“Every public health decision is made on a political decision.”

William Foege, MD, MPH, September 10, 2003
Senior Fellow, Bill & Melinda Gates Foundation; Former Director, CDC
Research!America: 21 Years of Putting Research on the Public Agenda

- Non-profit 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
Research!America’s Mission

Make research to improve health a higher national priority
Research!America Goals:

• Ensure that the public hears about research and its benefits
• Achieve more funding for medical and health research
• Advocate a policy climate that stimulates rather than impedes research
• Empower others to advocate for medical and health research
“I've been disappointed by the lack of aggressive activism on the part of so many professionals in the field.”
“The scientific community is going to have to become a lot more politically active in blowing your own horn.”

“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
WARNING: Failure to be an advocate can be hazardous to your research career
Advocacy vs. Lobbying

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.
“Doubling the NIH budget was not possible without Research!America. Our inside maneuvering relied on your outside mobilization.”

Speaker Nancy Pelosi (CA), accepting the Edwin C. Whitehead Award at the 2009 Research!America Advocacy Awards, March 24, 2009
Strategy for Success

- Public opinion polling nationally and in states of key members of Congress
- Development of messages
- Tracking investment in research to create baseline metric
- Grassroots plus grasstops advocacy strategies
- Earned and paid media attention
- Commitment of thousands of members of voluntary health organizations
- Engagement of Congressional leaders
Climate for Advocacy

• Questioning of all public expenditures
• Importance of job creation, economic growth and competitiveness
• Election-year politics
• Health care issues are still front burner, especially cost issues
• Scientists are not speaking out
• Everyone is looking for solutions
Recently there has been a lot of discussion about the federal deficit. When thinking about the November elections, would you more likely vote for a candidate who supports increasing, decreasing or maintaining the current level of federal spending on the following: (% response)

- Job creation: Increase 73, Stay the same 20, Decrease 7
- Education: Increase 58, Stay the same 35, Decrease 7
- Renewable energy: Increase 55, Stay the same 35, Decrease 10
- Budget deficit reduction: Increase 53, Stay the same 30, Decrease 17
- Research to improve health: Increase 49, Stay the same 41, Decrease 10
- Tax cuts: Increase 42, Stay the same 36, Decrease 22
- Homeland security: Increase 34, Stay the same 53, Decrease 13
- War on terrorism: Increase 22, Stay the same 48, Decrease 30

Source: Your Candidates - Your Health Poll, August 2010
Charlton Research Company for Research!America
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

Abraham Lincoln
“As a member of the U.S. Senate, it is incumbent upon me to hear the public voice about important issues. Research!America, through its national surveys, gives me added evidence of the importance of medical and health research to our citizenry—information necessary to make informed decisions where the public’s welfare is concerned.”

Sen. Arlen Specter (PA)
LHHS Subcommittee
Americans Say Research to Improve Health is Part of the Solution

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?

- 77% Part of the solution
- 23% Part of the problem

Source: Your Candidates - Your Health Poll, August 2010
Charlton Research Company for Research!America
Accelerating Investment in Research a Priority in Health Reform

Considering all aspects of health reform, how much of a priority is it to accelerate our nation’s investment in research to improve health?

Source: Your Congress-Your Health Survey, June 2009
Charlton Research Company for Research!America
Majority Say Prevention and Wellness Reduce Costs

Which of the following statements most closely matches with your view of prevention and wellness?

- Prevention and wellness reduce health care costs (84%)
- Prevention and wellness have no impact on health care costs (6%)
- Prevention and wellness increase health care costs (10%)

Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America
Important for U.S. to use R&D to Improve Health Globally

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

- Very important: 36%
- Somewhat important: 48%
- Not too important: 12%
- Not at all important: 4%

Source: Your Candidates - Your Health Poll, August 2010
Charlton Research Company for Research!America
Health Equity Research is Important

Certain health issues are more prevalent among people with lower incomes or among certain racial and ethnic populations. How important do you feel it is to conduct research to understand and eliminate these differences and achieve health equity?

- 43% Very important
- 41% Somewhat important
- 11% Not too important
- 5% Not at all important

Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America
Succinct Communications
Then, Now, Imagine: Prematurity

**THEN...** deaths of newborns from respiratory distress syndrome totaled more than 10,000 a year in the 1950s

**NOW...** with the discovery and development of artificial lung surfactant deaths of premature newborns from RDS have decreased to fewer than 1,000 in 2002

**IMAGINE...** preventing all premature births
Then, Now, Imagine: Influenza

**THEN...** in 1918, 20 to 50 million lives were lost worldwide to the influenza pandemic

**NOW...** research has led to the development of the flu vaccine, which can prevent 60% of hospitalizations and 80% of flu-related deaths among the elderly

**IMAGINE...** developing additional flu vaccines for pandemic flu virus threats

CDC: Questions & Answers: Reconstruction of the 1918 Influenza Pandemic Virus
Research Takes Cents

- Harry Potter books, movies and related items have generated more than $15 billion worldwide!

- That could fund the National Institute of Nursing Research for more than 100 years!

Sources: Ad Age, 16 July 2007; NINR, FY06
In 2009, the American wedding industry totaled $42 billion. That sum would fund the Centers for Disease Control and Prevention for more than 4 years!

Sources: Wedding Report/Wall Street Journal; CDC
Research is Invisible
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>%</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>
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<tr>
<td>National Institutes of Health</td>
<td>1%</td>
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<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>
Most Americans Can’t Name a Living Scientist

Can you name any living scientists? (% total volunteered responses)

- Yes: 27%
- No: 63%
- Don't know: 10%
- Other: 14%

- Stephen Hawking: 13%
- James Watson: 2%
- Jane Goodall: 2%
- Michio Kaku: 1%
- Richard Dawkins: 1%

Source: National Poll, May 2010
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)

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
What is the name of the government agency that regulates consumer products such as new drugs, medical devices, food and cosmetics before they can be sold in the U.S.? (first volunteered responses)

- Food and Drug Administration: 75%
- Federal Drug Administration: 4%
- Dept. of Agriculture: 3%
- Dept. of Health and Human Services/Dept. Health: 2%
- Other: 13%
- Don't know: 4%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
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, health and scientific research?

- 45% Not too well informed
- 37% Somewhat well informed
- 10% Very well informed
- 8% Not informed at all

Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America
Your Candidates-Your Health for the 2010 Midterm Elections

- Outreach to candidates
  Candidates for federal office have been invited to participate by providing responses to a questionnaire about health, 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

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