Investing in Health Can Change the World

If the U.S. decided to invest in one thing to really make a difference in the world, what do you think that one thing should be? (first mentions)

- Gas prices/energy issues/alternative fuels: 18%
- Health care/medicine/cures: 16%
- Reduce homelessness/poverty: 12%
- World peace/peace in Iraq: 11%
- Education: 8%
- Improve/protect environment: 6%
- Help our own people: 5%
- Economy/jobs: 4%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
U.S. Priorities Around the World

How much of a priority do you think it is for the U.S. government to spend money around the world in each of the following areas? (% saying top priority)

- Fighting terrorism: 60%
- Protecting the environment: 46%
- Improving health around the world: 39%
- Improving living conditions: 37%
- Peacekeeping efforts: 36%
- Fighting the illegal drug trade: 36%
- Economic development: 31%
- Fighting social injustice: 30%
- Improving diplomatic relations: 29%
- Encouraging democracy: 24%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
U.S. Should Spend Tax Dollars on Improving Health

Some people say: The U.S. should spend its tax dollars on improving health in the U.S. only.

Other people say: The U.S. should spend its tax dollars on improving health in the U.S. and globally.

Which of these statements more closely reflects your opinion?

56% U.S. only
44% U.S. and globally

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Think It Is Important to Improve Health Globally

How important do you think it is that we in the U.S. work to improve health globally?

- 80% Important
- 20% Not important

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Familiar with Health Problems Facing the World

Thinking about anything you may have read or heard, as well as your own personal experience, how familiar would you say you are with the health problems facing the world today?

- Very familiar: 67%
- Somewhat familiar: 18%
- Not too familiar: 14%
- Not at all familiar: 1%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Concerned About Health Problems Facing the World

How concerned are you about the health problems facing the world today?

- Very concerned: 54%
- Somewhat concerned: 34%
- Not too concerned: 11%
- Not at all concerned: 1%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Perceived Leading Causes of Death in the U.S.

What do you think are the two leading causes of death in United States? (total mentions)

- Cancer: 62%
- Heart condition/disease: 39%
- Heart attack/stroke: 14%
- AIDS/HIV: 12%
- Traffic fatalities: 12%
- Tobacco: 7%
- Obesity: 6%
- Violence/suicide: 6%
- Drugs: 5%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Actual Leading Causes of Death in the U.S.

- Diseases of heart (CVD): 27%
- Cancer: 23%
- Stroke: 6%
- Chronic lower respiratory diseases: 5%
- Unintentional injuries: 5%
- Diabetes: 3%
- Flu and pneumonia: 3%
- Alzheimer's disease: 3%
- Diseases of the kidney: 2%
- Septicemia (blood infection): 1%

Centers for Disease Control and Prevention, Deaths: Preliminary Data for 2004

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Perceived Leading Causes of Death in Countries Other Than the U.S.

What do you think are the two leading causes of death in countries other than the United States? (total mentions)

- HIV/AIDS: 46%
- Starvation/hunger: 24%
- Diseases/infections: 19%
- Diet/malnutrition: 15%
- Cancer: 15%
- Poverty: 9%
- War: 7%
- Heart condition/disease: 6%
- Violence/suicide: 5%
- Plague/famine: 4%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006

Cited by only 12% as a leading cause of death in the U.S.
Perceived Leading Causes of Death in Poor/Developing Countries

What do you think are the two leading causes of death in poor or developing countries?

(total mentions)

- AIDS/HIV: 42%
- Starvation/hunger: 37%
- Diet/malnutrition: 25%
- Diseases/infections: 22%
- Poverty: 6%
- Sanitation issues/living conditions: 5%
- Medicines/vaccinations: 5%
- Healthcare coverage/insurance: 4%
- Plague/famine: 4%
- Water cleanliness: 4%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Actual Leading Causes of Death Worldwide 2002
(adults aged 15-59 in thousands)

- HIV/AIDS: 2279
- Ischemic heart disease: 1132
- Tuberculosis: 1036
- Road traffic injuries: 814
- Cerebrovascular disease: 783
- Self-inflicted injuries: 672
- Violence: 473
- Cirrhosis of the liver: 382
- Lower respiratory infections: 352
- Chronic obstructive pulmonary diseases: 343

The World Health Report 2003, WHO

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Actual Leading Causes of Death Worldwide 2002
(adults aged 60+ in thousands)

- Ischemic heart disease: 5825
- Cerebrovascular disease: 4689
- Chronic obstructive pulmonary diseases: 2399
- Lower respiratory infections: 1396
- Trachea, bronchus, lung cancers: 928
- Diabetes: 754
- Hypertensive heart disease: 735
- Stomach cancer: 605
- Tuberculosis: 495
- Colon and rectum cancers: 477

The World Health Report 2003, WHO

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Actual Leading Causes of Death Worldwide 2002
(children under age 5 in thousands)

- Lower respiratory infections: 1856
- Diarroheal diseases: 1566
- Malaria: 1098
- Measels: 551
- HIV/AIDS: 370
- Pertussis: 301
- Tetanus: 185

The World Health Report 2003, WHO

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Think Emerging Diseases Will Threaten the U.S.

In general, to what extent do you think infectious and emerging diseases facing other countries (such as the flu, tuberculosis, and SARS) will pose a threat to the United States in the next few years?

- Will pose a major threat: 35%
- Will pose a minor threat: 58%
- Will not pose a threat: 7%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
How concerned are you that...

- Contagious diseases in other countries can reach the U.S.
  - Very: 14%
  - Somewhat: 43%
  - Not: 43%

- Health problems in other countries causing economic problems in the U.S.
  - Very: 28%
  - Somewhat: 46%
  - Not: 26%

- Health problems in other countries can cause national security problems in the U.S.
  - Very: 29%
  - Somewhat: 44%
  - Not: 27%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
### Priorities in Global Health

Considering the different types of health problems facing the world today, how high a priority do you think it is that the United States invest in research to address each of the following...

<table>
<thead>
<tr>
<th>Health Problem</th>
<th>Very</th>
<th>Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIV/AIDS</td>
<td>58%</td>
<td>33%</td>
</tr>
<tr>
<td>Chronic diseases</td>
<td>56%</td>
<td>34%</td>
</tr>
<tr>
<td>Infectious/emerging diseases</td>
<td>48%</td>
<td>42%</td>
</tr>
<tr>
<td>Lack of clean water</td>
<td>47%</td>
<td>38%</td>
</tr>
<tr>
<td>Poor nutrition</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Childhood illnesses</td>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td>Poor prenatal care</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Infectious diseases in developing nations</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Tobacco-related illnesses</td>
<td>22%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
To what extent do you agree or disagree with the following statements...

- Americans will be better protected from terrorism if the U.S. government works to address health problems around the world.
  - Somewhat agree: 11%, Strongly agree: 30%

- Americans will be better off if the US government works to address health problems around the world.
  - Somewhat agree: 21%, Strongly agree: 45%

- Americans will be better off if the U.S government invests in research designed to improve health around the world.
  - Somewhat agree: 23%, Strongly agree: 46%

- Efforts made by the U.S government to improve health around the world are investments that pay off in many ways.
  - Somewhat agree: 24%, Strongly agree: 46%

- When the U.S government works to address health problems globally, it improves our diplomatic relations and the way other nations see us.
  - Somewhat agree: 24%, Strongly agree: 47%

- In today’s world, infectious diseases cannot be contained within national borders, making them a problem for people in all countries.
  - Somewhat agree: 39%, Strongly agree: 41%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
To the best of your knowledge, what share of the United States’ federal budget is spent on efforts to improve health around the world?

- Less than 1%: 21%
- 1-5%: 39%
- 6-10%: 24%
- 11-20%: 9%
- More than 20%: 7%
Very Few Americans Can Identify Global Health Spokespeople

Is there a person who comes to mind when you think about global health? If yes, who?

- Bono: 3%
- Bill or Melinda Gates: 3
- Mother Teresa: 1
- Bill or Hillary Clinton: 1
- Angelina Jolie: 1
- Jimmy Carter: 1
- Oprah Winfrey: 1
- Other: 7
- None: 82

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Cite WHO as Global Health Research Organization

Which government agencies and other types of organizations would you say are involved in research designed to improve health around the world? *(first mentions)*

- World Health Organization: 16%
- Centers for Disease Control and Prevention: 9%
- Red Cross: 5%
- UNICEF: 3%
- United Nations: 3%
- Food and Drug Administration: 3%
- Department of Health: 2%
- National Institutes of Health: 2%
- Other: 15%
- None: 8%
- Don't know: 31%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Many Organizations Should be Involved in Global Health Research

Which of the following government agencies and other types of organizations should be involved in research designed to improve health around the world?

- World Health Organization: 82%
- Centers for Disease Control and Prevention: 81%
- Red Cross: 68%
- Doctors Without Borders: 66%
- Pharmaceutical/biotech companies: 63%
- United Nations: 59%
- National Institutes of Health: 58%
- Private foundations: 51%
- Religious organizations: 45%
- USAID: 43%
- State Department: 20%
- Department of Defense: 15%
- Other: 3%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
## Few Americans Actively Involved

Are you currently doing something that you think will improve global health? If yes, what?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>82%</td>
</tr>
<tr>
<td>Donations/contributions</td>
<td>5%</td>
</tr>
<tr>
<td>Stay healthy/get shots</td>
<td>4%</td>
</tr>
<tr>
<td>Work/volunteer with health organizations</td>
<td>2%</td>
</tr>
<tr>
<td>Recycle/conserve energy</td>
<td>2%</td>
</tr>
<tr>
<td>Keep myself/others informed</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Willing to Advocate for Global Health Research

If asked to individually contribute to improving health globally, how willing would you be to do each of the following?

- Ask your elected officials to invest in research to improve global health:
  - Very willing: 24%
  - Somewhat willing: 46%
  - Not too willing: 19%
  - Not at all willing: 11%

- Contribute to a charitable organization that focuses on improving global health:
  - Very willing: 24%
  - Somewhat willing: 42%
  - Not too willing: 22%
  - Not at all willing: 12%

- Ask your favorite media source to cover the issue:
  - Very willing: 21%
  - Somewhat willing: 42%
  - Not too willing: 23%
  - Not at all willing: 14%

- Go on a mission or participate in a humanitarian effort:
  - Very willing: 14%
  - Somewhat willing: 27%
  - Not too willing: 32%
  - Not at all willing: 27%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Most Americans Think the U.S. Spends Too Little on Health Research

Currently, the U.S. spends much less than one penny of every dollar on medical and health research designed to improve health around the world.

Would you say this amount is…

- Too much: 8%
- About right: 30%
- Too little: 62%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Willing to Pay for Global Health Research

Would you still agree that the United States government spends too little on research designed to improve health around the world if you were told it would mean slightly higher taxes or less money available for other spending priorities?

(Only includes those who responded “too little” n=621)

- **84%** Yes, still agree we spend too little
- **16%** No, think we shouldn't spend more afterall

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Americans Split on Impact of Global Health Research

In general, do you think that spending more money on global health problems would lead to real progress in improving health overall in the United States or do you think it wouldn’t make much difference?

- 51% would lead to real progress in improving health in the U.S.
- 49% wouldn't make much difference

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Global Health Research as an Election Issue

If your elected official were to support an increase in the US government’s spending on research to improve health globally, would you be…?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely to re-elect that official</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat more likely to re-elect that official</td>
<td>48%</td>
</tr>
<tr>
<td>Somewhat less likely to re-elect that official</td>
<td>18%</td>
</tr>
<tr>
<td>Much less likely to re-elect that official</td>
<td>10%</td>
</tr>
</tbody>
</table>

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Why Americans Think the U.S. Should Be Involved in Improving Health Around the World

(% who agree with the statement)

- Improving health around the world will prevent future disease outbreaks. 69%
- The U.S. should invest in research to improve health in other countries in order to protect Americans' health. 62%
- Wealthy nations have a responsibility to help poor and developing countries. 61%
- As the world’s leader in scientific expertise and medical research, the U.S. should be the leader in improving global health. 61%
- The U.S. should invest in research to improve health in other countries in order to protect Americans’ economic security. 50%
- Improving health around the world will help in the fight against terrorism and political instability abroad. 32%

Attitudes: Global Health Research
Charlton Research for Research!America, 2006
Global Health Research as an Presidential Election Issue

If a candidate for President in 2008 were to support an increase in the US government’s spending on research to improve health globally, would you be…?

- **51%** Much more likely to vote for that candidate
- **24%** Somewhat more likely to vote for that candidate
- **17%** Somewhat less likely to vote for that candidate
- **11%** Much less likely to vote for that candidate

Attitudes: Global Health Research
Charlton Research for Research!America, 2006