Impact of COVID-19: Choosing the New Normal

University of Nebraska Medical Center
Health Policy in Action Conference

October 3, 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.
Thank you for the invitation!

Special thanks to Tyler Kambis, who tied for second place in Research!America’s first-ever Flash Talks Competition on September 10, 2020.
Unprecedented challenges call for well-prepared leaders like YOU

Disturbing trends in Nebraska call for your attention

Hot spots, Nebraska, via NYTimes, October 2, 2020

New reported cases by day in Nebraska

Note: The seven-day average is the average of a day and the previous six days of data.

Of note:
People of Hispanic or Latino ethnicity represent 11% of the population, but 37% of the COVID cases.

Numbers collected October 2, 2020.
https://covidtracking.com/race/dashboard#state-ne
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.

@researchamerica  research_america
Research!America Alliance

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.

Formulate concrete solutions to persistent challenges

Act to effect change
Research!America Strategies for Success

- Keep a finger on public pulse via public opinion surveys and develop other 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
- Maintaining public trust
- Economy
### Federally Funded Research in Nebraska, 2010-2019

<table>
<thead>
<tr>
<th>Agency</th>
<th>Projects</th>
<th>Total Funding</th>
<th>Sub Projects</th>
<th>Sub Project Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIH</td>
<td>2,414</td>
<td>$1,028,353,563</td>
<td>1,117</td>
<td>$262,800,779</td>
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<td>NSF</td>
<td>544</td>
<td>$198,319,043</td>
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<td>NIFA</td>
<td>341</td>
<td>$109,771,519</td>
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<tr>
<td>ALLCDEC</td>
<td>253</td>
<td>$187,663,628</td>
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<tr>
<td>ARS</td>
<td>125</td>
<td>$123,750,900</td>
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<tr>
<td>VA</td>
<td>81</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FDA</td>
<td>57</td>
<td>$11,193,657</td>
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<tr>
<td>NASA</td>
<td>48</td>
<td>$12,668,973</td>
<td></td>
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<tr>
<td>CDMRP</td>
<td>32</td>
<td>$15,944,444</td>
<td></td>
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<tr>
<td>IES</td>
<td>32</td>
<td>$20,052,057</td>
<td></td>
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<tr>
<td>AHRQ</td>
<td>14</td>
<td>$5,376,435</td>
<td></td>
<td></td>
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<tr>
<td>FS</td>
<td>5</td>
<td>$1,016,924</td>
<td></td>
<td></td>
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<tr>
<td>ACF</td>
<td>5</td>
<td>$3,098,073</td>
<td></td>
<td></td>
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<tr>
<td>NIDILRR</td>
<td>2</td>
<td>$275,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,953</td>
<td>$1,717,484,216</td>
<td>1,117</td>
<td>$262,800,779</td>
</tr>
</tbody>
</table>

Source: Federal RePORTER, federalreporter.nih.gov
National Institutes of Health Appropriations
Fiscal Year 1989 – 2020

FY2020 Budget: $41.7 billion
FY2020 Budget with COVID-19 Supplementals: $45.3 billion
CPI Adjusted: $20.4 billion
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 January 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 Deb Fisher (R-NE)
Senator Ben Sasse (R-NE)
Congressman Don Bacon (R-NE-02)

Committee on Commerce, Science, and Transportation

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.
Four of Five of Americans Agree: It’s Time for a 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.

Young people (18-29) slightly less likely (67%) to choose “Statement A”.

Three Quarters of Americans Would Pay More in Taxes to Support an Emergency Public Health Fund

Would you support or oppose paying $1 per week more in taxes to support an emergency public health fund to address health threats like a pandemic?

Younger Americans (18-29) show weaker support (27% strongly agree)

Strong Support for Federally Supported Scientific Research in Universities

As you may know, the federal government provides public funds to universities to conduct basic scientific research. Do you approve or disapprove of the federal government spending to sponsor scientific research at universities?

Younger Americans (18-29) show weaker support (29% very important)

Strong Majority Say it is Important for Their State to Support University-Based Scientific Research

How important is it that your state continues to support science and engineering research at state universities?

Younger Americans (18-29) show weaker support (31% very important)

61% Say “Strongly approve”
46% Say “Strongly approve”
36% Say “Strongly approve”

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?

<table>
<thead>
<tr>
<th>Date</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Too Important</th>
<th>Not at All Important</th>
<th>Not Sure</th>
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</thead>
<tbody>
<tr>
<td>Jan. 2020</td>
<td>58%</td>
<td>31%</td>
<td>9%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Jan. 2019</td>
<td>51%</td>
<td>31%</td>
<td>7%</td>
<td>3%</td>
<td>8%</td>
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<tr>
<td>Jan. 2017</td>
<td>38%</td>
<td>35%</td>
<td>9%</td>
<td>5%</td>
<td>13%</td>
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<tr>
<td>Jan. 2016</td>
<td>48%</td>
<td>33%</td>
<td>6%</td>
<td>9%</td>
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<tr>
<td>Jan. 2015</td>
<td>34%</td>
<td>35%</td>
<td>13%</td>
<td>5%</td>
<td>13%</td>
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<tr>
<td>Nov. 2013</td>
<td>34%</td>
<td>41%</td>
<td>8%</td>
<td>6%</td>
<td>11%</td>
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<tr>
<td>Aug. 2012</td>
<td>36%</td>
<td>38%</td>
<td>10%</td>
<td>5%</td>
<td>10%</td>
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<tr>
<td>Mar. 2011</td>
<td>45%</td>
<td>40%</td>
<td>10%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>May. 2010</td>
<td>34%</td>
<td>49%</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Jun. 2009</td>
<td>42%</td>
<td>42%</td>
<td>12%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Sept. 2008</td>
<td>47%</td>
<td>41%</td>
<td>8%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Research!America surveys of U.S. adults conducted between 2008 and 2020
Declining Belief in Benefit of Vaccines

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

- **August, 2020**
  - Strongly, Yes: 46%
  - Somewhat, Yes: 27%
  - Somewhat, No: 11%
  - Strongly, No: 5%
  - Not sure: 5%

- **May, 2008**
  - Strongly, Yes: 59%
  - Somewhat, Yes: 28%
  - Somewhat, No: 4%
  - Strongly, No: 5%
  - Not sure: 5%

- **November, 2008**
  - Strongly, Yes: 75%
  - Somewhat, Yes: 15%
  - Somewhat, No: 5%
  - Strongly, No: 3%
  - Not sure: 5%

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

Can you name a living scientist?

Yes 75%
No/Not Sure 29%

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
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 2020
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

Research!America’s next round of student group microgrants opens for applications on Monday, October 5!

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

Connect with us

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