Thank You For Your Leadership

Dr. Roger I. Glass
Director, Fogarty International Center

2018 Geoffrey Beene Builders of Science Award

Gordon and Llura Gund Leadership Award

Mary Fogarty McAndrew
Chair, John E. Fogarty Foundation for Persons with Intellectual and Developmental Disabilities
Unprecedented challenges call for well-prepared leaders like YOU

Phylodynamics of pandemic coronavirus variant VOC Delta G/478K.V1 (B.1.617.2) first detected in India
3,975 of 3,975 genomes collected between February 2021 and July 2021, last updated 2021-07-12; source: GISAID
Unprecedented Public Support

Which statement is closest to your view? Statement A: The COVID-19 pandemic is a disruptive event and requires that the United States assign a higher priority to science and technology. Statement B: Things will get back to normal soon; we don’t need increased efforts in science.

Science is Hope

Around the planet, science is driving hope for a better world

91% Scientists are critical for our future well-being

89% Science brings hope for the future

79% Science will make lives better in the next five years

3M State of Science Survey, 2021
Winning Hearts and Minds for Science Everywhere

About Research!America

Unprecedented Times

Public Support & Trust in Science

Being an Advocate Wherever you Are
The Research!America alliance advocates for science, discovery, and innovation to achieve better health for all.
We bring stakeholders together to heighten the priority of research, make the case for fast-paced scientific progress, and promote the health and vitality of the scientific enterprise.
Unprecedented: Bipartisan Support for Science and Technology at Scale

President’s Science Advisor elevated to Cabinet member

House and Senate working on legislation to dramatically build out U.S. S&T enterprise

Bipartisan interest in standing up new agency, "ARPA-H" for breakthroughs in health arena

“We are within reach of progress not seen in generations.”
-Science and Technology Action Committee
### Unprecedented: Bipartisan Support for Robust Funding

<table>
<thead>
<tr>
<th>Agency</th>
<th>Original FY20 Appropriations</th>
<th>COVID-Related Supplemental Funding</th>
<th>FY21 Enacted Appropriations</th>
<th>FY22 House Appropriations</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIH</td>
<td>$41.68</td>
<td>$4.84</td>
<td>$42.93</td>
<td>$49*</td>
</tr>
<tr>
<td>CDC</td>
<td>$7.69</td>
<td>$16.25</td>
<td>$7.819</td>
<td>$10.6</td>
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*All amounts in billions of dollars.  

*Includes $3B to establish Advanced Research Projects Agency for Health (ARPA-H)*
“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
Strong Majority of Americans Think Scientists Should Inform the Public About Their Research

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

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
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 January 2021
Q: What do elected officials and scientists have in common?
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A: Serving the public’s interest.

You can effectively engage any elected official by thanking them for serving the public’s interest. And then say how you serve the public’s interest.
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 29 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.
- Rounding may cause numbers on charts to not add up to 100.
Americans Are Concerned That Climate Change is Harming Health

How much, if at all, do you think climate change is currently harming:

- Your own health: 32% Strongly, yes, 26% Somewhat, yes, 18% Somewhat, no, 18% Strongly, no, 7% Not sure
- The health of people in your household: 25% Strongly, yes, 31% Somewhat, yes, 19% Somewhat, no, 18% Strongly, no, 8% Not sure
- The health of Americans: 30% Strongly, yes, 33% Somewhat, yes, 18% Somewhat, no, 14% Strongly, no, 7% Not sure
- The health of people worldwide: 33% Strongly, yes, 34% Somewhat, yes, 13% Somewhat, no, 12% Strongly, no, 8% Not sure

Source: A ResearchAmerica poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
A Strong Majority Support Medical and Health Research Seeking to Understand and Eliminate Health Disparities

Studies show that in addition to increased risk from COVID-19, some health problems such as cancer, diabetes, heart disease, and infant mortality happen more often among certain minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these disparities?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
Strong Majority Consider it Important for Elected Officials to Listen to Advice from Public Health Professionals

In thinking about threats to your health, how important is it that elected officials at all levels listen to advice from public health professionals?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
There has been a great deal more attention to science during the COVID-19 pandemic. Some people say that science in general is now more trusted because of this heightened awareness; others disagree. Which would you say applies to you?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
Worldwide, 72% of people trust scientists.
Counting on Science Around the World

How much do you agree or disagree with each of the following statements?

Science will save us from the coronavirus/COVID-19 pandemic

- **85%**

I believe science will make it possible to get our lives back to a “pre-pandemic” normal in 2021.

- **79%**

3M State of Science Survey, 2021
Worldwide, people want to know more about science

- **62%** Worldwide
- **71%** Of young people ages 15-29
- **69%** Of those ages 30-49
- **61%** Of those ages 50 and older
- **72%** people living in LMIC

And Yet, Despite High Levels of Public Confidence, Scientists are Invisible in Our Society...
Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

Of those saying “yes”, Dr. Fauci named by 35% from 24% in August 2020.

Total saying “yes” increased from 20% in 2019 to 27% in 2021.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
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?

Pfizer 14%
CDC 11%
Mayo Clinic 9%
Johns Hopkins University 7%
WHO 5%
NIH 5%
Johnson & Johnson 3%
Moderna 3%
St. Jude's 3%
Harvard 1%
Astra Zeneca 1%
Cleveland Clinic 1%
Duke University 1%
Other 37%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
The Majority of Americans Do Not Know That Research is Conducted in All 50 States

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

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2021
What Can You Do? (It’s more than sharing information)

Stories matter – but 90% of stories we hear don’t break through

Lead with feelings, not facts; but also acknowledge hard truths

“It’s the hard that makes it great.”

Better narratives

Shared aspirations
In-the-moment news

Narratives we tell ourselves

Narratives we tell others

Remember your Why

Embrace skepticism: it’s part of science

Behavior change is linked to speaking to emotions

→ And encourage your colleagues to do the same!
Changing the Narrative

Lead with “why”
Don’t talk first about “what” you do or “how” you do it.
COVID-19 has showed us that a threat anywhere is a threat everywhere.

Name your adversary
What does your audience fear? What are you doing to defeat it?
Vaccine disinformation and hesitancy puts us all at risk.

Tell a tale of adventure
Exploration, adventure, urgency makes a good story
Researchers produced a COVID-19 vaccine in record time.
You Serve the Public Interest

- Talk about who you are (and who “we” scientists are).
  - We are the kind of people who protect people from health threats.
  - We are the kind of people who go to the places where we are needed.
  - We are the kind of people who alleviate systemic causes of illness like poverty and access to care.
- Speaking to who you are helps people connect to you and your story.
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) eradicating HIV completely.

Research is the solution to what ails us!
Put a Face on Research - YOURS!
The most important four words a scientist can say and convey are ...
“I work for you.”
Connect with us

www.researchamerica.org
www.facebook.com/researchamerica.org
www.twitter.com/researchamerica
www.youtube.com/researchamerica
mwoolley@researchamerica.org