How to Win Hearts and Minds

• Be visible
• Build relationships
• Share your passion
• Offer evidence
• Make regular engagement and public outreach the new normal

*Say and Convey: I serve the public’s interest!*
UC Irvine is winning hearts and minds

- Stem Cell Center lectures/events
- Program in Medical Education for the Latino Community (PRIME-LC)
- Leadership Education to Advance Diversity-African, Black and Caribbean (LEAD-ABC)
- UC Irvine Public Policy Prep (GPS-Biomed)
- Science Communications Course (GPS-Biomed)
- UCI Institute for Clinical & Translational Science aims to boost participation in clinical trials
- UCI Center for Medical Humanities
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: 30 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
Advocacy Works!

- Doubled the NIH budget in five years, 1999-2003
- Included $10 billion for NIH and $3 billion for NSF in “ARRA” (economic stimulus) funding 2009-2010
- Secured $2 billion increase for NIH in FY16, FY17, and FY19 and $3 billion increase for NIH in FY18
- Secured passage of 21st Century Cures Act including $4.8 billion innovation fund for NIH in 2016
- Prevented one-size-fits-all cap on “indirect cost” reimbursement in 2017
- Prevented taxation of graduate tuition waivers from being included in 2017 tax reform bill
- Raised “sequestration” budget caps in 2013, 2015, 2018 and now in 2019!
## Advocacy State of Play - Funding

### Federal Research Budget

<table>
<thead>
<tr>
<th>Agency</th>
<th>FY19 Enacted</th>
<th>Research!America's FY20 Asks</th>
<th>House Appropriations Subcommittee Drafts</th>
<th>Senate Appropriations Drafts</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIH</td>
<td>$39.08</td>
<td>$41.60</td>
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<td>CDC</td>
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<td>FDA</td>
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<td>NSF</td>
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<td>$9.00</td>
<td>$8.64</td>
<td>$8.317</td>
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<td>AHRQ</td>
<td>$0.34</td>
<td>$0.46</td>
<td>$0.36</td>
<td>$0.256</td>
</tr>
</tbody>
</table>

*Billions

### Action Needed!

Congress has passed a Continuing Resolution (CR) that expires midnight November 21, 2019. CRs provide temporary funding but discourage scientists and stall long-term projects.
National Institutes of Health Appropriations
Fiscal Year 1989 – 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Appropriations (billions)</th>
<th>Proposed FY20 Budget</th>
<th>CPI Adjusted FY20 Budget</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Senate: $42.08 billion</td>
<td>House: $41.10 billion</td>
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<tr>
<td></td>
<td></td>
<td>CR Funding Level: $39.08 billion</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>CPI Adjusted CR Funding Level: $19.05 billion</td>
<td></td>
</tr>
</tbody>
</table>

Appropriations (current dollars) with Supplemental Appropriation ARRA

CPI adjusted (1989 dollars)
Advocacy State of Play - Policy

- Work to minimize negative impact of fetal tissue research policy changes.
- Help secure reauthorization of the Patient-Centered Outcomes Research Institute (PCORI).
- Make case for measured approach to issue of “undue foreign influence.”
- Promote policy environment in which both public sector and private sector-driven R&D thrive, and that encourages cross-sector collaboration.
“You can change the image of things to come. But you can’t do it sitting on your hands...The science community should reach out to Congress and build bridges.”

Research!America Chair Emeritus, Former Congressman John Edward Porter
Important for Scientists to Engage Policymakers

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

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Important for Scientists to Engage Public

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

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
A Challenge: Pass the Starbucks Test
Some of the people who represent you

Senator Dianne Feinstein (D-CA)
- Senate Judiciary Committee (Ranking Member)
- Senate Appropriations Committee

Senator Kamala Harris (D-CA)
- Senate Homeland Security Committee
- Senate Budget Committee

Rep. Katie Porter (D-CA-45)

Live or vote off-campus or outside Irvine?

Visit House.gov to find your Representative!
<table>
<thead>
<tr>
<th>Member</th>
<th>NIH Caucus?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sen. Dianne Feinstein</td>
<td>Yes</td>
</tr>
<tr>
<td>Sen. Kamala Harris</td>
<td>No</td>
</tr>
<tr>
<td>Rep. Katie Porter</td>
<td>No</td>
</tr>
</tbody>
</table>
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 start a conversation with any elected official by thanking them for serving the public’s interest. And then say how you serve the public’s interest.
Make Advocacy Opportunities

Be ready with your “ask”

Now:

• Make the case for reaching a final agreement on funding levels - no more continuing resolutions!

Tweet now: Patients need progress now. Complete the FY20 budget. #CRsStopProgress

Evergreen:

• Ask your representatives to join the NIH Caucus

Take Every Opportunity to Say “Thank You”
Constituent voices matter

- 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

Constituent interests matter

- 91% of congressional staff said it’s helpful to have information about the impact the bill/issue would have on the district or state.
- 79% percent said a personal story from a constituent related to the bill or issue would be helpful.

➢ Research!America can help you frame your story!

Another thing elected officials and scientists have in common?

They love to look at 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 26 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.
Rising Health Care Costs Are Top Health Concern

What is the single most important health issue facing America? (Choose one)

- Rising Health Care Costs: 30%
- Substance Abuse/Opioid Abuse/Drug Abuse: 16%
- Cancer: 13%
- Gun Violence: 10%
- Mental Health: 8%
- Obesity: 8%
- Don’t know: 5%
- Other (Specify): 3%
- Heart disease: 6%
- Diabetes: 2%
- Alzheimer’s Disease: 3%
- Suicide: 1%
- HIV/AIDS: 1%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
For the third year in a row, the average life expectancy in the U.S. has declined. The average life expectancy is now 78. The average life expectancy in other industrialized nations is higher. How concerned are you that life expectancy in the U.S. will continue to decline?

- Very concerned: 31%
- Somewhat concerned: 36%
- Not too concerned: 19%
- Not at all concerned: 9%
- Not sure: 5%

6% increase in total concerned – up to 67%, from 61% in 2018

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
Many Unsure Which Nation Will Be the World Leader in Health Care in 2050

In your view, which of the following nations will be considered the number one world leader in health care in the year 2050? (Choose one)

NOT SURE 27%
UNITED STATES 27%
CANADA 16%
JAPAN 7%
CHINA 6%
OTHER 5%
GERMANY 5%
UNITED KINGDOM 4%
FRANCE 2%
SOUTH KOREA 0.1%
RUSSIA 0.0%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
U.S. Global Standing in Science and Innovation in 2050: Public Confidence Not Strong

Which statement comes closer to your views?

Statement A: America’s global preeminence in science and innovation will strengthen by the year 2050.
Statement B: America’s global preeminence in science and innovation will weaken by the year 2050.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019.
Increasing Support for Research into 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 2019

Those who say “important” has increased 2 years in a row. Up from 73% in 2017 to 82% now.
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.

* Notable increase in agreement since 2017

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
Do you agree or disagree that health care professionals should discuss clinical trials with patients diagnosed with a disease as part of their standard of care?

What do researchers think?

- Percentage of researchers concerned about lack of scientific appreciation and literacy among the general public has increased - 38% in 2003, now 49% in 2019
- Welcome news: More than 70% of researchers say they’ve been involved in some form of outreach during the past 12 months

Source: Sigma Xi, The Scientific Research Honor Society and Research!America, 2019
What do researchers think?

- 82% think misinterpretation of research by media, policy, or public discussion is a large or medium problem in public confidence in research (the problem is with other people).

- 70% think that explaining research to the public in plain English would help people judge research more effectively (there’s a role for researchers here!)

“Trust in Research,” Elsevier Customer Insights, June 2019
Americans Express Confidence in Military, Scientists

<table>
<thead>
<tr>
<th>Group</th>
<th>Great deal</th>
<th>Fair amount</th>
<th>Not too much</th>
<th>None at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>The military</td>
<td>39</td>
<td>41</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Scientists</td>
<td>27</td>
<td>52</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>9</td>
<td>40</td>
<td>34</td>
<td>16</td>
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<tr>
<td>The news media</td>
<td>8</td>
<td>32</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>Business leaders</td>
<td>5</td>
<td>40</td>
<td>42</td>
<td>13</td>
</tr>
<tr>
<td>Elected officials</td>
<td>3</td>
<td>22</td>
<td>52</td>
<td>23</td>
</tr>
</tbody>
</table>

Note: respondents who did not give an answer are not shown. Source: Survey conducted Jan. 29 - Feb. 13, 2018 PEW RESEARCH CENTER
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? (participants could list more than one; open-ended)

- Yes, I can name
- No/Not Sure

80%

20%

- Neil deGrasse Tyson (23%)
- Bill Nye (8%)
- James Watson (7%)
- Jane Goodall (6%)
- Stephen Hawking* (3%)
- Alan Guth (3%)
- Michio Kaku (3%)
- Richard Dawkins (3%)
- Tim Berners-Lee (3%)
- Elon Musk (2%)
- Noam Chomsky (2%)
- Other (39%)

* deceased

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
Do Americans Know Where Medical or Health Research is Conducted?
Most Americans Don’t Know Where Research is Conducted

Can you name any institution, company or organization where medical or health research is conducted? *(participants could list more than one; open-ended)*

- Yes: 35%
- No/Not Sure: 66%

**Source:** A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.

- Mayo Clinic (21%)
- Johns Hopkins University (12%)
- St. Jude Children’s Research Hospital (10%)
- NIH (6%)
- Cleveland Clinic (5%)
- American Cancer Society (4%)
- CDC (4%)
- Duke University (2%)
- Other (40%)
Most Americans Don’t Know 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: 41%
- No: 32%
- Not sure: 27%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019
Increase the Visibility of Science
Next week: Nobel Announcements

- UC Irvine: 3 previous Nobel recipients!
- Opportunity to tell stories of perseverance and discovery
  - Celebrate the winners!
  - Visibility is part of public support!
“I admire and love my brother [Paul Greengard], but he lives on a higher plane, and what he does is secret, unrevealable. To me, anyway …

“Every time he took a new job — whether at Albert Einstein College of Medicine or Yale — I’d ask him about it. Then he’d get into electro-physiological properties, and it was all over …

“Now, he has won the Nobel Prize in physiology or medicine, an honor he shares with two other scientists. In reporting it, the newspapers said their work on the way brain cells communicate might one day help cure diseases like Parkinson’s and Alzheimer’s.

“I’m thrilled he won. Now I know what he does.”
— Chris Chase in a New York Times opinion piece on October 15, 2000

Why is this so hard to say?
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.
“I was frankly useless at interviews, particularly live TV... I was a typical academic, accustomed to stating the problem, discussing what methods you use to examine it and what the conclusions might be. By the time I reached my main message, most had switched to another channel.”
Changing the narrative

Lead with “why”
Don’t talk first about “what” you do or “how” you do it.
We need more drugs to treat childhood brain cancers

Name your adversary
What does your audience fear? What are you doing to defeat it?
A mysterious vaping-related illness has killed 12 people

Tell a tale of adventure
Exploration, adventure, urgency makes a good story
Nanomedicine is pushing the frontiers of how disease is studied and treated

Narratives project, 2016
Skepticism is Not Just for Scientists

- People are understandably confused by the three steps forward/two steps back dynamic process of science.
- By standing back or failing to engage, researchers and advocates aren’t helping resolve public confusion.
- The public remains positive in the kinds of questions they are asking about science.
- Healthy skepticism is a good thing in science and in public discourse!

@researchamerica  research_america
Be visible

Jennifer Doudna, PhD, holding a model of the CRISPR-Cas9 protein
(Photo: UC Berkeley)

Breakthrough documentary about Jim Allison debuts worldwide this month!
You serve the public interest

- Talk about who you are (and who “we” scientists are).
  - We are the kind of people who cure cancer.
  - We are the kind of people who go to the moon.
  - We are the kind of people who go into the unknown.
  - We are the kind of people who protect Americans from threats.

- Speaking to who you are helps people connect to you and your story.
Advocacy Action From Your Desk

- Email, tweet or call your member of Congress
- Stay informed - read our Weekly Letter
- Invite Research!America to host an online or in-person advocacy training

Advocacy Action in Your Community

- Attend and support university “nerd night” or “science on tap” events
- Support colleagues who get involved with the community
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!
Relatable Communications
AKA Social Math


- That amount could fund the National Institute for Mental Health for over 6 years!

Sources: National Research Federation, NIH
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!
The most important four words a scientist can say and convey are ...
“I work for you.”
Research!America Works for You

Connect with us

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- www.youtube.com/researchamerica
- www.instagram.com/research_america/