Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America
This Week: FY17 Appropriations

Trump’s ‘Mixed Bag’ Budget Spurs Some Programs, Cuts Others
May 1, 2017

The 2017 budget bill expected to be sent to President Donald J. Trump this week is a mixed bag when it comes to college access and affordability, sparing some programs from cuts and providing boosts to others, but at the same time dipping into the rainy day fund for Pell Grants.

That was the collective take of several advocacy organizations Monday as they analyzed what the 1685-page budget document

Congress Totally Ignored Trump’s Cuts to NIH Funding
The president has proposed billions of dollars from the premier medical research agency. Even Mike Pence in his introductory speech in additional spending.

New York Times

NIH to get a $2 billion funding boost as Congress rebuffs Trump’s call for cuts

WASHINGTON — The National Institutes of Health will get a $2 billion funding boost over the next five months, under a bipartisan spending deal reached late Sunday night in Congress. The agreement marks a sharp rejection of President Trump’s proposal to cut $1.2 billion from the medical research agency in the current fiscal year.

The deal does not address funding for 2018, when Trump has called for a slashing the NIH’s budget by about a fifth, or $5.6 billion.

A job board for the health and science industries
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
- Appropriations leadership, in bipartisan manner, pledges continued support in FY18
- Need/value/progress of research is becoming more prominent in the public eye
- More and more champions among congressional leadership and rank and file, across the nation
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)

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
Current Context for Advocacy

Opportunities:
- Key champions for medical/health research on both sides of aisle hold leadership positions in Congress
- Medical and health research help advance several Administration objectives, including job creation, economic growth, and global competitiveness

Challenges:
- Administration has proposed cuts to NIH and other research agencies in FY18
- Has also proposed incorporating AHRQ into NIH, but unclear whether AHRQ’s budget would be added to that of NIH
- Further, “restructuring” proposals for NIH include the elimination of the Fogarty Center, “indirect cost” reform and potential consolidation of institutes
- Stem cell research, social and behavioral science and other science disciplines at continuing risk
- Sequestration (arbitrary caps on spending levels designed to force control of deficit) is back in FY18 after a “pause”
March for Science

• April 22, 2017 in Washington D.C. with more than 600 Satellite Marches across the world!

• The beginning of a new era of science serving society in visible, engaging ways

https://youtu.be/2J0C8iefE0M
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
- Three ‘sister’ organizations in Canada, Australia and Sweden
“If you think research is expensive, try disease.”

Mary Lasker
1900-1994
R!A Strategies for Success

- Keep a finger on public pulse via public opinion surveys
- Develop and deliver timely messages
- Track investment in research
- Design and trigger grassroots plus grasstops advocacy strategies
- Drive earned and paid media attention
- Empower members of the science community as advocates
- Engage congressional champions
Advocacy Agenda 2017

• Build champions for public and private sector research and innovation in the new Administration and Congress
• Advance evidence-based policymaking as Congress considers science and engineering-relevant legislation
• Help prevent deep cuts to non-defense discretionary spending
• Secure budget increases for NIH, FDA, CDC, AHRQ, NSF and other research agencies in FY18
• As infrastructure investment is considered, make the case for bolstering our nation’s science and public health infrastructure
• Protect health services research (HSR) and social, behavioral, economic (SBE) research from ongoing threats of budget cuts
• Train scientists in public outreach and advocacy
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 do so, as well.
“...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.

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

- 34% Strongly agree
- 33% Somewhat agree
- 12% Somewhat disagree
- 3% Strongly disagree
- 18% Not sure

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

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2015.
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?

- I can
  - 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%)

- I cannot (81%)

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?

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

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?

- 51% Very Important
- 33% Somewhat Important
- 10% Not Very Important
- 5% Not Important At All
- 2% Not Sure

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.”
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.
- The gatekeeper for our decisions is not our rational self but our emotional self - our instincts, our emotions.
- If you want to change the narrative around a cause, you have to start by changing the way people feel.
- Hearts before minds.

“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
THEN... 130,000 new cases of HIV infection occurred annually during the peak of the AIDS epidemic in the 1980s, and most cases were fatal.

NOW... 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... A universal HIV vaccine and complete eradication of HIV/AIDS.

Research is the future!
Relatable Communications
AKA Social Math

• In 2016, Americans spent $21.4 billion on Mother’s Day.

• That amount is enough to fund Alzheimer’s disease research at NIH for 23 years!

Sources: NRF; NIH
Scientific research changes our lives for the better

BY MARY WOOLEY

For many of us, science is a field of dreams. Science has realized the hopes and aspirations of patients coping with life-threatening illnesses that have threatened families and diminished us all.

Our confidence in science is well-grounded. It has yielded groundbreaking discoveries that have eliminated major health threats like polio, saved lives once claimed by HIV/AIDS, and blunted the force of many cancers, stroke, and premature heart disease. Meanwhile, our national investment in research and innovation has powered economic growth and global

Regarding the March 17 story "Donald Trump’s budget would threaten research, financial aid at UW-Madison, officials warn":

Research institutions in Wisconsin and across the country educate and train the next generation of scientists -- people who will unlock the secrets of disease, improve energy efficiency, combat terrorism and more, all for while driving a knowledge-based, globally
Be in the Moment: Social Media

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 Interns & Fellows

- Science policy internships and fellowships provide a meaningful opportunity to those seeking experience in this exciting and growing field.
- Interns and fellows assist the organization to make research to improve health a higher national priority through education, advocacy and public policy activities.
Research!America Interns & Fellows

Internships - Sponsored By the Burroughs Wellcome Fund

- College seniors, graduate students or recent graduates who are pursuing or have completed a science, political science, public policy or related bachelor’s or master’s degree will be considered

Fellowships - Sponsored by Howard Hughes Medical Institute

- Individuals with a PhD, JD or other terminal degree and a strong interest in science and public policy are eligible for consideration
Research!America Works for You

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