Americans' lives, but also poses a severe economic threat to our nation, costing the US billions in lost earnings per year. How will you ensure this number does not continue to increase?
- We spend over \$3 trillion on healthcare every year, but 30% of that is wasted on medical errors, unnecessary services, and excessive red tape. Health services research provides the tools that healthcare providers need to combat this. How would you respond to the proposed cuts to this essential research and how would you support this research in the future?
- For most rare diseases, there are no cures and few, if any, proven and effective treatments. How do you plan to increase research to find cures for rare diseases?
- A majority of Americans (69%) say it is important to conduct medical or health research to understand and eliminate health disparities. What would you do to increase federal support for this type of research?
- Every minute and 24 seconds, an American dies from coronary heart disease. What would you do to make medical research a higher national priority to help reduce the death rate?
- An estimated 12,000 children are diagnosed with cancer annually. How would you accelerate the pace of cancer research to save lives?
- Nearly 30 million Americans have diabetes, and the economic burden of it is staggering: at least \$200 billion each year. Do you think medical research could be a solution to rising health care costs?