Your Role in Changing Hearts and Minds for Science

Mary Woolley, President and CEO, Research!America

August 28, 2017
Proud Advocates for Global Health R&D
Why Is Your Voice Needed?

- In the U.S. and across the globe, budgets for research are stretched thin
- Global health is not top of mind
- Science does not speak for itself
- Researchers are the most trusted persons to make the case for research
“If you think research is expensive, try disease.”

Mary Lasker
1900-1994
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is an innovator in advocacy for research
Research!America: 28 Years of Putting Research on the Public Agenda

- Nonprofit alliance with member organizations drawn from academia, business, 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
An Advocacy Success Story (so far)

- President’s FY18 budget proposed eliminating the Fogarty International Center
  - Advocates fought back - Capitol Hill visits, letters, emails, calls
  - House FY18 “labor-H” bill would preserve Fogarty, and provide a $1.1 million increase over its FY17 budget
“The federal government defending you from Ebola is probably as important as defending you from a terrorist attack because a pandemic will kill more people than a terrorist attack will.”

-- Interview with Bloomberg News, May 19, 2017

Rep. Tom Cole (R-OK-04), Chairman, Labor-H Appropriations Subcommittee
Today’s Advocacy Landscape

Opportunities:

• March for Science revealed untapped advocacy potential
• Strong leadership in Congress for medical and health research
• Science aligns with many Administration objectives, including job creation, economic growth and global competitiveness
• Global health threats increasingly seen as U.S. health threats, e.g. Zika, Ebola

Challenges:

• The FY18 budget cap on non-defense discretionary (NDD) spending is $3 billion lower than in FY17, which means difficult budget tradeoffs
• The president’s budget called for a 30% reduction in foreign assistance and deep cuts to USAID; however House “State-Foreign Ops” bill didn’t include these cuts, flat funding USAID instead
• Secretary of State Rex Tillerson is working on a proposal to consolidate USAID into State with unknown effects on USAID operations and priorities
• Skepticism by some in Congress about accuracy of climate science compromises our nation’s role in advancing “one health” and responding to health threats related to climate change
Global Health Funding by Agency

Figure 10
Share of U.S. Global Health Funding, By Agency, FY 2006-FY 2016

NOTES: Represents total known funding provided through the State Department, USAID, CDC, NIH, and DoD. Includes base and supplemental funding. FY16 is a preliminary estimate. Some global health funding is determined at the agency level and is not yet known for FY16; for comparison purposes these amounts are assumed to remain at prior year levels. Includes Global Fund appropriations provided through State, USAID, and NIH. State includes contributions to UNICEF, UNFPA, WHO, and PEPFAR.

U.S. Global Health Funding

Figure 7

U.S. Global Health Funding, FY 2006-FY 2016

In Billions


NOTES: Represents total known funding provided through the State Department, USAID, CDC, NIH, and DoD. FY13 includes the effects of sequestration. FY16 is a preliminary estimate. Some global health funding is determined at the agency level and is not yet known for FY16; for comparison purposes these amounts are assumed to remain at prior year levels.

Global health funding accounts for one quarter of one percent of the federal budget.

Source: UCGHI Advocacy Initiative White Paper
Q: Isn’t global health spending nothing more than a drain on U.S. resources?
The Response

Answer:
1. Global health threats are U.S. health threats; medical progress is neither “domestic” nor “global”
2. Global health is strategic and protects our military
3. Global health creates jobs and opportunity for Americans

64 cents of every dollar the U.S. government spends on global health R&D goes to supporting jobs for U.S.-based researchers and product developers, and to bolstering U.S. research and technological capacity
Public Opinion Survey Question

Do you agree or disagree with the following statement - “Public policies should be based on the best available science?”
Do you agree that public policies should be based on the best available science?

72% of Democrats and 70% of Republicans agree, compared with 57% of Independents.

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 with those who responded ‘very important’ compared to January 2015.

Important for Scientists to Engage with Public on Research

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

9% increase with those who responded ‘very important’ compared to January 2015.

“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
Democrats: 7

Warren Grant Magnuson (D, WA)
• U.S. Rep (1937-1944)
• U.S. Senator (1944-1981)

Lawton Chiles (D, FL)
• U.S. Senator (1971-1989)
• Florida Governor (1991-1998)

Claude Denson Pepper (D, FL)
• U.S. Senator (1936-1951)
• U.S. Representative (1963-1989)

Joseph Lister Hill (D, AL)
• U.S. Representative (1923-1938)
• U.S. Senator (1938-1969)

Dale Bumpers (D, AR)
• Arkansas Governor (1971-1975)
• U.S. Senator (1975-1999)

William Natcher (D, KY)
• U.S. Representative (1953-1994)

Louis Stokes (D, OH)
• U.S. Representative (1969-1999)
• Research!America Board Member (2007-2010)

Republicans: 5

Lowell P. Weicker, Jr. (R, CT)
• U.S. Representative (1969-1971)
• U.S. Senator (1971-1989)
• Connecticut Governor (1991-1995)

Mark Hatfield (R, OR)
• Oregon Governor (1959-1967)
• U.S. Senator (1967-1997)

C.W. Bill Young (R, FL)
• U.S. Representative (1971-2013)

John Edward Porter (R, IL)
• U.S. Representative (1980-2001)
• Chair Emeritus of Research!America

Silvio O. Conte (R, MA)
• U.S. Representative (1959-1991)

*Plaza named for Paul G. Rogers (D, FL, U.S. Representative 1955-1979) Former Chair of Research!America
A Challenge: Pass the Starbucks Test
California Senators

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.
<table>
<thead>
<tr>
<th>CA Delegation: Current Champions?</th>
<th>Emerging Champions? Unlikely Champions?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep. Ami Bera</td>
<td>Rep. Doug LaMalfa</td>
</tr>
<tr>
<td>Rep. Lou Correa</td>
<td>Rep. Adam Schiff</td>
</tr>
<tr>
<td>Rep. Mark DeSaulnier</td>
<td>Rep. Mike Thompson</td>
</tr>
</tbody>
</table>
Global Health Champions

**House**
- Betty McCollum (D-MN)
- Dave Reichert (R-WA)
- Chris Smith (R-NJ)
- Gregory Meeks (D-NY)
- Dan Donovan (R-NY)
- Ami Bera (D-CA)
- Kay Granger (R-TX)
- Elliot Engel (D-NY)
- Debbie Wasserman Schultz (D-FL)

**Senate**
- Chris Coons (D-DE)
- Susan Collins (R-ME)
- Roger Wicker (R-MS)
- Johnny Isakson (R-GA)
- John Boozman (R-AR)
- Patty Murray (D-WA)
- Jeanne Shaheen (D-NH)
Porter’s Principles

- Our simple guide for meetings with Members of Congress, as well as advocacy messages for making research to improve health a higher national priority.

http://www.researchamerica.org/advocacy-and-action
“Pick Up the Pen” Moment
Re: Challenging Questions - Align with Public Interest

• “Researchers don’t want to find cures; it would reduce their job prospects.”
  • If there is a researcher who practices science only for the money: 1) They are in the wrong profession; 2) I haven’t met them.

• “Federal dollars should be reserved for the diseases that cost the federal government the most/affect the most Americans.”
  • These are two different metrics, cost and prevalence. Unfortunately, there is no single metric that enables federal agencies to spend research dollars in a way that produces the greatest return.
  • The reality is that the nation receives a huge return on research, whether it is focused on more common or rare diseases. Not only does research targeting one disease help get us closer to answers for other illnesses, including the most common and expensive ones, research also generates economic returns like jobs and business growth that more than pay for the cost of the research itself.

• “If you want more funding for NIH, are you willing to see deep cuts to CDC and AHRQ to help pay for it?”
  • It is not in the nation’s interests to pit health priorities against each other - we are underspending on all three agencies, and that strategic mistake is costing our country dearly.
“...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 25 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%. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.
Important for the U.S. to Support Global Health Research

How important would you say it is that the U.S. work to improve health globally through research and innovation?

12% increase with those who responded ‘very important’ compared to 2011.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in September 2015.
Important for U.S. to Lead in Research

How important do you think it is that the U.S. is a global leader in medical, health and scientific research?

- **Very important**: 65%
- **Somewhat important**: 26%
- **Not too important**: 3%
- **Not at all important**: 2%
- **Not sure**: 5%

Majority Agree that Basic Research is Necessary

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.

Most Trusted Spokespersons for Science?

How trustworthy do you consider each of the following to be as spokespersons for science?

<table>
<thead>
<tr>
<th>Group</th>
<th>Very trustworthy</th>
<th>Somewhat trustworthy</th>
<th>Not very trustworthy</th>
<th>Not at all trustworthy</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>40</td>
<td>42</td>
<td>8</td>
<td>9</td>
<td>19</td>
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<tr>
<td>Health care professionals</td>
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<td>54</td>
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<td>Patient organizations</td>
<td>15</td>
<td>51</td>
<td>14</td>
<td>16</td>
<td>15</td>
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<tr>
<td>Journalists</td>
<td>9</td>
<td>32</td>
<td>31</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Bloggers</td>
<td>7</td>
<td>18</td>
<td>35</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Business leaders</td>
<td>7</td>
<td>26</td>
<td>34</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Elected officials</td>
<td>6</td>
<td>17</td>
<td>35</td>
<td>30</td>
<td>12</td>
</tr>
</tbody>
</table>

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?

- Stephen Hawking (27%)
- Neil deGrasse Tyson (19%)
- Bill Nye (5%)
- Richard Dawkins (3%)
- Jane Goodall (2%)
- Anthony Fauci (2%)
- Michio Kaku (2%)
- Me (2%)
- James Watson (1%)

Do Americans Know Where 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?

- Mayo Clinic (17%)
- Johns Hopkins University (10%)
- St. Jude Children’s Research Hospital (6%)
- NIH (4%)
- Cleveland Clinic (4%)
- MD Anderson Cancer Center (2%)
- Harvard University (3%)
- American Cancer Society (2%)
- CDC (1%)

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: 28%
- No: 34%
- Not Sure: 37%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2016.
What more can you do?

- “Each one, teach one” - persuade others to get involved
- Advocate as a private citizen and constituent
  - Email and tweet your Representatives and others nationwide - “Tweet Meet”
- Advocate with your institution
  - Submit witness testimony
  - Invite your member of Congress for a lab or university visit
  - Establish an advocacy program
- Connect with at least one person from outside California to help them advocate locally
- Partner with other advocacy organizations
- Get involved with Rally for Medical Research (Sept. 13 -14 in DC)
Engage Emotion: You Can’t Use Facts To Change Feelings

“When we think of ourselves, we identify with System 2, the conscious reasoning self that has beliefs, makes choices, and decides what to think about and what to do. Although System 2 believes itself to be where the action is, the automatic System 1 is the hero...System 1 [is about the] effortlessly originating impressions and feelings that are the main sources of the explicit beliefs and deliberate choices of System 2.”

- Daniel Kahneman, *Thinking Fast and Slow*

- Research has shown that facts and rational analysis do not convince people to change behavior.

- The gatekeeper for our decisions is not our rational self but our emotional self.

- If you want to change the narrative around a cause, you have to start by changing the way people feel.
Tell Your Story, Not Your Data!

"I'll pause for a moment so you can let this information sink in."
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) A universal HIV vaccine and complete eradication of HIV/AIDS, worldwide.

Research is the solution to what ails us!
• Americans spent $89.9 billion on summer vacation in 2016.

• That amount could fund USAID global public health programs for almost 60 years!

Sources: Allianz Travel Insurance, USAID
Relatable Communications
AKA Social Math

• Americans are estimated to spend $10.5 billion on back-to-school office supplies in 2017.

• That amount could fund the Fogarty International Center for almost 150 years!

Sources: Allianz Travel Insurance, NIH
A Nation Worth Defending

- U.S. defense spending in 2016 totaled $585 billion.

- Health Security: The National Institutes of Health budget in 2016 totaled $32.3 billion.

“The NIH... is our nation's Department of Defense for America's personal health”*
Be in the Moment: Social Media

Americans Recognize the Value of Clinical Trials

Ninety percent of Americans agree that clinical trials are important to advancing science; and 85% agree clinical trials are important to improving our nation’s health, according to a national public opinion survey commissioned by Research!America.

More and more Americans appear to recognize the value of clinical trials—a very positive sign, but stubborn barriers to participation remain in place. Development of incentives to drive more discussions between patients and health care professionals about the importance of participating in trials could encourage both ill and healthy individuals to view this as a routine health behavior.—Research!America President and CEO Mary Woolley
Op-eds and Letters to the Editor

Opinion

Trump’s cuts to global health organizations is a counterproductive way to save money

Bill Gates: Cutting Foreign Aid Makes America Less Safe

Foreign aid is often in the hot seat, but today the heat is cranked up especially high. The United States government, one of the world’s most influential donors, is considering dramatic cuts to health and development programs around the world. I understand why some Americans watch their tax dollars going overseas and wonder why we’re not spending them at home. Here’s my answer: These projects keep Americans safe. And by promoting health, security and economic opportunity, they stabilize vulnerable parts of the world.

This is a lesson I’ve learned myself. When I first got involved in health and development more than 15 years ago, the main motivation was to save and
Submitting Op-eds & LTEs

- Review publication’s op-ed & LTE guidelines.
- LTEs respond to specific articles, op-eds or editorials.
- Op-eds are generally agenda-setting, authoritative, and informed, calling for action on timely issues.
- Articles should be written in a clear, conversational style free of jargon.
- Include relevant local information/stats in articles for regional publications.
- Op-ed length - approx. 500 - 800 words
- LTE length - approx. 150 - 250 words
Meet with the Editors

- Submit a request for an editorial board meeting with local newspaper on global health topic that impacts local community
- Invite subject matter experts, patients and local representatives to the meeting
- Prepare leave-behind materials (fact sheets, infographics, pamphlets, etc.)
- Send ‘thank-you’ note to editors after meeting and include additional information if necessary
- Coordinate with university’s communications department
Community Engagement

Science on Tap, Science Cafes, Nerd Night!

(Experts talk about scientific issues in a relaxed, informal setting to engage local residents.)

Research!America facilitating a Science on Tap program about science advocacy in Fort Collins, CO
Re-Cap: How to Think About Communication to Non-Scientists

- Know your audience
- Use the Then-Now-Imagine message frame
- Be in the moment
- Understand and align with public sentiment
- Convey personal commitment/passion

Communicating well demonstrates understanding, sensitivity and accountability
“Everybody in the science and technology community who cares about the future of the world should be tithing 10 percent of his or her time to interacting with the public in the policy process.”

John P. Holdren, PhD
Former President Obama’s Science Adviser
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

Connect with us

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www.twitter.com/researchamerica
www.youtube.com/researchamerica