World-Class Advocacy for World-Class Research

Mary Woolley, President, Research!America

Dec. 3, 2010

Association of Chairs of Departments of Physiology
Bonita Springs, FL
“Here are the things we know about the new Congress: We know there is downward pressure on all funding. We know many new members are not educated on budgeting and appropriations. We know many members are not educated on research.”

Research!America Chair and Former Congressman John Edward Porter, November 16, 2010
“The scientific community is going to have to become a lot more politically active in blowing your own horn.”

WARNING: Failure to be an advocate can be hazardous to your research career
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."

Majority Leader-designate Rep. Eric Cantor (R-VA), in an interview with CBS News
Funding Levels Scenarios

- Not including any funds from the American Recovery and Reinvestment Act, the proposed budget for the National Institutes of Health is **$32 billion** in FY2011.
- Returning to 2008 funding levels would mean a nearly **$3 billion decrease** in NIH funding to **$29.3 billion**.
- Research!America advocates **$35 billion** for the NIH in FY2011 and has called on the president to make **$35B** his NIH budget number for FY2012.
Research Takes Cents

- Americans are expected to spend $24.78 billion on gift cards during the 2010 holiday season.

- That amount would fund 55,491 research grants from the National Institutes of Health!

Sources: National Retail Federation; OER FY09 reporting
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
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

- Deficit reduction as a top priority; 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
“[The Deficit Commission proposal] affirms the need to protect the most vulnerable Americans and to invest in education, infrastructure and research and development.”

New York Times editorial, Nov. 10, 2010
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.
Scientific Research is Important for Job Creation and Economic Recovery

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not too important</th>
<th>Not at all important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investing in education</td>
<td>72</td>
<td>22</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supporting small business</td>
<td>65</td>
<td>28</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investing in energy</td>
<td>61</td>
<td>30</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investing in scientific research</td>
<td>53</td>
<td>36</td>
<td>38</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Investing in infrastructure</td>
<td>50</td>
<td>38</td>
<td>4</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Providing tax cuts</td>
<td>46</td>
<td>34</td>
<td>7</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

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
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: 1%
- Don't know: 6%

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?

- 66% Part of the solution
- 34% Part of the problem

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
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 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
Messages That Reach Policy Makers

#14 in a series
Investment in research saves lives and money
facts about:
Research:
An Economic Driver
2010 update

Today:
- Over 80 percent of the $4.3 trillion annual global health care expenditure is driven by investment in research and development.
- The U.S. Research and Development (R&D) spending is more than $340 billion annually, which is 2.7 times the global average.
- Investment in research and development can lead to increased productivity, innovation, and economic growth.

why invest?
- Research and development are critical for addressing global health challenges and improving quality of life.
- Increased investment in research and development can lead to new treatments, medications, and technologies.

hope for the future:
- continued investment in research and development is necessary to maintain global competitiveness.
- increased investment in research and development can lead to increased productivity, innovation, and economic growth.

"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

The U.S. investment in research through the NIH has provided an estimated 50-fold return to the economy by improving Americans' health.

"Innovation is the source of U.S. economic leadership and the foundation for our competitiveness in the global economy."

BILL GATES, CHAIR, MICROSOFT CORPORATION

RESEARCH AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH
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
“America’s economic destiny lies in innovation, technology, science and research.”
What Can We Learn from 1995?

- An initial draft of a Republican budget included a 5% cut in NIH funding for five straight years—25% total
- John Edward Porter, then-Chairman of the House Appropriations LHHS Subcommittee and a hand-picked group of business leaders and Nobel laureates convinced Speaker Gingrich to reverse course
- Patient advocates and scientists spoke out and to make the case for research
- NIH was protected from cuts
1995 v. 2011

Similar:
  • Recession economy
  • Change of party in the House

Different:
  • President’s budget might not protect research agencies
  • Broader range of beliefs in House majority

Always:
  • Decisions will be made based on priorities and monies will be appropriated
  • Advocates will be heard if their voices are unified and persistent!
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>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>
</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
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
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?

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

Source: National Poll, May 2010
Charlton Research Company for Research!America
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?

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

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!
Your Congress–Your Health
for the 112th Congress

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
How We Can Help

Our website includes resources that make the case for research as a solid investment:

- ARRA funding by state
- Economic impact of research by state
- NIH, CDC, NSF & AHRQ funding by state
- U.S. Investment in Health Research
- U.S. Investment in Global Health Research
- Investment in Research Saves Lives and Money series

www.researchamerica.org/economic_impact
Research!America Works for Researchers

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