World-Class Advocacy for World-Class Science: A Call to Action

Mary Woolley, President, Research!America
ASM & Research!America: 22 Years of Partnership in Advocacy

- ASM was a founding member of Research!America in 1989
- Michael Goldberg, PhD, was a member of Research!America’s founding Board of Directors
- Former ASM President Gail Cassell, PhD, is a Research!America emeritus director
U.S. Science is Still Doing Well, But Consider...

- The Beijing Genomics Institute has more capacity to sequence human genomes than all U.S. genome centers combined
- The U.S. ranks sixth in R&D spending as a percentage of GDP
- The FY11 budget will fund only one in six NIH grant applications, the lowest rate on record
- The funding and policy outlook is grim
“Science, innovation, technology, and research are America’s economic destiny ... They are all under siege, and today we find ourselves with the most daunting challenge for priority and funding in perhaps the last 65 years.”

The Hon. John Edward Porter, Research!America Chair
National Health Research Forum, March 15, 2011
Do You Recognize These People?
Do You Recognize These People?

Rep. Hal Rogers (R-KY)  
Chair, House Appropriations Committee

Rep. Dennis Rehberg (R-MT)  
Chair, House LHHS Appropriations Subcommittee

Sen. Daniel Inouye (D-HI)  
Chair, Senate Appropriations Committee

Sen. Tom Harkin (D-IA)  
Chair, LHHS, Education and Related Agencies Appropriations Subcommittee
Do These People Recognize You?

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Chair, House Appropriations Committee

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Sen. Daniel Inouye (D-HI)
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Sen. Tom Harkin (D-IA)
Chair, LHHS, Education and Related Agencies Appropriations Subcommittee
What Do Elected Officials and Scientists Have in Common?

They serve the public’s interest.

*Serving the public’s interest includes being an advocate.*
WARNING: Failure to be an advocate can be hazardous to the public’s health, as well as to your research career.
Scientists are close to invisible in our society ...
Can Americans Name a Living Scientist?
Most Americans Can’t Name a Living Scientist

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

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

Do you know of any institutions, companies or organizations where medical or health research is conducted?

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t Know</td>
<td>64%</td>
</tr>
<tr>
<td>Johns Hopkins University</td>
<td>1%</td>
</tr>
<tr>
<td>St. Jude</td>
<td>1%</td>
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<tr>
<td>Pfizer</td>
<td>1%</td>
</tr>
<tr>
<td>National Institutes of Health</td>
<td>1%</td>
</tr>
<tr>
<td>Cleveland Clinic</td>
<td>1%</td>
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<tr>
<td>University of Michigan</td>
<td>1%</td>
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<tr>
<td>Children’s Hospital</td>
<td>1%</td>
</tr>
<tr>
<td>Merck</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Your Congress–Your Health Survey, May 2007
Charlton Research Company for Research!America
Most Do Not Recognize NSF

What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?

Source: Your Congress - Your Health Survey, 2007
Charlton Research Company for Research!America
Majority Do Not Recognize CDC

What is the name of the government agency in this country whose primary mission is disease prevention and health promotion?

- Centers for Disease Control and Prevention: 62%
- Department of Health, Education and Welfare: 4%
- Food and Drug Administration: 8%
- Other: 6%
- Don't know: 20%

Source: Your Congress-Your Health Survey, 2007
Charlton Research Company 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/Health Dept.: 13%
- Centers for Disease Control: 6%
- Other: 3%
- Don't know: 9%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Keeping a Finger on the Public Pulse

- Research!America has commissioned public opinion polls for almost 20 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.
Do you agree or disagree with the following statement? "The U.S. is in danger of losing its global competitive edge in science, technology and innovation."

- Strongly agree: 47%
- Somewhat agree: 43%
- Somewhat disagree: 8%
- Strongly disagree: 2%

13% increase in “strongly agree” since May 2010

Source: Your Congress - Your Health Survey, March 2011
Charlton Research Company for Research!America
STEM Education Very Important to U.S. Competitiveness

How important do you think education and training in science, technology, engineering and mathematics is to U.S. competitiveness and our future economic prosperity?

Source: Your Candidates - Your Health Poll, August 2010
Charlton Research Company for Research!America
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: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America
Most Illinoisans Concerned About Drug Resistance

How concerned are you about drug resistance, which is when diseases don’t respond to the medications used to treat them?

Source: Illinois Global Health Survey, November 2010
Charlton Research Company for Research!America
Very Important to Conduct Research to Prevent Drug Resistance

How important do you think it is that global health research is conducted to help prevent drug resistance around the world?

Source: New Jersey Global Health Survey, January 2011
Charlton Research Company for Research!America
“The people we really listen to are the voters. Not once have I heard anyone at a public meeting ask me, ‘what are you doing for medical research?’ Not even from a researcher!”

Rep. Mike Simpson (R-ID), Appropriations Committee Member
“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
President Obama’s Science Adviser
Why Aren’t More Scientists Engaged in Advocacy? (Responses in Rank Order)

• Don’t have time
• Aren’t being asked
• Don’t know how
• “Involvement makes no difference”
• Apathy/don’t want to
• Lack of incentives
• “Non-scientists won’t understand”
• Liability/fear of being misinterpreted
• Happy with the job others are doing

Sources: Research!America formal and informal surveys of working scientists, 2005-2010
A first step in advocacy: Stop talking about science *per se* and start talking about results/health impact, jobs and return on the taxpayers’ investment, or “ROI.”
‘A Nobel in the Family: My Brother, the Genius’

“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
NIH Impact Analyses This Year

- UMR report: NIH supports 488,000 jobs around the country
- Battelle report on the Human Genome Project: 141:1 return on investment
- NEJM study: Public-sector research institutes accounted for as much as 21.2% of drugs involved in new-drug applications from 1990-2007

AUTHORS (NEJM): Ashley J. Stevens, DPhil; Jonathan J. Jensen, MBA; Katrine Wyller, MBE; Patrick C. Kilgore; Sabarni Chatterjee, MBA, PhD; and Mark L. Rohrbaugh, PhD, JD
Childhood Vaccination

- Childhood vaccinations in the U.S. save an estimated $53B over the lifetime of those born in a single year.

World-Class Advocacy by World-Class Scientists: Your Action Agenda

- Speak out about the value of research
- Participate in YourCongressYourHealth.org
- Pass the Starbucks Test
- Recognize and honor scientists who are advocates — and make ASM the first scientific society to achieve 100% participation in science advocacy
Put a Face on Research: YOURS!
It’s EASY!

Engage & Advocate for Science Yourself

Why me?

Advocating for research is as vital to advancing science as any discovery in the laboratory. Your voice is the strongest influence on how lawmakers and the general public view the importance of research. According to a recent poll of the U.S. public, scientists should have the most influence over research funding.

"Though perhaps they are not well understood, scientists are highly respected in our society. They are also highly credible. When they speak with a unified voice, the people listen."

- The Hon. John L. Porter, Chair, Research!

Why now?

Despite the economic and societal impact of research, the Fiscal year (FY) 2011 budget saw significant cuts to funding for research-oriented agencies. The National Institutes of Health budget was cut by nearly $300 million; the National Science Foundation by $50 million; the Agency for Healthcare Research and Quality by $25 million; and the Centers for Disease Control and Prevention by $250 million. With deficits reduction a priority, as Congress and the administration debate the FY2012 budget, there is no doubt that funding for health and medical research is at serious risk.

Aside from funding decisions, Congress also often engages in debates on research-related issues, including:
- Patient reform
- Stem cell research
- Comparative effectiveness research
- Tax incentives for R&D

Research America is an alliance for discoveries in health.
Your Congress–Your Health for the 112th Congress

- 170 Members of the 112th Congress on the record through previous initiatives
- All Members are invited to share their views on health, research and related issues
- Encourage your elected officials to participate!

www.yourcongressyourhealth.org
Your Congress-Your Health
Sponsors:
A Challenge: Pass the Starbucks Test
Scientists serve the public’s interest. That’s why the most important four words a researcher can say and convey are ...
“I work for you.”
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