World Class Advocacy for World Class Research

Mary Woolley, President, Research!America

June 8, 2010

Howard Hughes Medical Institute; Janelia Farm, Ashburn, VA
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.”

“I've been disappointed by the lack of aggressive activism on the part of so many professionals in the field.”

House Appropriations Chairman, David Obey (D-WI), NIH FY2011 Appropriations Hearing, April 28, 2010
How We Will Help

Research!America can help you, and everyone in the research community, become an effective advocate. We will also continue to be your advocate!
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
Non-profit Alliance with Members Including:

- Academia, hospitals, independent research institutions
- Professional and science societies
- Business and industry
- Voluntary health associations
- Foundations and philanthropies
- State and local organizations
- International associates
Distinguished Board Includes:

- Former members of Congress and high-level administration officials
- Leaders of academic and industry research
- Public health leaders
- Leaders of voluntary health organizations
- Major media personalities
- Venture capitalists
- Top advertising and public relations executives
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
2010 National Forum

A discussion among nationally recognized leaders in health research
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
Actively Leveraging Social Media

www.researchamerica.org/blog
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
  • spurring advocacy for research internationally
“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
Current Research!America Emphases

- Advocating $35B for NIH in FY 2011; reaching $40B ASAP
- Leading the community in framing the case for research, especially the economic case
- Building champions
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
“...Investments in research will improve and save countless lives for generations to come. ... But we also know that these investments will save jobs, they'll create new jobs -- tens of thousands of jobs -- conducting research, and manufacturing and supplying medical equipment, and building and modernizing laboratories and research facilities all across America.”

President Barack Obama, Remarks at the National Institutes of Health, Sept. 30, 2009
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, 4% not too important, 2% not at all important, 2% don't know.
- Supporting small business: 65% very important, 28% somewhat important, 25% not too important, 1% don't know.
- Investing in energy: 61% very important, 30% somewhat important, 7% not too important, 2% not at all important, 2% don't know.
- Investing in scientific research: 53% very important, 36% somewhat important, 9% not too important, 2% not at all important, 2% don't know.
- Investing in infrastructure: 50% very important, 38% somewhat important, 8% not too important, 1% don't know.
- Providing tax cuts: 46% very important, 34% somewhat important, 7% not too important, 2% not at all important, 1% don't know.

Source: National Poll, May 2010
Charlton Research Company for Research!America
ARRA Funding at Work

- Researchers at the Jackson Laboratory in Maine are exploring whether exposure to alcohol in the womb causes a gene mutation that leads to obesity and diabetes in adulthood.
- A team at the University of Massachusetts Medical School is investigating epigenic markings in the brain in an attempt to better understand if and how they are associated with schizophrenia.
NIH American Recovery & Reinvestment Act Funding

The U.S. Congress and President Obama made an historic $10.4 billion reinvestment in the National Institutes of Health through the American Recovery and Reinvestment Act. American scientists are competing for ARRA grants that will protect and create jobs while advancing research to improve health.

Nationwide, $5,222,873,602 has been awarded in ARRA funding for 13,358 projects.*

Communities across the country are already seeing the benefits. Use the map below to see how the funding is distributed in each state.

*ARRA grants will continue to be awarded throughout 2010 and this resource will be updated periodically to reflect the disbursement of the total investment.

Last update: April 1, 2010

Click on a state below or for more detail on U.S. territories: American Samoa, Guam, Puerto Rico, Virgin Islands

ARRA Funding by State and District

Research!America is tracking how the NIH is investing American Recovery and Reinvestment Act funding by state and congressional district. Visit www.researchamerica.org/arra_NIHfunding.
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 a relatively small, discretionary investment that the US can afford
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 $36 billion on lawn and garden care each year.

• That amount would fund the National Institutes of Health for more than a year!
Medical Research Delivers 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 deaths per 100,000 from 1950 to 2000.](image-url)
Messages That Reach Policy Makers

#14 in a series

Investment in research saves lives and money

Research: An Economic Driver

**Scientific Research is Important for job Creation & Incomes**
In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?

- Important: 24%
- Not important: 76%

**Historical**
- Saving Lives: Reductions in mortality rates
  - 1980: 200,000
  - 2007: 120,000

**Facts about: Research: An Economic Driver**

Why invest?
- Our nation’s most valuable asset is human capital. Healthier Americans are vital to sustain economic growth, greater productivity and global competitiveness.
- Research provides high-paid, high-wage jobs for Americans. The U.S. should invest now to train the next generation of scientists.
- Innovation in the life and global health sciences, new and better drugs, a resilient economy and the attainment of national goals.
- Chronic diseases such as heart disease, cancer, diabetes and asthma cost the U.S. $1.7 trillion each year.
- Personalized medicine offers the prospect of reducing costs and improving patient outcomes by using diagnostic tests to match patients to treatments and prevent hospitalization.

Hope for the Future:
Our ability to lead in 2020 will be a function of our current decisions. Investing in our investments in science and advances in a sound and responsible national security policy. No other federal expenditure will do more to create jobs, grow wealth, strengthen our world leadership, protect our environment, promote better education, or ensure better health for the country. We must make the commitment to increase our investment now.

“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

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

Bill Gates, chair, Microsoft Corporation

The Albert and Mary Lasker Foundation is a leading partner in this series of fact sheets. www.laskerfoundation.org

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The U.S. investment in research through the NIH has provided an estimated 50-fold return to the economy by improving Americans’ health.
Chairs of House Appropriations
LHHS Subcommittee

• The Honorable John Edward Porter (R-IL), 1995-2001

• The Honorable Ralph Regula (R-OH), 2001-2007

• Rep. Dave Obey (D-WI), 2007-2011

• Who will be the next chair?
“We need to support basic research, including increased funding for science and math education.”

Rep. Norman Dicks (D-WA), responding to Your Congress–Your Health questionnaire for the 110th Congress
“Science, technology, engineering and math, in particular, are absolutely vital to keeping America competitive and innovative in the years to come.”

Rep. Nita Lowey (D-NY), responding to Your Congress—Your Health questionnaire for the 110th Congress
Outreach to Candidates

After the primaries, all candidates for Congress will be invited to participate to provide 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 to share their views.

www.yourcandidatesyourhealth.org
“...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 18 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

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

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

Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America
## Public Perceptions of Science and Scientists

Science’s impact on society is:

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly positive</td>
<td>84%</td>
</tr>
<tr>
<td>Mostly negative</td>
<td>6%</td>
</tr>
<tr>
<td>Other/don’t know</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members of military</td>
<td>84%</td>
</tr>
<tr>
<td>Teachers</td>
<td>77%</td>
</tr>
<tr>
<td>Scientists</td>
<td>70%</td>
</tr>
<tr>
<td>Medical doctors</td>
<td>69%</td>
</tr>
</tbody>
</table>

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)

- National Institutes of Health: 50%
- Food and Drug Administration: 19%
- Dept. of Health and Human Services/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
As we look for ways to deal with health care costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?

- Higher: 53%
- About the same: 34%
- Lower: 13%

Source: Your Congress—Your Health Survey, June 2009
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
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
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?

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?

Source: Public Opinion Polls, 1993-2010
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
- 8% Very well informed
- 10% 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
“Scientists like to tell ourselves that we are too busy to worry about image. But the reality is that our work only has a chance of making a difference if we build a much broader base of popular support for medical research than currently exists in this country.”

Rock Star of Science Francis S. Collins, MD, PhD
What Can You Do Right Now?

- Emphasize how research drives economic activity in every state and creates good jobs
- Connect to those running for office
- Encourage your colleagues in advocacy
- Remember the four most important words
“Wouldn’t it be wonderful if all candidates had science advisers or science advisory committees? They will, if individual scientists step up to the plate.”

The Honorable John Edward Porter, Research!America chair
Put a Face on Research: YOURS!
The most important four words a researcher can say and convey are ...
“I work for you.”