Impact of COVID-19: Choosing the New Normal

Loma Linda University School of Medicine

October 22, 2020
It is more honest to frame the new, post-COVID-19 normal not as predictions, but as a series of choices.

Fate will not create the new normal; choices will.
Our Choices Matter

- Choosing to wear a mask
- Choosing to make sure all voices are at the table
- Choosing to get a flu shot
- Choosing to work on social determinants of health
- Choosing to speak up for science
- Choosing to "hand the microphone" to others to allow them space to speak
Loma Linda’s Choices Matter

- Choosing to support maternal health
- Choosing to speak up for racial justice
- Choosing to work for perinatal health
- Choosing to bring underserved students through summer programs
- Choosing to address racial disparities in the health workforce
- Choosing to elevate prevention
Unprecedented challenges call for well-prepared leaders like YOU

Disturbing trends in California call for your attention

Tracking COVID-19

In California, Updated October 20, 2020 at 11:00 AM with data from October 19, 2020

<table>
<thead>
<tr>
<th>Cases</th>
<th>874,077</th>
<th>+0.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deaths</td>
<td>16,992</td>
<td>+ 0.1%</td>
</tr>
<tr>
<td>Tests</td>
<td>17,189,070</td>
<td></td>
</tr>
</tbody>
</table>

Positive cases by ethnicity

| Ethnicity | Cases | |
|-----------|-------|--
| AI/AN     | 0.3%  | |
| Asian     | 5.6%  | |
| Black     | 4.2%  | |
| Latino    | 61.0% | |
| NH/PI     | 0.5%  | |
| White     | 17.5% | |
| Multi-Race| 1.1%  | |
| Other     | 9.7%  | |

Total deaths by ethnicity

| Ethnicity | Deaths | |
|-----------|--------|--
| AI/AN     | 0.3%   | |
| Asian     | 11.7%  | |
| Black     | 7.5%   | |
| Latino    | 48.6%  | |
| NH/PI     | 0.5%   | |
| White     | 30.1%  | |
| Multi-Race| 0.8%  | |
| Other     | 0.5%   | |

Data: [https://covid19.ca.gov/state-dashboard/](https://covid19.ca.gov/state-dashboard/)
Updated October 21, 2020
Four of Five of Americans Agree: It’s Time for an Urgent Refocus on Science

Which statement is closest to your view? Statement A: The COVID-19 pandemic is a disruptive event and requires urgent refocusing of America’s commitment to science. Statement B: Things will get back to normal soon; we don’t need increased efforts in science.

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
We bring stakeholders together to heighten the priority of research and to help assure scientific progress and the health and vitality of the scientific enterprise.
Research!America Strategies for Success

• Keep a finger on public pulse via public opinion surveys;
• Develop timely policy and advocacy resources;
• Continuously cultivate new advocates and congressional champions;
• Execute grassroots/grasstops advocacy campaigns;
• Monitor and share federal developments;
• Convene cross-sector discussions to inform research-relevant policy issues
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
2020 So Far

- Uncertainty
- Pandemic
- Racial reckoning
- Election
- Economy
- Maintaining public trust
National Institutes of Health Appropriations
Fiscal Year 1989 – 2020

FY2020 Budget: $41.7 billion
CPI Adjusted: $20.4 billion
FY2020 Budget with COVID-19 Supplementals: $45.3 billion

Appropriations (current dollars) with ARRA and COVID-19 Supplemental Appropriations
CPI adjusted (1989 dollars)
State of Play

- The government has been flat-funded through a “Continuing Resolution” (CR) until December 11, 2020.
- Talks still happening between House and White House on possible COVID-19 supplemental
  - Funding to reboot NIH research grants has been included in different House ($4-5B) and Senate ($10B) proposals, but none have moved forward
  - Timing of final FY21 funding depends on post-election dynamics
“You can change the image of things to come. But you can’t do it sitting on your hands.”

Research!America Chair Emeritus, Former Congressman John Edward Porter
Take Action Now

86% of Americans think basic research is necessary and should be supported by the federal government.

#VOTESCIENCESTRONG

It’s time for research and to be a key priority in Washington.

#VOTESCIENCESTRONG

Scan this QR code (hold up your phone camera as if you are taking a photo) to tweet now!
Strong Majority of Americans Think Scientists Should Inform Elected Officials About Their Research

How important is it for scientists to inform elected officials about their research and its impact on society?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in August 2020
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 engage with any elected official by thanking them for serving the public’s interest. And then say how you serve the public’s interest.
Challenge: Pass the Starbucks Test (socially distanced of course)
Who Represents You?

Senator Dianne Feinstein (D-CA)

Senator Kamala Harris (D-CA)

Pete Aguilar (D-CA-31)

Live or vote off campus? Visit https://www.usa.gov/elected-officials to find those who represent you!
Q: What else do elected officials and scientists have in common?

A: They like data. Just different kinds of data.
“...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.
Hope is Down, but Joy is on the Rise

Which one of the following best describes what you feel when you hear the word 'science'?

2017

HOPE 63%
OTHER 18%
CAUTION 9%

JOY 6%
BOREDOM 3%
FEAR 1%

2020

HOPE 45%
JOY 19%
CAUTION 13%
OTHER 11%
BOREDOM 9%
FEAR 4%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in August 2020 (Unpublished data; do not cite); Science Counts, Fall 2017
Strong Majority Agree the Work of Scientists Benefits Them

In general, to what extent do you think the work that scientists do benefits you?

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in August 2020
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.

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in August 2020
Urgent and High Priorities for Americans - Science Can Help

How much of a priority are each of the following issues for the United States and how can science technology, and innovation help address them? (Top 6 responses)

- Ending COVID-19: 81% urgent, 68% science can help a lot
- Finding new ways of preventing, treating, and curing illnesses other than COVID-19: 81% urgent, 67% science can help a lot
- Assuring food supply: 80% urgent, 56% science can help a lot
- Assuring a safe drinking water supply: 79% urgent, 60% science can help a lot
- Improving the public health system: 78% urgent, 65% science can help a lot
- Driving economic growth; creating jobs: 78% urgent, 54% science can help a lot

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in August 2020
Important to Conduct Research to Eliminate Health Disparities

How important do you feel it is to conduct medical or health research to understand and eliminate these differences?

Unpublished data; do not cite.
Declining Belief in Benefit of Vaccines

Do you believe that you have personally benefited from the development of vaccines over the last 50 years?

<table>
<thead>
<tr>
<th>Date</th>
<th>Strongly, Yes</th>
<th>Somewhat, Yes</th>
<th>Somewhat, No</th>
<th>Strongly, No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>August, 2020</td>
<td>46%</td>
<td>27%</td>
<td>11%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>May, 2008</td>
<td>59%</td>
<td>28%</td>
<td>4%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>November, 2008</td>
<td>75%</td>
<td>15%</td>
<td>5%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Most Americans Think Public Investment in Mental Health Research Is Not Enough

Do you think public investment in mental health research is the right amount, not enough, or about right?

- **The right amount**: 60%
- **Not enough**: 25%
- **Too much**: 13%
- **Not sure**: 2%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Americans Have Mixed Thoughts on how the Problem of Opioid Addiction in their Communities has Changed

In the past 5 years, do you think the problem of people being addicted to opioids in your local community has gotten better, gotten worse, or remained about the same?

- Slightly more say “a lot worse” in small town and rural areas.

- A lot better: 16%
- Somewhat better: 24%
- Somewhat worse: 14%
- A lot worse: 22%
- Mostly the same: 10%
- Not sure: 15%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020.
More Americans have a great deal of confidence in medical scientists now than before the outbreak.

% of U.S. adults who say they have a great deal or fair amount of confidence in each of the following groups to act in the best interests of the public:

- Medical scientists: 89%
- Scientists: 87%
- The military: 83%

Source: Pew Research Center
Confidence in medical professionals and science is high

How much confidence do you have in each of the following to act in your best interest -

<table>
<thead>
<tr>
<th>Professional</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not too much</th>
<th>None at all</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>52%</td>
<td>29%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Doctors</td>
<td>50%</td>
<td>32%</td>
<td>10%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Scientists</td>
<td>47%</td>
<td>33%</td>
<td>12%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Police officers</td>
<td>35%</td>
<td>34%</td>
<td>18%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Public health officials</td>
<td>33%</td>
<td>40%</td>
<td>16%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Military leaders</td>
<td>31%</td>
<td>35%</td>
<td>20%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>29%</td>
<td>28%</td>
<td>23%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>College and university professors</td>
<td>26%</td>
<td>38%</td>
<td>19%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Public school principals (K-12)</td>
<td>26%</td>
<td>38%</td>
<td>20%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Business leaders</td>
<td>19%</td>
<td>30%</td>
<td>32%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Elected officials</td>
<td>17%</td>
<td>25%</td>
<td>36%</td>
<td>16%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Trust in Science High Across Subgroups; Independents and Young People More Unsure

How much confidence do you have in each of the following to act in your best interest - scientists

Can Americans Name a Living Scientist?
Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

- Yes: 29%
- No/Not Sure: 75%

Anthony Fauci: 24%
Neil DeGrasse Tyson: 10%
Bill Nye: 8%
Stephen Hawking*: 4%
Timothy Berners-Lee: 3%
Jane Goodall: 2%
Alain Aspect: 2%
Albert Einstein*: 2%
Alan Guth: 1.5%
Bill Gates: 1%
Elon Musk: 1%

* Deceased
Increase by 9% of those saying “yes” since 2019

Do Americans Know Where Medical or Health Research is Conducted?
Only Half of Americans Can Name a Place Where Medical or Health Research is Conducted

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

18% increase from 2018 when only 35% could name

Yes 53%

No/Not sure 47%

St. Jude Children’s Research Hospital 12%

Mayo Clinic 12%

Johns Hopkins University/Hospital 7%

Center for Disease Control and Prevention (CDC) 5%

National Institutes of Health (NIH) 5%

Cleveland Clinic 3%

Pfizer Inc. 3%

Other 54%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
More Than Half of Americans Do Not Know That Research is Conducted in All 50 States

To the best of your knowledge, would you say that research in the U.S. is conducted in all 50 states?

44% Yes
56% No/Not sure

Increase the Visibility of Science
Tell the right story

- The first reason we have not been able to engage the audience is simple: we are telling the wrong story.
- We are telling our story, not theirs.
- The first thing you must do is convey that your mission helps to meet their needs.
Changing the Narrative

Lead with “why”
Don’t talk first about “what” you do or “how” you do it.
Prevention saves lives and saves money

Name your adversary
What does your audience fear?
What are you doing to defeat it?
Health disparities put millions at risk

Tell a tale of adventure
Exploration, adventure, urgency makes a good story
Scientists are searching the globe for ways to prevent the next pandemic

Adapted from Narratives project, 2016
THEN... in the 1950s, there were 589 deaths in the U.S. per 100,000 from cardiovascular disease.

NOW... Thanks to advances in research -- including prevention research, early detection, and treatment, the age-adjusted death rate attributable to CVD fell to 217.1 deaths per 100,000 in 2018.

IMAGINE... a world where CVD is a rare disease.

Research finds solutions to what ails us!
Advocacy Action From Your “Desk”

- Email, tweet, or call your member of Congress
- Stay informed — read our Weekly Letter
- Join our alliance member webinars and calls
- Talk to your friends and neighbors
- Engage everyone in your department in public outreach activities

https://www.researchamerica.org/contact-members-congress
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

Applications for Research!America’s next round of student group microgrants due November 9!

https://www.researchamerica.org/advocacy-action/student-advocacy
Put a Face on Research: YOURS!
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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www.youtube.com/researchamerica
mwoolley@researchamerica.org