World Class Advocacy for World Class Research

Mary Woolley, Suzanne Ffolkes and Ellie Dehoney, Research!America
Research!America: 24 Years of Putting Research on the Public Agenda

- Nonprofit alliance with member organizations drawn from academia, 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
Research!America
Board of Directors

- **Chair:** The Honorable John Edward Porter
- **Porter Neuroscience Research Center Phase 2 at NIH**
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is an innovator in advocacy for research
Research!America Goals

- Achieve funding for science at the level of scientific opportunity
- Advocate a policy climate that stimulates rather than impedes research and development
- Empower members of the science community to advocate for medical and health research
- Ensure that the public hears about research and its benefits
Current Research!America Emphases

- Frame the case for research with impact, including the economic case
- Build champions for research in Congress
- Reverse sequestration and prevent other damage to research
- Partner with patient groups and others to amplify the voice for research in the media
- Commission public opinion polls to 1) inform our members and friends, and 2) drive advocacy
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Research!America Poll Data

- Commissioning public opinion polls on research issues for more than 21 years:
  - 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.”

- 32% Strongly agree
- 42% Somewhat agree
- 11% Somewhat disagree
- 6% Strongly disagree
- 10% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with JZ Analytics in December 2012.
“Something like 60, 70 percent of the public says, yes, basic science is an important government investment. And the majority of people would say they would even be willing to donate a little bit more of their tax dollars to make more basic science possible.”

NIH Director Francis Collins, MD, PhD
Interview on The Diane Rehm Show, April 3, 2013
More than Half of Americans Willing to Pay Tax for Research

Would you be willing to pay $1 per week more in taxes if you were certain that all of the money would be spent on additional medical research?

- Yes: 54%
- No: 28%
- Not sure: 19%

Source: A Research!America poll of U.S. adults conducted in partnership with JZ Analytics in December 2012.
Most Americans Can’t Name a Living Scientist

Can you name a living scientist? (first volunteered responses)

- Yes: 34%
- No: 66%

- Stephen Hawking: 15%
- James Watson: 1%
- Jane Goodall: 1%
- Bill Nye: 1%
- Michio Kaku: 1%
- Neil Degrasse Tyson: 1%
- Other: 14%

Source: Your Congress - Your Health Survey, March 2011
Charlton Research Company for Research!America
Most Americans Don’t Know Where Research is Conducted

Can you name any institution, company or organization where medical and health research is conducted?

- I can: 59%
- I cannot: 41%

- Mayo Clinic: 10%
- CDC: 9%
- NIH: 7%
- Johns Hopkins: 6%
- St. Jude: 4%
- Pfizer: 3%
- American Cancer Society: 3%
- Merck: 2%
- Duke Univ./Med. Ctr.: 1%
- OR Heath & Sci. Univ.: 1%
- UCSF: 1%
- Other: 52%

Source: National Public Opinion Poll, October 2011, JZ Analytics for Research!America
Few Americans Recognize the National Institutes of Health

What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (first volunteered responses)

- National Institutes of Health: 50%
- FDA: 19%
- HHS: 13%
- Centers for Disease Control: 6%
- Other: 3%
- Don't know: 9%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
“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 ...”
Research!America Twitter followers include Sen. Dick Durbin (D-IL) and Reps. Nita Lowey (D-NY), David Price (D-NC), Diana DeGette (D-CO) and Cynthia Lummis (R-WY)
Save Research Campaign

Americans are dying to know:
Will Congress prioritize medical research?

Policymakers can either advance medical innovation that can find cures for Alzheimer’s, Parkinson’s, cancer, heart disease, diabetes, lupus...or roll back medical progress with steep funding cuts. We urge them to choose wisely.

Tell Congress we need CURES, NOT CUTS. Learn more at SaveResearch.org
Nice Save Ads
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. Shaprio

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 Kweisi 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.
Rally for Medical Research

- Raised awareness of the critical need to make funding for the National Institutes of Health a national priority
- Held at the Carnegie Library grounds in downtown DC
- Nearly 200 partnering organizations, including Research!America
2012 Annual Report: Reasons for Research
The president’s FY14 budget proposal offers a lifeline for medical research to replace sequestration’s damaging footprints. The budget includes $31.3 billion for the National Institutes of Health, as well as increases for the Food and Drug Administration and National Science Foundation. These increases would take our nation in the right direction, but we’re concerned that budget proposals from Congress — one from each of the House and Senate — unlike the president, fail to reverse sequestration. Sequestration, 10 years of across-the-board spending cuts, will drag our nation down from its leadership position in research and development as other countries aggressively ramp up investments, attracting American businesses and young scientists concerned that federal funding is on the decline, that the U.S. no longer prioritizes research. Our nation has the most sophisticated medical research ecosystem in the world; yet our elected officials have ignored the short- and long-term consequences of dismantling it via sequestration — more deaths from preventable diseases, increased joblessness and soaring health care costs as more Baby boomers become afflicted with Alzheimer’s, cancer, heart disease and other life-threatening, costly illnesses. Policy makers must start acting in the best interests of this nation and tackle tax and entitlement reform to end sequestration. Without bold action by Congress and the administration, our nation’s research enterprise will sputter as other countries fuel their competitive edge.
WARNING: Failure to be an advocate can be hazardous to your research career.
Connect With Us

www.researchamerica.org/blog
www.researchamerica.org/facebook
www.twitter.com/researchamerica
www.youtube.com/researchamerica