American Public to Congress: Civility Matters!

How important do you think it is for Members of Congress to work on a bipartisan basis with civility and respect for one another to make research to improve health a top national priority?

Source: Your Candidates - Your Health Poll, August 2010
Charlton Research Company for Research!America
Why Science Matters

• “In any given congressional district, the more science is conducted, the more new enterprises will arise to translate discoveries to the clinic, the more jobs will be created, and the greater the benefits will be to the local constituency.”

• “Researchers who fail to understand that they serve the public’s interest — and thus bear a responsibility to engage with, listen to and prove responsive to the public — will impede the future progress of research.”

WARNING: Failure to be an advocate can be hazardous to your research career
“The scientific community is going to have to become a lot more politically active in blowing your own horn.”

Who Should Have the Most Influence over Research Funding?
Scientists Should Have Most Influence over Research Funding

Which one of the following do you feel should have the most influence on how government funds for research to improve health are spent?

- Scientists who conduct research to improve health: 52%
- Patients with various diseases and their families: 38%
- Elected officials: 10%

Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America
Who DOES Have the Most Influence over Research Funding?

- Congress and those who influence them.
“We have to put on the table an attempt to put discretionary spending back to 2008 levels, and that means an across-the-board reduction in spending.”

Rep. Eric Cantor (R-VA), in an interview with CBS News
Funding Levels in 2008

- Not including any funds from the American Recovery and Reinvestment Act, the proposed budget for the National Institutes of Health is $32 billion.

- Returning to 2008 funding levels would mean a nearly $3 billion decrease in NIH funding to $29.3 billion.
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is an innovator in advocacy for research
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 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 and development
- Empower others to advocate for medical and health research
“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
Select Research!America

Accomplishments:

• Leadership in doubling the National Institutes of Health budget (1999-2003)
• Leadership in advocacy for 2009 ARRA (stimulus) funding for federal research agencies
• Ongoing leadership in:
  • public opinion polling on medical and health research
  • message development for research advocacy
  • media attention to research
  • internationally to spur advocacy for research
Climate for Advocacy 2011

- Debt reduction: questioning of all public expenditures
- Importance of job creation, economic growth and competitiveness
- Health care issues are still front burner, especially cost issues
- Everyone is looking for solutions
- Scientists are not speaking out
Scientific Research is Important for Job Creation and Economic Recovery

How important is each of the following to job creation and economic recovery? (% response)

- Investing in education: 72% very important, 22% somewhat important, 24% not too important, 3% not at all important, 2% don't know
- Supporting small business: 65% very important, 28% somewhat important, 25% not too important, 7% not at all important, 2% don't know
- Investing in energy: 61% very important, 30% somewhat important, 7% not too important, 8% not at all important, 2% don't know
- Investing in scientific research: 53% very important, 36% somewhat important, 8% not too important, 3% not at all important, 2% don't know
- Investing in infrastructure: 50% very important, 38% somewhat important, 8% not too important, 4% not at all important, 2% don't know
- Providing tax cuts: 46% very important, 34% somewhat important, 11% not too important, 7% not at all important, 2% don't know

Source: National Poll, May 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
Research!America Poll Data

- Commissioning public opinion polls on research issues for nearly 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.
U.S. Should be a Global Leader in Research to Improve Health

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

- Very important: 69%
- Somewhat important: 24%
- Not important: 6%
- Don't know: 1%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
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?

Source: National Poll, May 2010
Charlton Research Company for Research!America
How important do you think education and training in science, technology, engineering and mathematics is to U.S. competitiveness and our future economic prosperity?

- Very important: 74%
- Somewhat important: 23%
- Not too important: 3%

Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America
Most Believe Research for Health Equity 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?

Source: National Poll, May 2010
Charlton Research Company for Research!America
Research is a Game Changer for Saving Lives and Saving Money

- Vaccines
- Seatbelts and car seats
- HIV/AIDS anti-retrovirals
- Increased longevity
- Heightened productivity over age 65
Heart Disease

THEN...
heart disease killed quickly and without warning

NOW...
deaths from heart disease have dropped by 69%
from 1950 to 2006

IMAGINE...
eliminating preventable deaths due to heart disease

Source: NHLBI/NIH 2009
‘Getting the Job Done’ for Patients with Coronary Disease

- Average investment per American: $3.70/year
- 30-year investment per American: ~$110 total
- 63% decrease in mortality
- ~ 1 million early deaths averted per year
- $2.6 trillion in economic return
- New effective treatments and prevention strategies

![Graph showing the decrease in deaths per 100,000 people from 1950 to 2000.](image)
Messages That Reach Policy Makers
Economic Impact Messages

- Research drives innovation and productivity
- Research creates jobs
- Research fuels local & regional economies
- Research helps control health care costs
- Research can contribute to growth and savings in all types of businesses
- Research is an investment, not a cost
Messages That Reach Policy Makers

Investment in research saves lives and money

Today:  
- Investments in 30 leading research universities in the U.S. are projected to save $2.8 billion in medical savings over 10 years.
- Over 50% of NIH research projects are supported by non-investor-funded projects.
- Research in newer, more effective therapies can save lives.

Facts about Research:  
- An NIH-funded study has shown that smoking cessation and lifestyle changes can reduce the risk of heart disease.
- Chronic diseases such as heart disease, cancer, diabetes, and obesity cost the U.S. $8 trillion each year.
- Personalized medicine offers the potential of reducing costs and improving patient outcomes.

Why invest?  
- The U.S. invests in research through the NIH, providing an estimated 50-fold return to the economy by improving Americans’ health.

Future:  
- Presidential executive order on research and development.
- Science is more essential for our prosperity, our security, our health, our environment, and our quality of life than it has ever been before.

Research: An Economic Driver

Americans Think Research is Important to the U.S. Economy

Why important do you think research is to the U.S. economy?

- Education: 9%
- Public health: 9%
- National security: 18%
- Innovation: 28%
- Economic development: 31%
- Other: 24%

Science is more essential for our prosperity, our security, our health, our environment, and our quality of life than it has ever been before.

PRESIDENT BARACK OBAMA

科学研究是美国经济的关键动力

为什么觉得研究对美国经济如此重要？

- 教育：9%
- 公共健康：9%
- 国家安全：18%
- 创新：28%
- 经济发展：31%
- 其他：24%

科学比以往任何时候都更加重要。我们的繁荣、安全、健康、环境和生活质量都离不开它。

巴拉克·奥巴马总统
“I believe the economic destiny of America lies in science, technology, innovation and research.”

Research!America Chair and Former Congressman John Edward Porter, October 13, 2009
Research Takes Cents

• U.S. amusement parks and attractions generate $12 billion in revenue each year

• That sum would fund Howard Hughes Medical Institute’s research efforts for more than 16 years!

Sources: International Association of Amusement Parks and Attractions; NIH FY 2010
Research Takes Cents

• Americans spend more than $2.7 billion on collegiate sports merchandise each year.

• That amount would fund the National Center for Research Resources for more than two years!

Sources: Collegiate Licensing Company; NIH FY2010
Research Takes Cents

• Americans spent nearly $858 million on turkeys for Thanksgiving in 2009.

• That amount would fund nearly 1,984 research grants from the National Institutes of Health!

Sources: American Farm Bureau Federation; National Turkey Federation; OER FY09 reporting
Public Perceptions of Science and Scientists

Science’s impact on society is:

- Mostly positive 84%
- Mostly negative 6%
- Other/don’t know 10%

Professions contributing “a lot to society’s well-being”:

- Members of military 84%
- Teachers 77%
- Scientists 70%
- Medical doctors 69%

Pew Research Center for the People & the Press, July 2009
And Yet, Despite High Levels of Public Confidence, Scientists are Invisible in Our Society...
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
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>Percent</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>
</tr>
<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>
</tr>
<tr>
<td>University of Michigan</td>
<td>1%</td>
</tr>
<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
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)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Institutes of Health</td>
<td>50%</td>
</tr>
<tr>
<td>Food and Drug Administration</td>
<td>19%</td>
</tr>
<tr>
<td>Dept. of Health and Human Services/Health Dept.</td>
<td>13%</td>
</tr>
<tr>
<td>Centers for Disease Control</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Americans Recognize the Food and Drug Administration

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)

- 75% Food and Drug Administration
- 13% Other
- 4% Dept. of Health and Human Services/Dept. Health
- 3% Dept. of Agriculture
- 2% Don't know
- 1% Federal Drug Administration
- 1% Other

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Important for Congress to Support Funding for Improving FDA Approval

Some people say the FDA needs to fund university-based experts to help improve the approval process for pharmaceuticals and other medical products. How important do you think it is for the US Congress to support this funding?

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Clinical Research is a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Americans Have Not Participated in Clinical Research

Have you or anyone in your family ever participated in clinical research?

- Yes: 14%
- No: 86%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Many Americans Likely to Volunteer for Clinical Research

Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study?

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Doctors Do Not Suggest Participating in Clinical Research

Has your doctor ever suggested that you participate in a clinical research study?

- Yes: 6%
- No: 94%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Americans Willing to Share Personal Information for Health Research

Assuming that appropriate privacy protections were used, would you be willing to share your personal health information so researchers can better understand diseases and develop new ways to prevent, treat and cure them?

Yes: 81%
No: 19%

Source: National Poll, May 2010
Charlton Research Company for Research!America
Americans Willing to Pay More for Research to Improve Health

Would you be willing to pay $1 per week more in taxes if you were certain that all the money would be spent for additional research to improve health, or not?

- Willing to pay more/Strongly: 17%
- Willing to pay more/Somewhat: 38%
- Not willing to pay more/Somewhat: 20%
- Not willing to pay more/Strongly: 6%
- Don't know: 19%

Source: National Poll, May 2010
Charlton Research Company for Research!America
Accelerating Investment in Research to Improve Health is a High Priority

No matter where you stand on the health reform bill, as the nation implements health reform, how much of a priority is it to accelerate our nation’s investment in research to improve health?

Source: National Poll, May 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?

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

Source: Your Congress–Your Health Survey, June 2009
Charlton Research Company for Research!America
A Challenge: Pass the Starbucks Test
“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
Why Aren’t More Scientists Engaged in Public Outreach?
Why Aren’t More Scientists Engaged in Public Outreach?

- 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
“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
What Can You Do Right Now?

• Emphasize how research drives economic activity in every state and creates good jobs
• Volunteer as an adviser to your Member of Congress
• Encourage your colleagues in advocacy
• Remember the four most important words
“I work for you.”
Put a Face on Research: YOURS!
Outreach to Members of Congress
All Members of Congress will be 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 members of Congress to share their views

www.yourcongressyourhealth.org
New Voices for Research

- Empowering young professionals to transform their passion for research into advocacy through a public blog and private community
- Making it easier to become engaged with media and elected officials

http://newvoicesforresearch.blogspot.com
Research!America Works for Researchers

Connect with us

- www.researchamerica.org/blog
- www.researchamerica.org/facebook
- www.twitter.com/researchamerica
- www.youtube.com/researchamerica
- http://newvoicesforresearch.blogspot.com