Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America
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.

The Foundation's mission is implemented through an international program of research institutes, professorships, and symposia in the fields of astrophysics, nanoscience, neuroscience, and theoretical physics as well as prizes in the fields of astrophysics, nanoscience, and neuroscience.
“Congress has been a little slow on finding areas they can agree on, but one thing we can agree on is the importance of biomedical research.”

--Receiving the *Edwin C. Whitehead Award for Medical Research Advocacy* at the 2017 Research!America Advocacy Awards Dinner

Sen. Lamar Alexander, Chair, Senate Health, Education, Labor, Pensions (HELP) Committee
“Within the public sector, in universities and labs, funding has been relatively flat, where unfortunately in the rest of the world, they’ve learned our secret sauce and they are investing more. This gap is widening and widening, and somewhere we are going to have to find one more tranche of money...to get public sector research a little farther along so the private sector can then take it and make it into new jobs and services.”

-- Video statement for K&L Gates
“Tennesseans believe that medical research is important to the state’s economy, and that individuals, government and business should all become involved in supporting more medical research. Seven out of ten Tennessee residents also said they want more information about medical research.”

—Tennessee Medical Research Public Opinion Survey commissioned by Research!America, July 1998
1998: Leadership in Medical Research is Important to Tennesseans

Is it important for Tennessee to be a leader in medical research?

95% Important
4% Not Important
1% Don't Know

Source: A Research!America survey conducted in partnership with Charlton Research Company, July 1998
How important do you think it is that the U.S. is a global leader in medical, health and scientific research?

1998: Medical Research Adds to Tennessee’s Economy

How important is spending money on medical research to Tennessee’s economy?

- Important: 54%
- Somewhat Important: 37%
- Not Important: 7%
- Don't Know: 2%

Source: A Research!America survey conducted in partnership with Charlton Research Company, July 1998
## FY15 Funding in Tennessee

### Funding By State:

<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>$443,117</td>
<td>17</td>
</tr>
<tr>
<td>Centers for Disease Control and Prevention</td>
<td>$75,522</td>
<td>16</td>
</tr>
<tr>
<td>National Science Foundation</td>
<td>$39,004</td>
<td>22</td>
</tr>
<tr>
<td>Agency for Healthcare Research and Quality</td>
<td>$1,451</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$559,094</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Source:** Battelle and Biotechnology Industry Organization (BIO), Battelle/BIO State Bioscience Jobs, Investments and Innovation, 2016

TN Population Rank: 17
(6,495,978)
Innovation at Work
Tennessee

Local Perspective: Chattanooga, TN
Lorraine Mays, 33, American Heart Association advocate

"The responsibility of any member of Congress is to ensure that each of their constituents has the chance to live the best life possible. Investing in research is part of making sure that those who may have a certain diagnosis have the opportunity to not leave it alone as a fatal sentence. With all of the new and cutting edge research being done in various areas, those same people will have the opportunity to live." - Lorraine Mays

Tennesseans who died from heart disease in 2014: 15,223
Total Employment Supported by the Biopharmaceutical Sector: 52,689
Total Direct and Indirect Economic Output of the Biopharmaceutical Sector: $11.7 billion
Total NIH Award Funding (FY14): 76%
$444 million

Research in the Volunteer State

Vanderbilt University Medical Center, Nashville, TN
While seeking to combat hypertension, National Institutes of Health (NIH)-funded researchers at Vanderbilt identified that cytokines—one of the immune system’s primary weapons against infection—exacerbate cardiovascular and other vascular diseases.

St. Jude Children’s Research Hospital, Memphis, TN
Researchers at St. Jude have identified a type of cell, vaccination-induced macrophages, which help protect against the leading cause of lung infections in chemotherapy patients.

ABT Molecular Imaging, Inc., Knoxville, TN
Supported in part by an NIH Small Business Innovation and Research grant, ABT is developing a scalable and more affordable means of producing [18F]FLT, a molecule used with positron emission tomography (PET) scans to identify and trace cancerous tumors. Proper imaging of tumors helps doctors diagnose cancer and track patient progress.

Sources: National Institutes of Health (NIH); Biopharmaceutical Research and Manufacturing; American Heart Association; Centers for Disease Control and Prevention; Vanderbilt University Medical Center; St. Jude Children’s Research Hospital; ABT Molecular Imaging, Inc. A Research America survey of U.S. adults conducted in partnership with SGO; data as of June 2016.
**Investment in NIH Research Benefits Tennessee’s Economy**

- Tennessee received $512 million in NIH funding in FY16.

- Five Tennessee businesses received NIH funding totaling $2.7 million for the research and development of technologies with potential commercial applications in FY16.

- In 2014, Tennessee was home to 1,275 bioscience businesses. Residents held 40,402 bioscience industry jobs, and the average annual wage in the bioscience sector was $38,310 higher than the private sector overall.

Source: FASEB
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

Challenges:

- 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
- The White House has placed a bullseye on the “F & A,” or “indirect” costs of research. Congress is blocking the “10% cap” proposal, but is holding hearings on the issue that could provoke detrimental policy changes.
- 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
- “Labor-H” appropriations bills target stem cell and fetal tissue research
- Behavioral and social science is undervalued and often attacked
Federal Funding State of Play

- The federal fiscal year ends on September 30; Congress acted earlier this month on a Continuing Resolution until December 8, 2017, thus ‘kicking the can down the road’
- The FY18 budget cap on non-defense discretionary (NDD) spending is $3 billion lower than in FY17, which, absent intervention, means difficult budget tradeoffs
- Unless Congress arrives at another bipartisan budget deal to raise the budget caps, NIH may receive an increase in FY18, but in the $1 billion range instead of $2 billion. FY19 could be far worse.
- Absent a budget deal, other health and science agencies will undoubtedly receive budget cuts in FY18 and FY19.
NIH Appropriations in Current and Constant Dollars

Source: NIH Office of the Director, Office of Budget: http://officeofbudget.od.nih.gov/
## 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>
<th>Party of President</th>
<th>Party Control of Congress</th>
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</thead>
<tbody>
<tr>
<td>1992</td>
<td>$ 8,787,000</td>
<td>$ 8,921,687</td>
<td>$(134,687)</td>
<td>George H.W. Bush</td>
<td>Democrat</td>
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<tr>
<td>1993</td>
<td>$ 9,377,000</td>
<td>$ 10,335,996</td>
<td>$(958,996)</td>
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<td>1994</td>
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<td>$ 10,955,773</td>
<td>$(325,773)</td>
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<td>$ 11,299,522</td>
<td>$173,478</td>
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<td>$ 13,674,843</td>
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<td>$(1,907,587)</td>
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<td>$(1,645,556)</td>
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<td>$ 23,321,382</td>
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<td>2004</td>
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<td>2010</td>
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<td>$ 30,860,913</td>
<td>$1,126,087</td>
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<td>2013</td>
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<td>$ 29,315,822</td>
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<td>$ 30,311,349</td>
<td>$50,651</td>
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<td>2016</td>
<td>$ 31,311,000</td>
<td>$ 32,311,349</td>
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<tr>
<td>2017</td>
<td>$ 32,080,000</td>
<td>$ 34,080,000</td>
<td>$(2,000,000)</td>
<td></td>
<td>Republican</td>
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</table>

*President's budget includes $869M in proposed mandatory spending*
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
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 ofPutting Research on the Public Agenda

- Nonprofit alliance with member organizations drawn from academia, independent research institutes, industry, 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
Research!America Board Members (partial list)

- The Honorable Michael Castle, Partner, DLA Piper, LLP
- The Honorable John Edward Porter, Senior Advisor, Hogan Lovells US LLP
- The Honorable Kweisi Mfume, Chief Health Equity Officer, Capital Technologies Informatics System Director, Health Policy Research Consortium
- The Honorable Rush Holt, Ph.D., CEO, American Association for the Advancement of Science
- The Honorable Bart Gordon, Partner, K&L Gates LLP
- Mark McClellan, M.D., Ph.D., MPA, Director, Center for Health Policy, Duke University
- Elias Zerhouni, M.D., President, Global Research & Development, Sanofi
- Nancy Brown, CEO, American Heart Association
- Harry Johns, CEO, Alzheimer’s Association
- William Hait, M.D., Ph.D., Global Head, Janssen Research & Development
- E. Albert Reece, M.D., Ph.D., MBA, Vice President of Medical Affairs; University of Maryland School of Medicine
- Hortensia Amaro, Ph.D., Professor of Social Work and Preventive Medicine, University of Southern California School of Social Work
- Keith Yamamoto, Ph.D., Vice Dean for Research, School of Medicine, University of California, San Francisco
- James Madara, M.D., CEO, American Medical Association
- Herbert Pardes, M.D., Executive Vice Chairman, Board of Trustees, New York-Presbyterian Hospital
- Susan Dentzer, CEO, Network for Excellence in Health Innovation
Research!America’s Current Advocacy Agenda

- Secure bipartisan agreement to lift the “sequestration” budget caps, in order to enable increased federal spending for research agencies
- Reinforce Congress in rejecting major cuts to NIH and other research agencies as proposed under President’s “skinny” budget
- Advocate against any proposal to reduce or eliminate Prevention and Public Health Fund at CDC
- Promote the use of empirical evidence to assure federal policy meets desired objectives
- Work with the broad science community to assure our nation capitalizes on, and invests in, science
- Push for permanent repeal of medical device excise tax
- Work with scientists to engage with public and policymakers
Changing Hearts and Minds for Research: *Your 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.

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: 55 strongly agree, 28 somewhat agree, 8 somewhat disagree, 9 strongly disagree
- Drug safety and efficacy: 49 strongly agree, 32 somewhat agree, 7 somewhat disagree, 9 strongly disagree
- Air and water quality: 47 strongly agree, 34 somewhat agree, 7 somewhat disagree, 9 strongly disagree
- Food safety: 44 strongly agree, 34 somewhat agree, 9 somewhat disagree, 10 strongly disagree
- Environment: 42 strongly agree, 33 somewhat agree, 12 somewhat disagree, 4 strongly disagree
- Energy: 40 strongly agree, 36 somewhat agree, 12 somewhat disagree, 3 strongly disagree
- Education: 27 strongly agree, 31 somewhat agree, 21 somewhat disagree, 9 strongly disagree
- Roads, bridges, infrastructure: 23 strongly agree, 32 somewhat agree, 20 somewhat disagree, 13 strongly disagree
- National Defense: 23 strongly agree, 28 somewhat agree, 22 somewhat disagree, 14 strongly disagree
- Job creation: 21 strongly agree, 27 somewhat agree, 24 somewhat disagree, 14 strongly disagree

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.

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.

March for Science

- The march took place in Washington D.C. with more than **600** Satellite Marches across the world!
- More than **200** scientific organizations have partnered with the March For Science!

https://youtu.be/2J0C8iefE0M
WARNING: Failure to be an advocate can be hazardous to your research career
A Challenge: Pass the Starbucks Test
Tennessee Senators

Sen. Lamar Alexander (R), Chair, Senate HELP Committee

Sen. Bob Corker (R), Aging Committee
Tennessee Representatives

- Diane Black (R-6), Chair, Budget Committee
- Marsha Blackburn (R-7), Energy and Commerce
- Steve Cohen (D-9), Transportation and Infrastructure
- Jim Cooper (D-5), Oversight and Government Reform
- Scott DesJarlais (R-4), Oversight and Government Reform
- Jimmy Duncan Jr. (R-2), Transportation and Infrastructure
- Chuck Fleischmann (R-3), Appropriations
- David Kustoff (R-8), Financial Services
- Phil Roe (R-1), Education and Workforce
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 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.
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.

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?

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?

Most Trusted Spokespersons for Science?

How trustworthy do you consider each of the following to be as spokespersons for science?

- **Scientists**
  - Very trustworthy: 40%
  - Somewhat trustworthy: 42%
  - Not very trustworthy: 8%
  - Not at all trustworthy: 9%

- **Health care professionals**
  - Very trustworthy: 25%
  - Somewhat trustworthy: 54%
  - Not very trustworthy: 8%
  - Not at all trustworthy: 10%

- **Patient organizations**
  - Very trustworthy: 15%
  - Somewhat trustworthy: 51%
  - Not very trustworthy: 14%
  - Not at all trustworthy: 16%

- **Journalists**
  - Very trustworthy: 9%
  - Somewhat trustworthy: 32%
  - Not very trustworthy: 31%
  - Not at all trustworthy: 17%

- **Bloggers**
  - Very trustworthy: 7%
  - Somewhat trustworthy: 18%
  - Not very trustworthy: 35%
  - Not at all trustworthy: 25%

- **Business leaders**
  - Very trustworthy: 7%
  - Somewhat trustworthy: 26%
  - Not very trustworthy: 34%
  - Not at all trustworthy: 21%

- **Elected officials**
  - Very trustworthy: 6%
  - Somewhat trustworthy: 17%
  - Not very trustworthy: 35%
  - Not at all trustworthy: 30%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2017
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?

- 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 else 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
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
Embrace Public Engagement

• Expand the comfort zone of science 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
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!
Relatable Communications
AKA Social Math

• 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!

Sources: Toast, NIH
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)
Effective Communications

Keep your communications efforts local, simple, constant, and relatable.

Investment in research saves lives and money

Opioid Addiction

The Cost:
1. The cost associated with opioid addiction is more than $70 billion per year.
2. The societal burden of opioid addiction is more than $13.2 billion per year.

Investment in research saves lives and money

Cancer

Today:
1. In the U.S., it is estimated that more than 1.6 million people developed cancer in 2016, with a survivorship of 70-80% for men and 70-80% for women.
2. In 2015, an estimated 2.8 million people were diagnosed with cancer in the U.S., and 1.6 million died from the disease.

HOW RESEARCH SAVES LIVES:
1. Early detection is crucial for successful treatment.
2. Research is the foundation for new treatments and therapies.

The Role of Research in Cancer

The Cost:
1. In 2015, cancer-related medical care costs were more than $73 billion.
2. The cost to treat cancer is more than $200 billion per year.

Support medical research

As Meharry president, Trump budget cut would be a "disaster"" March 17.

Tennessee.

Meharry president: Trump budget cut would be a "disaster"

Support medical research

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Support medical research

As Meharry president, Trump budget cut would be a "disaster"" March 17.
Three Minute Thesis

- An internationally recognized competition that challenges Ph.D. students to present their thesis in 3 minutes
- Requires students to consolidate their ideas, crystallize their research discoveries and capture the imagination of their audience
- The Council of Graduate Schools will be hosting a 3MT Awardee Showcase and Roundtable Discussion at their annual meeting in December
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 community 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
“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
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

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