Winning Hearts and Minds for Research in 2020 and Beyond

Fogarty Global Health Fellows Orientation
"For us at Fogarty, we will not rest until all scientists are able to fully participate in biomedical research as equal partners and all the world’s people are equal beneficiaries of research discoveries. This has been the overarching principle that has guided the Fogarty International Center and its staff for more than 50 years. It has never resonated more than today."

Dr. Roger Glass,
“Together, we must work to end racism and promote equality"
Unprecedented challenges call for well-prepared leaders like YOU.
Worldwide, 72% of people trust scientists.
Globally, about seven in ten people feel that science benefits them, but there is wide variation across regions.

Percentage of people who answered ‘yes’, ‘no’ or ‘don’t know/refused’.

In general, do you think the work that scientists do benefits people like you in this country?
If you believe science benefits most people in society...

... you’re six times as likely to have high trust in science...

... than if you believe it benefits very few
79% of people think vaccines are safe

84% of people think they are effective
Thinking about the common vaccines available today such as polio, tetanus, measles, and flu, how important do you believe vaccines are to the health of our society today?

Source: Research!America surveys of U.S. adults conducted in partnership with Zogby Analytics in January 2020 and with Charlton Research Company in November 2008
Trust in vaccines is strongly linked to trust in scientists

Percentage of people who answered ‘strongly agree’ or ‘somewhat agree’. Do you agree, disagree, or neither agree nor disagree with the following statement? Vaccines are safe.

The Research!America alliance advocates for science, discovery, and innovation to achieve better health for all.
The 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.
Advocacy Works!

- **$2.6 billion** increase for NIH in FY20; **$636 million** increase for CDC in FY20
- Strengthened public health disease tracking capabilities in 2019
- Stopped effort to defund the Fogarty International Center in FY18
- Prevented FY18 “rescissions” including proposed $252M cut to USAID Ebola funding
- Doubled the NIH budget in five years, ‘99-‘03
- Secured $2 billion increase for NIH in FY16 and FY17 and $3 billion in FY19
- Achieved increase in FY18 and FY19 discretionary budget caps: Raise the Caps campaign
- Prevented provisions aimed at stifling fetal tissue and stem cell research
- Prevented taxation of graduate tuition waivers from being included in 2017 tax reform bill
- Secured passage of 21st Century Cures Act including $4.8B innovation fund for NIH
FY20 & 21 Funding Levels

- NIH: $41.68 billion
- Fogarty Center: $80.76 million
- NIAID: $5.89 billion
- CDC: $7.92 billion

- FY21 still uncertain; FY ends Sept 30
State of Play

- Overlapping crises: COVID-19 pandemic, economic downturn, massive protests for racial justice
  - Alarming recent Executive Order restricting work and student visas
- Uncertainty creates anxiety and anxiety takes a toll.
- Maintaining public trust is challenging in the midst of widespread misinformation and disinformation, aggravated as well by missteps by the health and research community
- Election season is fraught - voting safely is not even assured
- Public money is being spent as never before!
Letter to Congress Regarding WHO

We, the undersigned scientific organizations representing tens of thousands of scientists working to advance the American research enterprise, are alarmed by President Trump’s actions to end the relationship between the U.S. and the World Health Organization (WHO).

We ask Congress to do everything possible to maintain the United States’ membership in and funding for the WHO for the health and security of our nation.

- Organized by ASTMH and Epidemiological Society of America
- Will be sent to Congressional leadership on Tuesday, July 14
What We Must Do Together

Engage policymakers and the public

- Respond to COVID19 + FY21 Budget
- Election
- Vote Science Strong Campaign
- Voter Outreach
- 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?

- Very important: 51%
- Somewhat important: 34%
- Not very important: 7%
- Not at all important: 1%
- Not sure: 7%

Source: A ResearchAmerica 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 any elected official by thanking them for serving the public’s interest. And then say how you serve the public’s interest.*
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.
How much, if at all, do you think climate change is currently harming:

- Your own health:
  - A great deal: 28%
  - A moderate amount: 27%
  - Only a little: 18%
  - Not at all: 20%
  - Not sure: 8%

- The health of people in your household:
  - A great deal: 25%
  - A moderate amount: 29%
  - Only a little: 18%
  - Not at all: 21%
  - Not sure: 9%

- The health of Americans:
  - A great deal: 30%
  - A moderate amount: 31%
  - Only a little: 17%
  - Not at all: 14%
  - Not sure: 8%

- The health of people worldwide:
  - A great deal: 36%
  - A moderate amount: 31%
  - Only a little: 12%
  - Not at all: 12%
  - Not sure: 9%

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?

58%
31%
4%
1%
5%

Very important
Somewhat important
Not very important
Not at all important
Not sure

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

- Very important: 57%
- Somewhat important: 32%
- Not very important: 4%
- Not at all important: 2%
- Not sure: 5%

Source: A ResearchAmerica poll of U.S. adults conducted in partnership with Zogby Analytics in January 2020
Scientific developments seen as more important since pandemic began

### Three-quarters in U.S. see greater importance of scientific developments

<table>
<thead>
<tr>
<th>% of U.S. adults who say, thinking about the coronavirus outbreak, they see developments in science as ...</th>
<th>More important</th>
<th>Less important</th>
<th>Makes no difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. adults</td>
<td>76</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>76</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>Women</td>
<td>75</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td><strong>Race/ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>76</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Black</td>
<td>71</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>Hispanic</td>
<td>77</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td><strong>Generation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millennials &amp; younger</td>
<td>74</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>Gen X</td>
<td>72</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>Baby Boomer &amp; older</td>
<td>80</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postgraduate</td>
<td>84</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>College grad</td>
<td>81</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Some college</td>
<td>76</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>HS or less</td>
<td>70</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td><strong>Party</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rep/lean Rep</td>
<td>06</td>
<td>4</td>
<td>28</td>
</tr>
</tbody>
</table>
| Dem/lean Dem                    | 84            | 4             | 12               

Note: Respondents who did not give an answer are not shown.
"Trust in Medical Scientists Has Grown in U.S., but Mainly Among Democrats"
Confidence in scientists has increased

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.
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?

- 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
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?

53%

Yes

47%

No/Not sure

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?

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

• Talk to non-scientists about shared aspirations for better health and strong return on public investment
• Use in-the-moment news to illustrate benefits of research
• Emphasize how research drives economic activity in every state and creates good jobs
• Convey your personal commitment
• Embrace public skepticism - it’s a value of science!
• Encourage your colleagues to engage the public
Tell The Right Story

- The reason we have not been able to fully engage the public 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.
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
We explore uncharted territory to find causes and cures
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