Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America
Proud Advocates for Global Health R&D and Fogarty
Why Is Your Voice Needed?

- In the U.S. and across the globe, budgets for research are stretched thin
- Global health is not top of mind
- Science does not speak for itself
- Researchers are the most trusted persons to make the case for research
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
“The federal government defending you from Ebola is probably as important as defending you from a terrorist attack because a pandemic will kill more people than a terrorist attack will.”

-- Interview with Bloomberg News, May 19, 2017

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

• Doubling NIH budget in five years, ‘99-‘03
• Including science in ARRA funding ‘09
• $4.8 billion (over 10 years) in 21st Century Cures Act
• $2 billion increase for NIH in FY16 and FY17 omnibus bills
• Appropriations leadership pledges continued support in FY18; House LHHS appropriations bill includes a $1.1 billion increase for NIH
• More and more champions among congressional leadership and rank and file, across the nation
Budget includes major reorganization of NIH’s Institutes and Centers, including elimination of the Fogarty International Center.
House Labor-H FY18 Bill

Bill preserves Fogarty International Center with additional funding

6 JOHN E. FOGARTY INTERNATIONAL CENTER
7 For carrying out the activities of the John E. Fogarty
8 International Center (described in subpart 2 of part E of
9 title IV of the PHS Act), $72,213,000.
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 do so!
“...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 the U.S. to Support Global Health Research

How important would you say it is that the U.S. work to improve health globally through research and innovation?

*In 2011, 32% of Americans said it is very important.*

![Pie chart showing the percentage of responses to the question. Very Important: 44%, Somewhat Important: 35%, Somewhat Not Important: 7%, Not Important At All: 3%, Not Sure: 11%.]
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?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in September 2015.
# Most Trusted Spokespersons for Science?

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Very trustworth</th>
<th>Somewhat trustworth</th>
<th>Not very trustworth</th>
<th>Not at all trustworth</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>40</td>
<td>42</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Health care professionals</td>
<td>25</td>
<td>54</td>
<td>8</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Patient organizations</td>
<td>15</td>
<td>51</td>
<td>14</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Journalists</td>
<td>9</td>
<td>32</td>
<td>31</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Bloggers</td>
<td>7</td>
<td>18</td>
<td>35</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Business leaders</td>
<td>7</td>
<td>26</td>
<td>34</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Elected officials</td>
<td>6</td>
<td>17</td>
<td>35</td>
<td>30</td>
<td>12</td>
</tr>
</tbody>
</table>

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?

33%
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%)

67%

I cannot

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?

- Yes: 34%
- No: 37%
- Not Sure: 28%

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

Source: A Research!America and ScienceDebate.org poll of U.S. adults conducted in partnership with Zogby Analytics in September 2015.
What Can You Do?

- Talk to non-scientists about shared aspirations for better health and strong return on public investment
- Use in-the-moment news to illustrate benefits of research
- Emphasize how research drives economic activity in every state and creates good jobs
- Convey your personal commitment
- Encourage your colleagues to engage the public
Tell Your Story, Not Your Data!

“I’ll pause for a moment so you can let this information sink in.”
THEN... 130,000 new cases of HIV infection occurred annually in the U.S. during the peak of the AIDS epidemic in the 1980s, and most cases were fatal.

NOW... (thanks to research) The development of Highly Active Antiretroviral Therapy (HAART), revolutionized the battle against HIV/AIDS and transformed the virus from a death sentence to a manageable chronic condition.

IMAGINE...(thanks to research) A universal HIV vaccine and complete eradication of HIV/AIDS, worldwide.

Research is the solution to what ails us!
Be in the Moment: Social Media

Thank you for joining the #PublicHealthChat @pewhealth @CDCFound @ResearchAmerica @AdvaMedDx

4:56 PM - 22 Sep 2016

Francis S. Collins @NIHDirector

@ResearchAmerica #PMINetwork will over sample minorities. Unprecedented amounts of health data will reveal causes & interventions for disparities.

2:43 PM - 8 Jul 2016

United4MedResearch @JimRahn

Make sure to check it out #AmazingThings #NIH-funded research.

5:56 AM - 13 Sep 2016

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
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