Research Matters!
Effective Strategies for Science Advocacy

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Denver, CO

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Rachel Weissman, Policy and Advocacy Manager
Who we are

• Tristan and Rachel

• Research!America
Research!America Goals

- Achieve funding for research at the level of scientific opportunity
- Advocate for a policy climate that stimulates rather than impedes research and development
- Empower members of the science community to advocate medical and health research
- Ensure that the public hears about research benefits and success stories: Research must not become invisible!
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
Why we’re here

• Background
  • NIH Funding History
  • Context for impactful advocacy
  • State of Play

• How to advocate
  • Advocacy Best Practices
  • Messaging
  • Practice
What does that mean for you?

Research Project Grants Applications, awards, and success rates
Context for Impactful Advocacy

Nuts and Bolts
Three Branches

- Legislative
  - The House of Representatives
  - The Senate
- Executive
  - The President
  - Departments, Agencies, Councils, and Offices
- Judiciary
  - The courts
Legislative

- Advocacy is mostly focused on Legislators (House and Senate)
  - Most susceptible to well-organized advocacy
  - Most responsive to stakeholder input
  - Most impact on legislation
# Colorado’s Federal Legislators

## Senators

<table>
<thead>
<tr>
<th>Image</th>
<th>Senator</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Michael Bennett" /></td>
<td>Michael Bennett (D)</td>
</tr>
<tr>
<td><img src="image" alt="Cory Gardner" /></td>
<td>Cory Gardner (R)</td>
</tr>
</tbody>
</table>

## Representatives

<table>
<thead>
<tr>
<th>Image</th>
<th>Representative</th>
<th>District &amp; Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Diana DeGette" /></td>
<td>Diana DeGette (D-CO-01)</td>
<td>(Denver Metro)</td>
</tr>
<tr>
<td><img src="image" alt="Ken Buck" /></td>
<td>Ken Buck (R-CO-04)</td>
<td>(Eastern Plains)</td>
</tr>
<tr>
<td><img src="image" alt="Jared Polis" /></td>
<td>Jared Polis (D-CO-02)</td>
<td>(Northern Colorado High Country and Ft. Collins)</td>
</tr>
<tr>
<td><img src="image" alt="Doug Lamborn" /></td>
<td>Doug Lamborn (R-CO-05)</td>
<td>(C. Springs, South Park, San Luis Valley)</td>
</tr>
<tr>
<td><img src="image" alt="Scott Tipton" /></td>
<td>Scott Tipton (R-CO-03)</td>
<td>(Western Slope)</td>
</tr>
<tr>
<td><img src="image" alt="Ed Perlmutter" /></td>
<td>Ed Perlmutter (D-CO-07)</td>
<td>(Front Range and Northern Suburbs)</td>
</tr>
<tr>
<td><img src="image" alt="Mike Coffman" /></td>
<td>Mike Coffman (R-CO-06)</td>
<td>(Denver Suburbs east of I-25)</td>
</tr>
</tbody>
</table>
Bills and Acts

- Drafting
- Sponsorship
- Introduction
- Committee Markup
  - Committee votes
- Chamber votes
- Conferencing
- President Signs

Prime advocacy time!
Bills and Acts

- Drafting
- Sponsorship
- Introduction
- Committee Markup
  - Committee votes
- Chamber votes
- Conferencing
- President Signs

Consistent advocacy throughout the process is essential
Bills and Acts

- Drafting
- Sponsorship
- Introduction
- Committee Markup
  - Committee votes
- Chamber votes
- Conferencing
- President Signs

- Don’t forget to write Members and thank them

OR

- Write Members and voice concerns over a bill
Committees

- Senate
  - 21 Committees
  - 68 Subcommittees

- House
  - 21 Committees
  - 100 Subcommittees

Committee’s jurisdiction differs between the House and Senate, except for the Appropriations Committee

- 1 Appropriations Committee with 12 Subcommittees in both chambers
## Appropriations Subcommittees

<table>
<thead>
<tr>
<th>Appropriations Subcommittees</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agriculture, Rural Development, Food and Drug Administration, and Related Agencies</td>
</tr>
<tr>
<td>• Commerce, Justice, Science, and Related Agencies</td>
</tr>
<tr>
<td>• Defense</td>
</tr>
<tr>
<td>• Energy and Water Development</td>
</tr>
<tr>
<td>• Financial Services and General Government</td>
</tr>
<tr>
<td>• Homeland Security</td>
</tr>
<tr>
<td>• Interior, Environment, and Related Agencies</td>
</tr>
<tr>
<td>• <strong>Labor, Health and Human Services, Education, and Related Agencies</strong></td>
</tr>
<tr>
<td>• Legislative Branch</td>
</tr>
<tr>
<td>• Military Construction, Veterans Affairs, and Related Agencies</td>
</tr>
<tr>
<td>• State, Foreign Operations, and Related Programs</td>
</tr>
<tr>
<td>• Transportation, Housing and Urban Development, and Related Agencies</td>
</tr>
</tbody>
</table>
## Subcommittee Jurisdictions

<table>
<thead>
<tr>
<th>Research!America High Priority Agencies</th>
<th>Subcommittee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food and Drug Administration (FDA)</strong></td>
<td>Agriculture, Rural Development, Food and Drug Administration, and Related Agencies (Ag)</td>
</tr>
<tr>
<td><strong>National Science Foundation (NSF)</strong></td>
<td>Commerce, Justice, Science, and Related Agencies (CJS)</td>
</tr>
<tr>
<td><strong>National Institutes of Health (NIH)</strong></td>
<td>Labor, Health and Human Services, Education, and Related Agencies (Labor-HHS)</td>
</tr>
<tr>
<td><strong>Centers for Disease Control and Prevention (CDC)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Agency for Healthcare Research and Quality (AHRQ)</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Appropriations Subcommittee Chairs and Raking Members

<table>
<thead>
<tr>
<th>Subcommittee</th>
<th>House</th>
<th>Senate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ag</strong></td>
<td>Rep. Robert Aderholt (R-AL)</td>
<td>Sen. John Hoeven (R-ND)</td>
</tr>
<tr>
<td></td>
<td>Rep. Sanford Bishop (D-GA)</td>
<td>Sen. Jeff Merkley (D-OR)</td>
</tr>
<tr>
<td></td>
<td>Rep. Rosa DeLauro (D-CT)</td>
<td>Sen. Patty Murray (D-WA)</td>
</tr>
</tbody>
</table>
Types of Spending Bills

- “Regular order” appropriations
- Supplemental spending bills
- Continuing Resolutions (CR)
- Omnibus, Minibus, and “CROmnibus”
The State of Play

Getting Political
FY17 Appropriations Progress

- FY16 ended September 30th
  - FY16 had a truncated appropriations process
  - Currently government is funded by a “continuing resolution” (CR)

- CR will expire April 28th
  - Short term CR was put in place to keep government running until after elections, but the expiration is quickly approaching
The Current Political Landscape

- The appropriations process is stalled
  - Congress may continue to flat-fund the government through FY17 rather passing new spending bills that increase funding for health and science agencies
- Sequestration (which places an artificially low ceiling on federal spending) is back in FY17 after a two year “pause”
- New administration has new funding priorities
- FY18 appropriations negotiations are right around the corner
## Recent Appropriations

<table>
<thead>
<tr>
<th>Agency</th>
<th>FY16 Appropriations</th>
<th>FY17 Research America Asks</th>
<th>FY17 House Appropriations</th>
<th>FY17 Senate Appropriations</th>
<th>FY18 Research America Asks</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIH*</td>
<td>$32,084</td>
<td>$34,500</td>
<td>$33,334</td>
<td>$34,084</td>
<td>$2,000 over FY17 levels</td>
</tr>
<tr>
<td>CDC*</td>
<td>$7,233</td>
<td>$7,850</td>
<td>$7,838</td>
<td>$7,115</td>
<td>$7,850</td>
</tr>
<tr>
<td>FDA**</td>
<td>$2,729</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,759</td>
<td>$2,850</td>
</tr>
<tr>
<td>NSF*</td>
<td>$7,463</td>
<td>$8,000</td>
<td>$7,400</td>
<td>$7,500</td>
<td>$8,000</td>
</tr>
<tr>
<td>AHRQ**</td>
<td>$334</td>
<td>$364</td>
<td>$280</td>
<td>$324</td>
<td>$364</td>
</tr>
</tbody>
</table>

$ in millions

* indicates that program level is reported in this chart

** indicates that budget authority is reported in this chart
Other Policy Issues

- NIH Strategic Planning
- Threats to health services research (HSR) and social, behavioral and economic (SBE) research
- A standing public health emergency fund to empower faster response to emerging health threats like Zika
- Permanent repeal of medical device excise tax
- Prevention and Public Health Fund (PPHF)
- Drug pricing conversations
Cures

- 21st Century Cures Act (HR 6)
  - Passed in December 2016
  - Seeks to speed up R&D, modernize the FDA, reduce admin waste
  - Includes $4.8 billion for the NIH and $500 million for the FDA over 5 years in additional mandatory funding
  - Funds the Cancer Moonshot, the BRAIN Imitative, the Precision Medicine Initiative, combatting the opioid epidemic, many other areas
Understanding the Landscape

• Importance of job creation, economic growth and competitiveness
• Questioning of all public expenditures
• Deregulatory/small government politics
• Cost and access questions can crowd out other health issues, including research

• History points to importance of advocacy
Understanding the Landscape

Scientists are invisible in our society
Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

- I can
  - Stephen Hawking (40%)
  - Neil deGrasse Tyson (15%)
  - Jane Goodall (7%)
  - Bill Nye (6%)
  - Michio Kaku (4%)
  - Richard Dawkins (4%)
  - James Watson (2%)
  - Ben Carson (2%)
  - Other (20%)

- I cannot

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2016.
Most Americans Don’t Know Where Research is Conducted

Can you name any institution, company or organization where medical or health research is conducted?

66% I cannot

34% I can

Mayo Clinic (25%)
Johns Hopkins University (19%)
St. Jude Children’s Research Hospital (6%)
UCLA (5%)
NIH (5%)
Duke University (4%)
CDC (4%)
Sloan Kettering (3%)
Other (29%)

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2016.
## 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 trustworthy</th>
<th>Somewhat trustworthy</th>
<th>Not very trustworthy</th>
<th>Not at all trustworthy</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>33</td>
<td>48</td>
<td>9</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Health care professionals</td>
<td>24</td>
<td>52</td>
<td>12</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Patient organizations</td>
<td>19</td>
<td>47</td>
<td>16</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Journalists</td>
<td>8</td>
<td>34</td>
<td>32</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>Bloggers</td>
<td>7</td>
<td>21</td>
<td>37</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Business leaders</td>
<td>7</td>
<td>31</td>
<td>34</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Elected officials</td>
<td>5</td>
<td>16</td>
<td>34</td>
<td>33</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014
WARNING: Failure to be an advocate can be hazardous to your research career
Advocacy Best Practices

Making it Matter
Porter’s Principles

- Our simple guide for meetings with Members of Congress, as well as advocacy messages for making research to improve health a higher national priority.
Engaging with Your Representatives

- **Order of effectiveness:**
  - Meetings
    - with Members of Congress
    - with staff
  - Town Halls and other public events
  - Other modes of contact
    - Call
    - Letters
    - Emails
    - Social Media
Always Be Prepared

• Preparation will make your meetings as valuable and impactful as possible
  • Relevant caucus membership (NIH Caucus, Biomedical Research Caucus, etc.)?
  • Committee jurisdiction?
  • Has the member co-sponsored any relevant legislation recently?
  • Any personal connection to the member (district relations, alma mater, etc.)?
Tips for an Effective Meeting

• Simple, concise, and to the point
• Make your message clear
• Try to find a personal connection with the Member or staff
• Use state or district specific examples, including data as appropriate
• Tell your story and put a face on research
• Make an “ask”
• Engage their hearts and their minds
• Remember to say thank you and follow up!
Make an “Ask”

- Meet with your Government Affairs (Kent Springfield) to learn about CUD’s priorities
- Ask Members and your organization to include the agencies you care about in their appropriations requests to leadership
- If Members aren’t already part of one ask them to join a caucus:
  - House & Senate: NIH Caucus
  - House only: Biomedical Research Caucus
  - No limit on the number of caucuses
Be A Resource

- Build a relationship and offer support and resources for initiatives that align with your mission
  - Provide feedback on draft legislation
  - Provide comments and stakeholder opinions
  - Offer to be a witness or provide testimony
  - Pass along relevant or interesting materials
Take Home Message

What would you like your representative to remember after your conversation?
Always remember to follow up after meetings!
Connecting the Dots: Messaging

Be Heard
Communicating With Non-Scientific Audiences

- Scientists
  - Background/Introduction
  - Supporting Information/Methods
  - Results/Conclusions

- Non-Scientific Audiences
  - Results/Bottom Line
  - So What?
  - Supporting Information
How to Think About Communication to Non-Scientists

- Know your audience
- Speak about aspirations and return on investment
- Convey personal commitment/passion
- Tell a real story
Things to Remember

• Tips:
  • Avoid jargon
  • Start broad

• Tailor to your audience
  • Complexity
    • It’s ok to check in on their background
    • Don’t assume knowledge or ignorance

• www.researchamerica.org has resources for scientists
THEN... In 1975, just over 50% of children diagnosed with cancer survived the disease.

NOW... Due largely to evidence-based advances in treatment of the most common forms of childhood cancer, more than 80% of children survive cancer.

IMAGINE... If cancer no longer robbed any child of their future.

Research is the future!
Remember....

Tell Your Story, Not Your Data!

“T’ll pause for a moment so you can let this information sink in.”
Practice

Introducing yourself and your issues
Elevator Speech

- Useful in almost all areas of life—from public to private
- A well-crafted elevator speech is versatile and easily customizable
- A concise oral introduction to your research or experience for informal use in various professional contexts
Introductions matter

- Create a memorable and positive impression
- Invite further conversation or elaboration
- Starting point in many kinds of communications
Structuring your introduction

1. Who you are
   • Name, Role, Position, Institution

2. What you do
   • Explain the purpose of your research
   • Challenges, Solutions, Benefits

3. Why it matters
   • Relate it to Your Audience
Dear Congresswoman DeGette,

My name is Rosie Researcher, and I wanted to take a moment to let you know that I would be happy to provide you with any help that I can. As an expert in the fields of cellular biology and thermochemistry of the cell, and a researcher at the University of Colorado at Denver, I understand how hard it can be to get good answers about the importance of reproducibility in science. I also know how valuable your constituents are as a resource, and, as one of those constituents, would be happy to take some time and help you where I can.

If I can help you to provide testimony, to assist your office in explaining and understanding science, or to do some outside research for you, please let me know. I, and my colleagues at CU Denver, are interested in doing everything that we can to help you to come to sound and well-researched policy priorities and initiatives. We recognize how difficult it can be to sort through vast amounts of information when coming to a decision and offer you our expertise to help shorten and improve that process.

I encourage you to lean on me, the scientific community in Colorado, and here at CU Denver for help in developing and evaluating policies. I appreciate all your efforts on behalf of your constituents and the country, and am happy to be helpful in any way that I can. If you do have any questions, please feel free to reach out to me.

Sincerely,

Rosie Researcher

• Your introductory letter and many of your other communications are a written elevator pitch
  • Concise
  • Clear
  • Memorable
  • Helpful

• Improve on this template!
Send a message

- Join our advocacy network for updates on how you can be involved in making research to improve health a higher national priority.

http://cqrcengage.com/ram/home
Connect with Research!America Online

www.researchamerica.org/blog
www.researchamerica.org/facebook
www.twitter.com/researchamerica
www.youtube.com/researchamerica