Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America

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Health Science Center, University of Florida
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is an innovator in advocacy for research
Research!America: 29 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 representing more than 125 million Americans

- 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
University of Florida Is Helping Researchers Change Hearts and Minds

- Community Data Dashboard
- Mobile Outreach Clinic
- Health at Work Program
- Classes and Seminars
- Women’s Programs
- Arts in Medicine
Winning Hearts and Minds for Research: aka, Advocacy

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

No one who cares about the future of health can afford to ‘outsource’ advocacy; get involved!
Advocacy Works!

- Doubled the NIH budget in five years, ‘99-‘03
- Included $10.4 billion in ARRA funding for NIH ’09-’10
- Secured $2 billion increase for NIH in FY16, FY17, and FY19
- Secured $3 billion increase for NIH in FY18
- Secured passage of 21st Century Cures Act including $4.8 billion innovation fund for NIH
- Raised the FY18 and FY19 discretionary budget caps
- Prevented one-size-fits-all cap on “indirect cost” reimbursement
- Prevented new restrictions on fetal tissue and stem cell research
Advocacy State of Play

- Labor-H/Defense Appropriations package was signed into law September 28
  - $2 billion increase for NIH (Total $39.1B)
  - $126 million increase for CDC (Total $7.9B)
  - $4 million increase for AHRQ (Total $338M)

- Lame Duck Priorities:
  - FY19 funding for NSF and FDA not finalized, leaving those agencies with flat funding
116th Congress Prognosis

**Pros**
- Faster medical progress is a bipartisan objective, as are other mutual, science-relevant priorities like infrastructure
- The freshman class includes at least ten new, science-trained members
- More than 100 new members means 100 new opportunities to cultivate congressional science champions!

**Cons**
- Return of draconian “sequestration” budget caps, which must be lifted or every federal agency is at risk for major budget cuts.
- A Democrat-controlled House and Republican-controlled Senate creates potential for gridlock
- More than 100 new members means the loss of some longstanding research champions.
National Institutes of Health Appropriations
Potential FY20 President’s Budget in relation to Fiscal Year 1989 – FY19 Funding

Data Source: NIH Congressional Justifications, FY2018 Omnibus, FY2020 President’s Budget, FY2019 Actual
“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
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.
Do you agree or disagree that public policies should be based on the best available science?

73% of Democrats and 70% of Republicans agree, compared with 58% of Independents.

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

How important is it that elected officials at all levels listen to advice from scientists?

14% increase in those who responded ‘very important’ compared to January 2015.

A Challenge: Pass the Starbucks Test
Your Representatives

Rep. John Rutherford (R-FL-4)
House Appropriations Committee

Rep. Tom Rooney (R-FL-17)*
House Appropriations Committee,
State, Foreign Operations and Related Programs Subcommittee Vice Chair

Rep. Ted Yoho (R-FL-3)
House Agriculture Committee

Rep. Mario Diaz-Balart (R-FL-25)
House Appropriations Committee,
Transportation, Housing and Urban Development, and related Agencies Subcommittee Chair

Rep. Gus Bilirakis (R-FL-12)
House Energy and Commerce Committee

Rep. Debbie Wasserman Schultz (D-FL-23)
House Appropriations Committee,
Military Construction, Veterans Affairs and Agencies Subcommittees Ranking Member

Rep. Kathy Castor (D-FL-14)
House Energy and Commerce Committee
Your Senators

Sen. Bill Nelson (D-FL)
Senate Commerce, Science and Transportation Committee
Ranking Member

Sen. Marco Rubio (R-FL)
Senate Appropriations Committee
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.
Are Your Elected Officials a Member of the NIH Caucus?

<table>
<thead>
<tr>
<th>Member</th>
<th>NIH Caucus?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep. Ted Yoho</td>
<td>No</td>
</tr>
<tr>
<td>Rep. John Rutherford</td>
<td>No</td>
</tr>
<tr>
<td>Rep. Tom Rooney</td>
<td>No</td>
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<td>No</td>
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<tr>
<td>Sen. Marco Rubio</td>
<td>No</td>
</tr>
</tbody>
</table>
Make Advocacy Opportunities

Be ready with your “ask”

Now:
- Make the case for completing the FY19 budget, including funding for NSF and FDA

Evergreen:
- Ask your representatives to join the NIH Caucus

Take Every Opportunity to Say “Thank You”
Tweet Today!

Tweet:
Agencies like NSF that work to grow the US economy need updated budgets. Congress, please finish the FY19 appropriations process! #fundscience

Sen. Mitch McConnell @senatemajldr
Sen. Chuck Schumer @SenSchumer
Rep. Paul Ryan @SpeakerRyan
Rep. Nancy Pelosi @NancyPelosi
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Americans Express Confidence in Military, Scientists

<table>
<thead>
<tr>
<th>Group</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not too much</th>
<th>No confidence</th>
</tr>
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<tbody>
<tr>
<td>The military</td>
<td>33</td>
<td>60</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Medical scientists</td>
<td>24</td>
<td>60</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Scientists</td>
<td>21</td>
<td>55</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>K-12 principals and superintendents</td>
<td>13</td>
<td>53</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>13</td>
<td>39</td>
<td>32</td>
<td>14</td>
</tr>
<tr>
<td>The news media</td>
<td>5</td>
<td>40</td>
<td>21</td>
<td>44</td>
</tr>
<tr>
<td>Business leaders</td>
<td>4</td>
<td>37</td>
<td>44</td>
<td>14</td>
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<tr>
<td>Elected officials</td>
<td>3</td>
<td>24</td>
<td>54</td>
<td>19</td>
</tr>
</tbody>
</table>

Note: One third of respondents randomly assigned to rate “medical scientists”; two-thirds randomly assigned to rate “scientists.” Other questions asked of all, N = 4,563. Respondents who did not give an answer are not shown. Source: Survey conducted May 10-June 6, 2016. “The Politics of Climate” 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?

- Yes, I can name
  - Stephen Hawking (42%)*
  - Neil deGrasse Tyson (27%)
  - Bill Nye (6%)
  - Jane Goodall (5%)
  - Elon Musk (3%)
  - Michio Kaku (2%)
  - James Watson (2%)
  - Richard Dawkins (1%)
  - Anthony Fauci (1%)

- No

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

- Yes, I can name: 35%
- No: 66%

- 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%)

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Most Americans Don’t Know Research is Conducted Nationwide

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

- Yes: 24%
- No: 32%
- Not Sure: 45%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2018.
Changing the Conversation
Identify a Deep Need

• 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.
THEN... Progressive, unstoppable, and irreversible problems with memory, thinking, communication, and behavior were widely but inaccurately considered a normal part of aging.

NOW... (thanks to research) Alzheimer’s disease is recognized as a discrete health condition and basic research is fueling new drugs and other interventions for risk-reduction, prevention, detection, diagnosis, treatment, and cures.

IMAGINE...(thanks to research) Aging and cognitively thriving without the threat of dementia or Alzheimer’s.

Research is the solution to what ails us!
• Americans spent more than $2.98 billion on Thanksgiving in 2017.

• That amount is enough to fund food safety monitoring activities at the Food and Drug Administration for almost 3 years.

Sources: LendEDU; FDA
A Nation Worth Defending

• U.S. defense budget for 2019: $674B

• Health Security: The National Institutes of Health budget for 2019 is $39.08B

“The NIH... is our nation's Department of Defense for America's personal health”*

Sources: DoD, NIH, Congressman Steve Cohen* (D-TN)
FY19 Appropriations Per Person

- NIH: $39.08B ($119.15/person)
- FDA: $2.81B ($8.57/person)
- AHRQ: $338M ($1.03/person)
- NSF: $7.77B ($23.69/person)
- CDC: $7.95B ($24.24/person)
- Defense: $674B ($2,054/person)

U.S. Population – 328M
Put a Face on Research: YOURS!
The most important four words a researcher can say and convey are ...
“I work for you.”
Research!America Works for You

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