Unprecedented challenges call for well-prepared leaders like YOU.
You Are Needed Now More Than Ever

Coronavirus Deaths and Cases Disproportionately Affect African Americans In Most States

- Less than proportional
- More than proportional

Insufficient data: 25% 50% 100% 200% 300%+

DEATHS

CASES

Source: COVID Tracking Project; 2018 American Community Survey five-year estimates from the U.S. Census Bureau
Credit: Daniel Wood and Connie Hanzhang Jin/NPR
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
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

Thank you SPR for your membership!
Research!America 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
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
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
CPI Adjusted: $20.4 billion
# Agency Funding with Supplementals

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</tr>
</tbody>
</table>

*All amounts in billions*
The Current State of Play

- Overlapping crises: COVID-19 pandemic, economic downturn, massive protests for racial justice
- FY21 funding process moving forward in the House, paused in the Senate
  - Likelihood of a Continuing Resolution (“CR”) through the election = flat-funding for federal agencies
- Negotiations underway on next COVID-19 supplemental
  - Funding to reboot federal research grants is included in both the House and Senate versions
  - $5B in House and $15.5B in Senate for NIH
- Election season is fraught - voting safely is not even assured
U.S. Senate leadership and the White House have reportedly agreed on a supplemental spending package that includes $15.5 billion to supplement NIH grants redirected or delayed by COVID-19. The House package includes $5 billion for that purpose. Federal leaders are clearly attuned to the need for research recovery, but they need your input to assure the final package includes at least $15.5 billion for NIH and $16 billion to restore eroded research grant funding from NSF and other key science agencies. Now is the time to reach out to your Members of Congress and urge them to champion research recovery!

What We Must Do Together:
Make Prevention more Valued

Engage policymakers and the public

Respond to COVID19 + FY21 Budget
Election
Social Media Outreach
Voter Engagement
Candidate Outreach

Empower and encourage student voices

Empower many more scientists to advocate for research
“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 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
Constituent voices matter more than ever before!

- **Pre-pandemic**: When congressional staff were asked what advocacy factors would have some or a lot of influence:
  - 94% said “in-person issue visits from constituents”
  - 92% said “individualized email messages” from constituents
- **In COVID-19 context**: staff have been very receptive to calls and virtual meetings

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.
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?

- **Very important**: 55%
- **Somewhat important**: 34%
- **Not very important**: 2%
- **Not at all important**: 5%
- **Not sure**: 4%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
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.
Decline in Percent Saying We are Making Enough Progress

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

**2019**
- Yes, 28%
- No, 53%
- Not Sure, 19%

**2017**
- Yes, 34%
- No, 46%
- Not Sure, 20%

**2013**
- Yes, 39%
- No, 48%
- Not Sure, 13%

Source: Research!America surveys of U.S. adults conducted in partnership with Zogby Analytics in December 2019, July 2017, and May 2013
Do you favor or oppose doubling federal spending on medical research over the next five years?

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

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020.
A Strong Majority Support Medical and Health Research Seeking to Understand and Eliminate Health Disparities

Studies show that certain health problems such as cancer, diabetes, heart disease, and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
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: 25%
- Not enough: 60%
- 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

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
The Majority of Americans Agree the Federal Government Should Support Gun Violence Research

Please indicate the extent to which you agree that the federal government should support research to better understand and prevent gun violence.

- **Strongly agree**: 42%
- **Somewhat agree**: 34%
- **Somewhat disagree**: 7%
- **Strongly disagree**: 6%
- **Not sure**: 11%

Democrats: 13% more likely to “agree”
Republicans: 8% more likely to “disagree”
Independents: 8% less likely to “agree”

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%

Medical scientists: 89%
Scientists: 87%
The military: 83%
And Yet, Despite High Levels of Public Confidence, Scientists are Invisible in Our Society...
Can Americans Name a Living Scientist?
Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

- Yes: 25%
- No/Not Sure: 75%

- Neil deGrasse Tyson: 16%
- Bill Nye: 13%
- Jane Goodall: 12%
- Timothy Berners-Lee: 10%
- James Watson: 7%
- Alan Guth: 4%
- Richard Dawkins: 3%
- Other: 36%

*Increase by 5% of those saying “yes” since 2019

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

- Yes: 53%
- No/Not sure: 47%

18% increase from 2018 when only 35% could name

- 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
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?

- Yes: 34%
- No/Not sure: 66%

Increase in “yes” - up 6% from 27% in 2019

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

- Fact sheets
- Reports
- Infographics

ENGAGE

- Virtual Town Halls
- Sample questions
- Sample social media posts, op-eds, and LTEs

VOTE

- Absentee voter guide
- Find elected officials
- State-level ballot guides
- Voter pledge

Coming soon to researchamerica.org
Opportunity: Virtual National Health Research Forum

- Interactive Panel Discussions
  - Vaccine Development
  - Vaccine Hesitancy
  - Health Disparities and Social Determinants of Health
  - Public Health Preparedness
- Flash Talks Competition - with Dr. Prado
- Keynotes, Political Pundits, Patient Advocacy, Voices from the Field, and Fireside Chats

www.researchamerica.org/forum
September 8-10, 2020
Re-Cap: How to Think About Talking to Non-Scientists

- Know your audience
- Use the Then-Now-Imagine message frame
- Be visible
- Use emotion
- Remember -- if people are skeptical, they are thinking like scientists!
- Convey your personal commitment/passion

Communicating well demonstrates understanding, sensitivity and accountability.
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