The Time is Now: Your Leadership Role in Changing the Nation’s Conversation about Science

Mary Woolley, Ellie Dehoney and Suzanne Ffolkes, Research! America
A Pilot Program

- Thousands more researchers and scientists must engage with the public and policy makers.
- Please join us in partnership this year to learn what works to activate many more advocates for research.
WARNING: Failure to be an advocate can be hazardous to your research career.
Top-Line Issues

- Sequestration is strangling science
- Underinvestment in science is now more than a decade long and counting
- Public support for research exists, but is not vocal
- The science community is essentially invisible to the public and policy makers
Our Vision

Achieve national commitment to pursuing medical and health research at the highest level of scientific opportunity in both the public and private sectors, in order to assure medical progress.
Presentation Overview

Goal:
  • Thousands more researchers engage in public outreach and advocacy

Strategy:
  • Add research to the national conversation in this election year and beyond

Tactics:
  • Implement ‘2014 calendar’
2014 Calendar of Engagement

• Expand the circle of vocal supporters, starting in your institution and in your community
• Engage with policy makers and candidates
• Engage with media
• Draw on support from Research!America through messaging, poll data, tactical advice
Potential Goals You Can Set

At the time of the 2015 meeting:

• ___% can pass the “Starbucks test”
• ___% personally engaged in Ask Your Candidates!
• ___% let everyone in their professional and personal network know about Ask Your Candidates!
• ___% implemented more than three of the strategies outlined in the “calendar”
A Challenge: Pass the Starbucks Test
Most Americans Can’t Name a Living Scientist

Please name a living scientist.

70% I cannot
30% I can

- Stephen Hawking 43%
- Neil Degrasse Tyson 6%
- Bill Nye 5%
- Jane Goodall 5%
- James Watson 3%
- Richard Dawkins 2%
- Michio Kaku 2%
- Mehmet Oz 1%
- Other 33%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.
Most Americans Don’t Know Where Research is Conducted

Please name any institution, company or organization where medical or health research is conducted.

- **I can**: 56%
- **I cannot**: 44%

- Mayo Clinic: 14%
- Johns Hopkins: 14%
- CDC: 8%
- NIH: 6%
- Pfizer: 4%
- Cleveland Clinic: 3%
- St. Jude’s: 2%
- American Cancer Soc.: 2%
- Harvard University: 2%
- Duke University: 1%
- Eli Lilly: 1%
- Other: 43%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country?

- National Institutes of Health: 33%
- Food and Drug Administration: 16%
- Dept. of Health and Human Services: 16%
- Centers for Disease Control and Prevention: 19%
- Other: 15%
- Don't know: 1%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
Problem Statement

“Almost two-thirds of Americans cannot name a living scientist ... Ultimately, the U.S. biomedical scientific community itself must shoulder some of the blame for this current state of affairs. We have clearly done an inadequate job of informing the American public about our activities, our successes and our contributions to the nation’s health ...we scientists need to change our culture ...”
In general, do you believe scientists effectively communicate the impact of their work on the nation’s health and the economy?

- Yes: 31%
- No: 35%
- Not sure: 34%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
Young scientists surveyed gave the following reasons for not engaging in advocacy:

- Don't know how to get involved: 58
- Don't have the necessary training for advocacy: 51
- Lack of time: 38
- Lack of interest in the political or policy process: 27
- Other: 8

Source: Young Scientist Survey, Winter 2012—Research!America
Young scientists surveyed gave the following reasons for not engaging in public communication of science and technology (PCST):

- Don’t know how: 73
- Unaware of opportunities for public engagement: 63
- Don’t have necessary training: 50
- Lack of time: 38
- Absence of credit toward professional development: 8
- Other: 2

Source: Young Scientist Survey, Winter 2012—Research!America
How to Empower Young Scientists

- Value advocacy in your department and institution
- Recognize and empower colleagues who advocate
- Model engagement in advocacy yourself
Research!America is committed to helping scientists become involved in public engagement and advocacy.
Realities to Keep Well in Mind

- Public support matters

- Agency names matter
Public Support Matters

“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”
Research!America Polls

- Commissioning public opinion polls on research issues for more than two decades:
  - National Polls
  - State-Based Polls
  - Issue-Specific Polls
- Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5%. Data are demographically representative of adult U.S. residents (state or national).
- Online polls 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.
Most 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.”

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.
Many Believe Government Should Prioritize STEM Education, Careers

Do you agree or disagree that the federal government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
Most Not Well Informed on Elected Officials’ Positions on Research

How well informed would you say you are about the positions of your senators and representative when it comes to their support of medical and scientific research?

- Very well informed: 12%
- Somewhat informed: 14%
- Not very well informed: 31%
- Not at all informed: 32%
- Not sure: 11%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
National Institutes of HEALTH

- To restate the obvious, the National Institutes of Health is located administratively in the Department of Health and Human Services. Its mission is about health, not science per se. It behooves advocates to connect the dots between research and health.
What Do Americans Think is the Most Critical Health Issue?
Opinions on America’s Most Important Health Issue

What would you say is the single most important health issue facing people in the U.S. today? (first volunteered responses)

Source: Public Opinion Polls, 1992-2012
Research is Part of the Solution to Rising Health Care Costs

When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?

- 51% Part of the solution
- 29% Not sure
- 20% Part of the problem

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.
“If you think research is expensive, try disease.”

Mary Lasker
1900-1994
The U.S. spends about 5 cents of each health dollar on research and development to prevent, cure and treat disease and disability. Do you think that this is too much, the right amount or not enough?

- **49%** Not enough
- **24%** The right amount
- **22%** Too much
- **5%** Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.
“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, Former Congressman John Edward Porter
"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
“Scientists are obliged to make the case for science to lawmakers. ... If I had to do it all over again I would spend more time talking to general audiences and public officials, penning op-eds.”

J. Michael Bishop, MD, Nobel laureate; Research!America Advocacy Awards, March 15, 2011
Remember the most important four words a researcher can say and convey:
“I work for you.”
Ellie Dehoney
Vice President, Policy and Advocacy
Overview

1. Laying the Groundwork
2. Tactics
3. Messaging
4. Tools You Can Use
Laying the Groundwork
Know Your Institution’s Policies

- It is critical to know and understand your institution’s rules and regulations regarding advocacy.
To **advocate** means to speak up, to plead the case of another or to champion a cause.

*It is something that most of us routinely do on behalf of our families, our neighbors, our friends and ourselves.*

**Lobbying**, in general, consists of communications intended to influence specific legislation.

Research!America does both.
Regardless of Popularity, Congress Holds Purse Strings

Congratulations on your budget, Congress. America still hates you.

- *Washington Post*-ABC News poll: 11% strongly approve of congressional Democrats; 6% strongly approve of congressional Republicans

- Gallup: Congress Job Approval Starts 2014 at 13%
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<tr>
<th></th>
<th>Name</th>
<th>Party</th>
<th>Position</th>
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<tr>
<td><strong>Appropriations Leadership, 113th Congress</strong></td>
<td>Sen. Barbara Mikulski (D-MD)</td>
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<td>Sen. Richard Shelby (R-AL)</td>
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<td>Vice Chair, Senate Appropriations Committee</td>
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<td>Rep. Hal Rogers (R-KY)</td>
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<td>Chair, House Appropriations Committee</td>
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<td>Rep. Nita Lowey (D-NY)</td>
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<td>Ranking Member, House Appropriations Committee</td>
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<td>Sen. Tom Harkin (D-IA)</td>
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<td>Sen. Jerry Moran (R-KS)</td>
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<td>Rep. Jack Kingston (R-GA)</td>
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<td>Chair, House LHHS Appropriations Committee</td>
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<td></td>
<td>Rep. Rosa DeLauro (D-CT)</td>
<td></td>
<td>Ranking Member, House LHHS Appropriations Committee</td>
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Do You Know These People?
Do These People Know You?
Tactics
Engaging with Your Representatives

- Order of effectiveness:
  - Direct contact
    - Meetings
      - with Members of Congress
      - with staff
  - Other modes contact
    - Call
    - Letters
    - Emails
Other Engagement Opportunities

- Public Comment
- Town Halls
- Ask Your Candidates!
Timeline

- President’s Budget
- Appropriations Process
- Ask Your Candidates!

Photos (L to R): griffin.house.gov and appropriations.house.gov
Connecting the Dots: Messaging
Three Types of Messaging That Have Impact

- Public opinion
- Facts on the ground
- Emotive messaging
Nine in Ten Small Business Owners: R&D Important to Competitiveness

How important do you think research and development is to global competitiveness?

- Very important: 52%
- Somewhat important: 38%
- Not too important: 4%
- Not at all important: 2%
- Not sure: 4%

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.
Research Fuels the Economy

- NIH employs 1 million U.S. citizens, generates $84 billion in wages and salaries
- The federal investment of $3.8 billion in the Human Genome Project helped drive more than $790 billion in economic output
- Life sciences industry supports more than 7 million jobs and contributes $69 billion annual to GDP
- Bureau of Economic Analysis reclassified R&D costs from an "expense" to an "investment" when calculating GDP
- Learn and use similar economic stats from your community

Sources: ITIF, Research!America
Industry, Government Research Remains Flat

How skilled are scientists and researchers at presenting their case to Congress?

Rep. Brown: “They, generally speaking, have too great a faith in the power of common sense and reason. That’s not what drives political figures, who are concerned about emotions and the way a certain event will affect their constituency …”
Tools You Can Use
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.

www.researchamerica.org/publications
Ask Your Candidates!: Our 2014 Voter Education Initiative

- Outreach to candidates
  Candidates for federal office are invited to participate by discussing their hopes and concerns about research and related issues

- Extensive public outreach through the Research!America advocacy network and sponsoring partners to encourage candidates for federal office to share their views
Ask Your Candidates!: How to Get Involved

• Let candidates for federal office know that you want them to participate

• Reach out to candidates through:
  • Social media (Facebook, Twitter)
  • Traditional media (via letters to the editor and op-eds)
  • Town hall meetings/other public appearances

• Encourage your network to do the same!
Take Action Now

• Join our advocacy network for updates on how you can be involved in making research to improve health a higher national priority.

Suzanne Ffolkes
Vice President, Communications
“What you understand well can be communicated well. It's a matter of not just discipline but obligation to the public for scientists to communicate both the excitement of science, the prospects of science and the accomplishments of science.”

Elias A. Zerhouni, MD
Suggestions for Becoming an Active Advocate

- Tell your story; win hearts and minds
- Work to keep the value of research in the media
  - Write a letter to the editor or op-ed
  - Use social media
Keep Research in the News

Paul E. Klotman, M.D. and Adam Kuspa, Ph. D.

Cutting Biomedical Research $$
Shortens Americans' Lifespans

The Washington Times

AKIL: Our incomparable nation

Keep American science alive

By Huda Akil - The Washington Times
Hurting the nation's health: Sequestration cuts in biomedical and behavioral research will rob Americans of economic gains and better lives

By Arthur S. Levine, M.D.

Everyone understands that it's necessary to take a hard look at your budget and cut costs to eliminate debt. That's true for household budgets, small business budgets and the federal budget. But I doubt that any of us would choose the current approach called sequestration in any situation. If your business were forced to cut 5 percent of its expenses, would you do so across the board for every category of spending, or would you carefully select the areas that could sustain cuts while maintaining critical investments that will more than pay for themselves in the long run?

Federal cuts to medical research would be devastating

Dr. Larry J. Shipher

With an end-of-the-year deadline looming, Congress must focus its full attention on avoiding the “fiscal cliff,” the combination of deep spending cuts and tax increases set to begin in January.

Porter and Mfume: The Sequester Remains a Health Threat

The possibility of deep spending cuts to medical research remains alive and well

By John Edward Porter and Kwesi Mfume

Feb. 1, 2013, 6:11 p.m.

The fiscal-cliff deal has provided a soft landing for many taxpayers, but it failed to take onerous spending cuts for federal agencies off the table permanently. Under the deal, discretionary spending will be cut by $4 billion this year, the sequester has been delayed by two months and annual spending caps for nondefense expenditures have been reduced.
Building Relationships
What Can You Do?

- Conduct monthly brown-bags for non-scientists in your department
  - Use interview format, not Powerpoints
  - Ask your non-scientist colleagues for advice
What Can You Do?

- Invite a journalist to talk about how science news is covered by media
  - Work with your institution’s media relations office
  - Ask journalists for their advice on talking to media
- Build relationships!
What Can You Do?

- Invite leaders of local patient advocacy organizations to talk to you and your colleagues
- Ask how you can help them
- Build relationships; go together and meet with Members of Congress
What Can You Do?

• Get to know small business people in your community — vendors to your lab
• Enlist them as advocates — if you are better funded, they win in several ways
Research Drives the Economy: Local Examples

1 out of every 40 jobs in Georgia is tied to the bioscience industry.

Emory University research has helped create nearly 60 startup companies.

28 Georgia businesses received $15 million in NIH funding in FY12 for R&D of technologies with potential commercial applications.
“Just as our national leaders are taking a close look at funding ‘the here and now’ versus the future, it’s imperative that we have the same discussion in Georgia with the understanding that using research to grow our own opportunities might be the best investment we can make.”

— Mike Cassidy, president and CEO, Georgia Research Alliance
Advocacy in Action: Kerri Mowen, PhD

- Assistant professor, Dept. of Chemical Physiology, The Scripps Research Institute, La Jolla, CA
- Worried about cuts in NIH funding, she created an online petition; 4,000 people signed on
- That led to a front-page story in the San Diego Union-Tribune, a segment on CBS News and in The Financial Times
‘Cultural Gap’ Between Scientists, Media

“... Many scientists, especially those in mid-to-late career, fail to see the value of bridging [the cultural gap between scientists and communicators] and may even be hostile to the idea. For their part, journalists and communicators often feel inadequate when trying to translate science. We have been shocked by the size of that cultural gap during the first two years of our project.”

—Jack Schultz, PhD, and Jon Stemmle, University of Missouri (“Teaching Future Scientists to Talk,” April 5, 2012, The Chronicle of Higher Education)
“You need to make me care and understand it, in such a way that I can explain it in 35 seconds.

“And please remember that I struggled with high school chemistry.”

— Peter Haskell, general assignment reporter, WCBS-FM, New York at the UMDNJ Media Science Forum
Media Interviews

- Coordinate with public affairs/communications staff
- Return calls promptly
- Know and respect media deadlines
- Turn facts into a story
- Have a local example
- Correct errors
- Plain speaking: translate science into everyday words
- Say thank you
Getting Outside the Echo Chamber

Heroes for scientific knowledge
By rablogs on October 23, 2013

By Benjamin Caballero MS, PhD Candidate, Department of Developmental and Molecular Biology, Albert Einstein College of Medicine

Although science is perceived to have a fundamental role in addressing major problems of modern society — from climate change to global healthcare — the persistent dwindling of its funding by government agencies is a global trend. It seems that the betterment of humankind is in jeopardy if this trend continues. But who is responsible for this? And more importantly, how can it be changed?

During the “Research Matters Communications Workshop for Early Career Scientists” at the George Washington University (GW) on October 9 organized by Research!America, Elsevier, Cold Spring Harbor Laboratory, Society for Neuroscience and GW, this was among many questions sought to be answered. Nearly 100 scientists in different career stages felt that it was us, scientists, responsible for why science is poorly understood by general audiences, hence it is not a priority when decisions to fund it are made by elected officials. Scientists need to understand that the work performed cannot stay in laboratories. We
Scientists Most Trusted Spokespersons for Science

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

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<thead>
<tr>
<th>Spokespersons for Science</th>
<th>Very Trustworthy</th>
<th>Somewhat Trustworthy</th>
<th>Not Very Trustworthy</th>
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<td>16</td>
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<td>33</td>
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Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
Research funded by the NIH has shown that osteoporosis can be treated to prevent hip and other fractures. Inpatient hip fracture care costs $26,000 per episode, with a lifetime cost estimated at $81,000 for skilled and long-term nursing care. By reducing the incidence of hip fracture, research is helping to address these staggering costs.
Relatable Communications, AKA Social Math

• Fox’s revenue for commercials during the Super Bowl XLVIII broadcast could reach as high as $349.2 million.

• That amount would fund TBI research at the NIH for more than 4 years!

Sources: Variety; Kantar Media; NIH FY12; Flickr photo by Jeffrey Beall
In 2013, Major League Baseball took in $8 billion in revenue.

That amount would fund the National Science Foundation for more than a year!
Advocate in Tweets

PollastroLab-NEU @NUTypkiller
A hopeless feeling: Imagine you're one of those 700 unfunded. Game over for many sci careers. fb.me/2lSc9MdYF #nihsequesterimpact
Expand

Sherry Pagoto @DrSherryPagoto
Fire one: May 10, no word on NIH grant that got a perfect score had an April 1 start date. PO says, don't know... #nihsequesterimpact
Expand

Thomas Crockett @Thomas_Crockett
Every conference I go to I see recruiters from Germany, Japan, China, etc. This is why they succeed. #curesnotcuts m.nbcnews.com/business/seque ...
Expand

DrLizzyMoore @DrLizzyMoore
Our ability to respond to infectious disease outbreaks and antibiotic resistant organisms irreparably hampered. #NIHSequesterImpact
9:06 AM - 7 May 2013

Namnezia @Namnezia
@NIHDirector Two major, productive projects have been shelved as I scramble to get new prelim data for new grant apps. #NIHsequesterimpact
10:31 AM - 7 May 2013

Virginie B. Prevot @vbprevot
@NIHDirector less money, less staff, less research papers productivity/year, less findings for med research #NIHSequesterImpact

For more examples visit: www.twitter.com/researchamerica
Social Media

Tons of people supporting medical research!

Research America

Research leads to cures and jobs! RT @ResearchAmerica: What’s the economic impact of medicalresearch? ow.ly/jzFpv #RallyMedRes

UVM OTC @uvmOTC

RT @researchamerica: NIH drives job creation and economic growth. Join us at the #RallyMedRes! For more information...

AL Institute Medicine @AIM4Cure

Research leads to cures and jobs! RT @ResearchAmerica: What’s the economic impact of medicalresearch? ow.ly/jzFpv #RallyMedRes
Rally for Medical Research

- Hill Day scheduled for September 18, 2014
- In 2013, numerous national organizations, along with institutions representing 23 states, participated in the Rally for Medical Research Hill Day (coordinated by AACR)
  - Among them: the American Society for Cell Biology and the Society for Neuroscience
Ask Your Candidates! Media Outreach

- Post social media messages about your personal story and comments from candidates about medical research.
- Submit LTEs & op-eds urging candidates to respond to AYC! questions.
- Share your interaction with candidates on social media & blogs.

#AYCresearch
Document Metrics

- Record social media metrics (i.e. # of tweets, retweets, Facebook likes, growth in followers)
- CTR for online ads/messages
- Media impressions (circulation #s)
- # of views on YouTube
- Did the message go viral?
Now What?

- Before you leave, let us know if you’re willing to work with us on this pilot program.
- Use our evaluation form to tell us your thoughts on the pilot program.
- Phone calls in late spring and early September to gauge what has worked and lessons learned.
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www.twitter.com/researchamerica
www.youtube.com/researchamerica