Winning Hearts and Minds for Research in 2020 and Beyond
Research!America’s Mission

The Research!America alliance advocates for science, discovery, and innovation to achieve better health for all.

Research!America is an innovator in advocacy for research
Research!America: 31 Years of Putting Research on the Public Agenda

- Nonprofit alliance with member organizations drawn from academia, independent research institutes, industry, patient organizations and scientific societies
- 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
Strong Majority of Americans Believe Vaccines are Important to the Health of Our Society

Thinking about the common vaccines available today such as polio, tetanus, measles, and flu, how important do you believe vaccines are to the health of our society today?

9% decrease in those saying “very important” since 2008

- Very important: 71%
- Somewhat important: 21%
- Not very important: 3%
- Not at all important: 2%
- Not sure: 4%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Strong Majority of Americans Believe it is Important for Parents to Have Their Children Vaccinated

How important do you believe it is for parents to have their children vaccinated?

- Very important: 69%
- Somewhat important: 18%
- Not very important: 4%
- Not at all important: 3%
- Not sure: 5%

13% decrease in those saying “very important” since 2008

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Over 80% Concerned About Antibiotic Resistance

How concerned are you that antibiotic resistance will make more infections difficult or impossible to treat and even deadly?

- Very concerned: 42%
- Somewhat concerned: 39%
- Not too concerned: 10%
- Not at all concerned: 7%
- Don't know/Not Sure: 4%

* Unchanged since October 2018

AMR Briefing with CDC and ASM

Senator Bob Casey (D-PA)

October 23, 2019
What We Accomplished Together in 2019: Advocacy Works!

**Advocacy for Research**
- Raised the budget caps
- Increased funding for NIH, CDC, FDA and NSF
- Strengthened our public health disease tracking capabilities
- Protected funding for AHRQ and reauthorized PCORI
- Secured repeal of the medical device tax

**FY20 Budget**
- $2.6 billion increase for NIH in FY20
- $636 million increase for CDC in FY20
- $203 million increase for NSF in FY20
- $91 million increase for FDA in FY20
State of Play

- Past performance is not a guarantee of future results
- We can’t lose steam now.
- Champions needed!
- We must think and act with both short and long term in mind
- Smart messaging is crucial now
What We Must Do Together

Engage policymakers and the public

Short term
- FY21 Budget
- Social Media Outreach Campaign

Long term
- Election
- Candidate Outreach

Empower and encourage student voices

Empower many more scientists to advocate for research
A Nation Worth Defending

- U.S. defense budget for 2020: $745.6 billion

- Health Security: The National Institutes of Health budget for 2019 is $41.7 billion

“The NIH... is our nation's Department of Defense for America's personal health”*

Sources: DoD, NIH, Congressman Steve Cohen* (D-TN)

* Defense includes Department of Defense and Homeland Security (not including natural disaster response)
Decline in Those Saying We are Making Enough Progress

Do you believe we are making enough progress in health research in the U.S.?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Yes, 28%</td>
<td>No, 53%</td>
<td>Not Sure, 19%</td>
</tr>
<tr>
<td>2017</td>
<td>Yes, 34%</td>
<td>No, 46%</td>
<td>Not Sure, 20%</td>
</tr>
<tr>
<td>2013</td>
<td>Yes, 39%</td>
<td>No, 48%</td>
<td>Not Sure, 13%</td>
</tr>
</tbody>
</table>

Source: Research!America surveys of U.S. adults conducted in partnership with Zogby Analytics in December 2019, July 2017, and May 2013
How the Public Feels About Science

Science is Hope

- Science is a means to an end
- Science’s value depends upon the desirability of the expected payoff
Urgent Outcomes

How urgent a priority do you think conducting scientific research is for each of these areas?

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURING DISEASES</td>
<td>76%</td>
</tr>
<tr>
<td>HUNGER AND POVERTY</td>
<td>63%</td>
</tr>
<tr>
<td>HOW CHILDREN LEARN</td>
<td>59%</td>
</tr>
<tr>
<td>ENERGY PROBLEMS</td>
<td>57%</td>
</tr>
<tr>
<td>THE ENVIRONMENT</td>
<td>56%</td>
</tr>
<tr>
<td>ASSISTING THE DIABLED</td>
<td>45%</td>
</tr>
<tr>
<td>ECONOMIC GROWTH</td>
<td>33%</td>
</tr>
<tr>
<td>NATIONAL DEFENSE</td>
<td>32%</td>
</tr>
<tr>
<td>SPACE EXPLORATION</td>
<td>12%</td>
</tr>
<tr>
<td>FOOD / WATER SAFETY</td>
<td>78%</td>
</tr>
<tr>
<td>NATURAL DISASTERS</td>
<td>52%</td>
</tr>
<tr>
<td>OPIOID ADDITION</td>
<td>50%</td>
</tr>
<tr>
<td>UNDERSERVED COMMUNITIES</td>
<td>31%</td>
</tr>
</tbody>
</table>

Arrows indicate significant change between 2015 and 2019

Percentage responding ‘highest priority’

New areas explored in 2019

Margin of error on total National samples are +/- 2.5 percentage points at the 95% Confidence Level

Preliminary data - Unpublished
Trust in Scientists

How much trust does the public place in scientists to:

- 73% REPORT FINDINGS ACCURATELY
- 70% TELL THE TRUTH
- 47% REPORT FINDINGS THAT GO AGAINST THEIR SPONSOR
- 69% ACT IN SOCIETY’S BEST INTEREST
- 58% ACT IN YOUR BEST INTEREST
- 52% PUT ASIDE PERSONAL POLITICS
- 47% ADMIT WHEN THEY ARE WRONG

Arrows indicate significant change between 2015 and 2019

Percentage responding ‘great deal of trust’ and ‘some trust’

Margin of error on total National samples are +/- 2.5 percentage points at the 95% Confidence Level

Preliminary data - Unpublished
Eye-opening read

- Opioids, concussions, alcohol, sugar drinks, climate change, air pollutants...
- Juries are the audience...uncertainty/more research is needed...buying time
- Mercenary scientists and ‘product defense’ journals
- Strategic publication relations
- “He who has the gold makes the rules.”
“...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 28 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% to +/-2.1%. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.
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.

86% strongly or somewhat agree - increase from 63% in 2017

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Rising Health Care Costs A Top Issue for Americans

What is the single most important health issue facing America?

- Rising health care costs: 18%
- Cancer: 13%
- Mental health: 11%
- Gun violence: 10%
- Obesity: 10%
- Substance abuse/Opioid abuse: 10%
- Access to health care: 8%
- Don’t know: 6%
- Diabetes: 6%
- HIV/AIDS: 3%
- Heart disease: 3%
- Other (Specify): 2%
- Alzheimer's disease: 2%
- Suicide: 1%

Source: A Research!America poll of U.S. adults conducted in partnership with American Society for Human Genetics and Zogby Analytics in December 2019
Large Majority of Iowans Want to Hear Presidential Candidates Discuss Science-Related Issues

Do you agree or disagree that the presidential candidates should participate in a debate to discuss key science-based challenges facing the United States, such as health care, climate change, energy, education, innovation and the economy?

Source: A Research!America survey of Iowa adults conducted in partnership with Zogby Analytics in June 2019.
Iowans Want to Hear About How Science Will Affect Policy-making

How important do you think it is that presidential candidates talk about how science and scientific research will affect their policy-making decisions if they are elected?

- Very important: 28%
- Somewhat important: 14%
- Not very important: 9%
- Not important at all: 3%
- Not sure: 46%

Source: A Research!America survey of Iowa adults conducted in partnership with Zogby Analytics in June 2019.
**Shifting Voter Priorities**

Which of the following should be included among the priorities of candidates running for national office THIS YEAR? (Choose all that apply) (selected responses)

<table>
<thead>
<tr>
<th>Priority</th>
<th>2016</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating jobs/economic growth</td>
<td>74%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Speeding medical progress</strong></td>
<td>36%</td>
<td>46%</td>
</tr>
<tr>
<td>Improving infrastructure</td>
<td>38%</td>
<td>49%</td>
</tr>
<tr>
<td>Taking action on climate change</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>Improving education</td>
<td>58%</td>
<td>39%</td>
</tr>
<tr>
<td>Strengthening defense and national security</td>
<td>58%</td>
<td>45%</td>
</tr>
<tr>
<td>Addressing immigration and border security</td>
<td>48%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Large Majority Favor Doubling

Do you favor or oppose doubling federal spending on medical research over the next five years?

- 38% Strongly favor
- 38% Somewhat favor
- 8% Somewhat oppose
- 5% Strongly oppose
- 12% Not sure

6% increase in strongly or somewhat favor since 2019

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Two Thirds Favor Increasing Taxes to Fund Medical Research

Would you be willing to pay $1 per week more in taxes if you were certain that all of the money would be spent on additional medical research?

- **Yes**: 68%
- **No**: 17%
- **Not sure**: 15%

24% increase in “yes” since 2015

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
## Recognition of Federal Agencies

% who correctly identified each agency when presented with a description

<table>
<thead>
<tr>
<th>Agency</th>
<th>% Correctly Identified</th>
<th>% “Not sure”</th>
<th>Other responses given</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBI</td>
<td>48%</td>
<td>25%</td>
<td>CIA, DoD, DHS</td>
</tr>
<tr>
<td>NASA</td>
<td>67%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>IRS</td>
<td>73%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>NIH</td>
<td>12%</td>
<td>63%</td>
<td>CDC, FDA, HHS</td>
</tr>
<tr>
<td>FDA</td>
<td>57%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td>43%</td>
<td>40%</td>
<td>FDA, HHS</td>
</tr>
<tr>
<td>NSF</td>
<td>10%</td>
<td>65%</td>
<td>Dept. of Education, NASA</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
When You Get Back Home...

Take action! Keep up the pressure!

“Without research, there is no hope.”

Urge Congress to Fund Science

Congress is beginning its work on legislation to fund the government in Fiscal Year 2021 (FY21). Last year, a record number of advocates used ResearchAmerica’s editable email resource to contact their member of Congress and push for greater investment in the National Institutes of Health (NIH) and other science and public health agencies. Advocacy works! NIH received a $2.6 billion increase, and other agencies like the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), and the National Science Foundation (NSF) also received much needed funding increases. Urge Congress to keep up the momentum in FY21!

Fill in your name and address (required by Congressional offices) and click “Take Action” to use the editable email below to weigh in with your Member of Congress on the need boost funding for life-saving research.

https://www.researchamerica.org/contact-members-congress
Advocacy Action From Your Desk

- Email, text, and call your member of Congress on a regular basis
- Stay informed - read our Weekly Letter
- Invite Research!America to host an online or in-person advocacy training
Advocacy Action on Campus

- Sponsor and support student science policy groups on your campus
- Partner with communications faculty
- Stay connected to university federal relations staff
Advocacy Action in Your Community

• Attend and support “nerd night” or “science on tap” events
• Recognize and reward faculty in your department who get involved with the community
2019 Microgrant Recipients

- Colorado State University
- Duquesne University
- Johns Hopkins University
- Kansas University
- Michigan State University
- Mississippi Valley State University
- New Mexico Institute of Mining and Technology
- University of California at Berkeley
- University of California at San Francisco
- University of Chicago
- University of Florida at Gainesville
- University of Massachusetts at Amherst
- University of Missouri
- University of Wisconsin-Madison
- Virginia Tech
Microgrants in Action

Larissa J. Maier, PhD
@maier_larissa

Today, @SPGatUCSF traveled to Sacramento to inform policy on #OverdosePrevention, #CyberSecurity, and #MentalHealthParity while @Scott_Wiener & @Jimbealljr introduced #SB854 & #SB855 to reduce barriers to mental health & substance use disorder treatment. Thanks @ResearchAmerica!
Microgrants in Action

University of Florida - “Science Matters Policy Memo Competition.”

Virginia Tech - “Big Lick of Science Podcast.”
When You Come to Washington...

- Visit your Members of Congress
- Participate in advocacy fly-in days
- Invite your Member of Congress or their staff to join you at “Outbreak: Epidemics in a Connected World” at the National Museum of Natural History

Remember what you have in common with your elected officials: you serve the public’s interest!
Remember

The most important four words a scientist can say and convey are …
“I work for you.”
Research!America Works for You

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