A Town Hall Meeting of Advocates for Health Research

I. Welcoming Remarks
   Alan Leshner, PhD, CEO, American Association for the Advancement of Science

II. The Context for Advocacy - An Overview of the Current Political and Fiscal Environments
   The Honorable John Edward Porter, Chair, Research!America

III. Public Support for Investment in Research – Leveraging What We Know and inviting Congress to be Active Participants in a National Conversation Regarding Health Research
   Mary Woolley, President and CEO, Research!America

IV. Questions and Answers

V. Concluding Remarks
   Georges Benjamin, MD, FACP, Executive Director, American Public Health Association
The Context for Advocacy – An Overview of the Current Political and Fiscal Environments

The Honorable John Edward Porter
Chair
Research!America

February 6, 2007
A Town Hall Meeting of Advocates for Health Research
Washington, DC
# Health Research Funding 2002-07

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>NIH</td>
<td>$23.30 billion</td>
<td>$27.07 billion</td>
<td>$27.89 billion</td>
<td>$28.50 billion</td>
<td>$28.46 billion</td>
<td>$28.93 billion</td>
</tr>
<tr>
<td>CDC</td>
<td>$4.29 billion</td>
<td>$4.30 billion</td>
<td>$4.37 billion</td>
<td>$6.32* billion</td>
<td>$6.09* billion</td>
<td>$6.00* billion</td>
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<tr>
<td>AHRQ</td>
<td>$299 million</td>
<td>$309 million</td>
<td>$319 million</td>
<td>$319 million</td>
<td>$319 million</td>
<td>$319 million</td>
</tr>
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*2005-2007 includes funding for bioterrorism*
Increases for NIH in 2007

• 500 additional research grants
• $91 million within the Office of the Director to support new investigators
• $483 million for the Common Fund, of which $40 million will be dedicated to a new Junior Pioneer awards program
• $69 million, an increase of $58 million, for the National Children’s Study
• $7 million to implement initiatives in the NIH Reform Act
Changes to the CDC in 2007

• A $100 million increase to prepare for and respond to an outbreak of pandemic flu and other emerging infectious diseases

• A $1.3 billion increase to the President’s Emergency Plan for AIDS Relief (PEPFAR)

• An increase of approximately $30 million for the Section 317 Immunization program

• A reduction of Building and Facilities funding by approximately $24 million below the FY 2006 level
President’s FY 2008 Proposal

<table>
<thead>
<tr>
<th></th>
<th>President’s 2008 Budget</th>
<th>% Change from 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIH</td>
<td>$28.70 billion</td>
<td>-0.8%</td>
</tr>
<tr>
<td>CDC</td>
<td>$5.82 billion</td>
<td>-3.0%</td>
</tr>
<tr>
<td>AHRQ</td>
<td>$330 million</td>
<td>+3.4%</td>
</tr>
</tbody>
</table>
When Federal Support for Research Stalls…

1) We lose length and quality of life to disease and disability

2) Health care costs continue to skyrocket without better treatments and without more emphasis on prevention

3) Our economy loses productivity when workers become ill or disabled

4) America begins to lose its leadership in science and the global economy

Source: Four Reasons Why Congress Must Act Now to Support Medical Research
Leveraging What We Know: Messages That Work
Target Audiences

• Elected officials
  – in Washington, DC
  – at home

• Media
  – in Washington, DC
  – beyond the Beltway

• General public
“[Scientists] want to come to Congress and give tutorials. That doesn’t work. We don’t have time for tutorials. They need to get right to the point: ‘This is why it’s important. I know there are a lot of competing interests, but here’s why we should be at the head of the line. And here’s what it means for society.’”

~ The Honorable Sherwood Boehlert
“Explaining Science to Power: Make It Simple, Make It Pay”
November 24, 2006, Science Magazine
When Federal Support for Research Stalls…

- We lose length and quality of life to disease and disability
- Health care costs continue to skyrocket without better treatments and without more emphasis on prevention
- Our economy loses productivity when workers become ill or disabled
- America begins to lose its leadership in science and the global economy

Source: *Four Reasons Why Congress Must Act Now to Support Medical Research*
Costs to Employers

• Depressive diseases cost U.S. businesses $83 billion in 2000.

• Heart disease and stroke cost the U.S. more than $350 billion in direct medical costs and lost productivity in 2003.

• Due to work-related injuries, employers spent $87.4 billion on workers’ compensation in 2004.

Sources: Journal of Clinical Psychology, 2003; American Heart Association; National Academy of Social Insurance, 2004
Productivity Costs

• Over the last 20 years, the U.S. saved $70 billion in medical costs and lost productivity through lithium treatments for bipolar disorder.

• The thousands of lives saved from 1970-1998 by preventing and treating heart disease and stroke were worth $1.1 trillion in economic value each year.

Sources: National Institute of Mental Health; Murphy & Topel Measuring the Gains from Medical Research, 2003.
Costs of an Epidemic

The annual cost of being overweight and obese in the U.S. is $122.9 billion. This estimate accounts for $64.1 billion in direct costs and $58.8 billion in indirect costs.

The Endocrine Society; The Hormone Foundation
www.obesityinamerica.org
Cost Savings

A one percent reduction in cancer deaths would be worth nearly $500 billion

Kevin Murphy, PhD and Robert Topel, PhD
University of Chicago
Graduate School of Business

The Value of Health and Longevity.
Cost Savings

• A one percent decline in the prevalence of smoking during pregnancy would prevent 1,300 low-weight births and save $21 million in direct medical costs.

• Treatments that delay the onset and progression of Alzheimer’s disease by five years could save $50 billion a year in health care costs.

Sources: National Center for Chronic Diseases; Alzheimer’s Association
Global Leadership at Stake

The scientific and technical building blocks of our economic leadership are eroding when many other nations are gathering strength.

The abruptness with which our nation’s lead can be lost – and the difficulty in recovering a lead once lost – requires us to prepare with great urgency to preserve our economic security.

Research Fuels the Economy

• Research drives innovation and productivity

• Research creates jobs

• Research fuels local & regional economies
Research is a health care solution

Research Saves Lives;
Research Saves Money
“The estimated total cumulative investment at the NIH per American over the past 30 years including the doubling period is about $1,334 or about $44 per American per year over the entire period. In return, Americans have gained over six years of life expectancy and are aging healthier than ever before.”

~ Elias A. Zerhouni, MD, Director, National Institutes of Health in testimony to the House Subcommittee on Labor - HHS -Education Appropriations April 6, 2006
Examples of Messages:
Research Saves Lives & Saves Money

The Get Ready campaign, sponsored by the American Public Health Association (APHA), provides information, resources, and tools so that all individuals, families, and communities in the United States are more prepared for a potential influenza pandemic, outbreak of an emerging infectious disease or other hazard or disaster.
Examples of Messages:
Global Leadership at Stake

Innovative Ideas Can Come From Any Direction

Innovation: For over 200 years, the innovators at the American Optical Company have created new and unique solutions to complex problems. The company has a rich history of innovation, and today, the focus is on developing cutting-edge products that meet the needs of the global marketplace. The American Optical Company is committed to research and development, and the company's success is built on a strong culture of innovation.

Ask Congress to ensure future innovation by supporting the American Competitiveness Initiative.

Where in the World Will the Next Big Idea Come From?

The United States has long been a center of innovation. The strength of our nation's innovation and research capabilities is a source of pride and a key to maintaining our global leadership. The United States is home to some of the world's most innovative companies, such as Apple, Google, and Microsoft. These companies are known for their cutting-edge products and services, and they continue to push the boundaries of what is possible.

The next big idea may come from anywhere in the world, but it is up to us to ensure that the United States remains a leader in innovation. We must continue to invest in research and development, and we must support the companies that are driving our economy forward.

We call on all leaders to help keep America at the forefront of innovation.

www.americainnovation.org
Examples of Messages:
Research Fuels the Economy

The Economic Impact
of AAMC-Member
Medical Schools and
Teaching Hospitals

2005

Conducted for the AAMC by Tripp Umbach
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

~ Abraham Lincoln
Americans’ Priorities

How important is it to you that the President and Congress deal with each of the following issues in the next year?

Source: CNN/Opinion Research Corporation Poll.
Jan. 19-21, 2007
# National Priorities

In terms of national priorities, would you say each of the following is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>National Priorities</th>
<th>% Saying “very important” and “somewhat important”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>99%</td>
</tr>
<tr>
<td>Jobs</td>
<td>99%</td>
</tr>
<tr>
<td>Social security and Medicare</td>
<td>97%</td>
</tr>
<tr>
<td>Disaster preparedness</td>
<td>96%</td>
</tr>
<tr>
<td>National defense</td>
<td>95%</td>
</tr>
<tr>
<td>Health related research</td>
<td>95%</td>
</tr>
<tr>
<td>Homeland security</td>
<td>92%</td>
</tr>
<tr>
<td>Tax cuts</td>
<td>79%</td>
</tr>
</tbody>
</table>

Source: National Survey, 2006
Charlton Research Company for Research!America
Research Important to U.S. Economy

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

- Very: 69%
- Somewhat: 28%
- Not: 1%
- Don't know: 2%

Source: Bridging the Sciences Survey, December 2006
Charlton Research Company for Research!America
U.S. Losing Competitive Edge in Innovation

Do you agree or disagree with this statement: The U.S. is losing its global competitive edge in innovation.

Source: Your Candidates—Your Health Survey, 2006
Charlton Research Company for Research!America
Strong Support for Science Education and Basic Research

The federal government should invest much more now in science education and basic scientific research.

Source: Your Candidates—Your Health Survey, 2006
Charlton Research Company for Research!America
Americans See Value in Preventing Disease

Which do you think is more valuable, research on how to prevent disease, or research on how to cure and treat disease?

- 51% Research on preventing disease
- 34% Research on curing and treating disease
- 13% Both/equally important
- 2% No opinion/don’t know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2006
Important to Eliminate Health Disparities

Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?

8% Important

1% Not important

91% Don't know

Source: Endocrine Poll, 2006
Charlton Research Company for Research!America
Americans Want Increased Funding

The National Institutes of Health (NIH) is the agency that funds most of the medical research paid for by U.S. taxpayers. Which of the following statements comes closer to your opinion about U.S. investment in medical and health research at the NIH?

**Some people say:** Current U.S. funding for medical and health research is sufficient and other budget items are higher priorities now.

**Other people say:** Increasing U.S. funding for medical and health research now is essential to our future health and economic prosperity.

Source: Your Candidates—Your Health Survey, 2006 Charlton Research Company for Research!America
Americans Oppose Cuts to CDC Budget

The Centers for Disease Control and Prevention (CDC) is charged with protecting the health and safety of Americans. The President has proposed to cut the CDC’s core programs by about 4% for the second year in a row. Do you support or oppose the President’s 2007 budget proposal that cuts funding for the CDC by 4%?

Source: Your Candidates—Your Health Survey, 2006
Charlton Research Company for Research!America
Industry Should be Encouraged to Conduct More Research

Do you support or oppose tax and regulatory incentives for industry conducting research and development to improve health?

Source: Your Candidates—Your Health Survey, 2006
Charlton Research Company for Research!America
Most Americans Can’t Name a Living Scientist

Can you give me the name of a living scientist?

- None/don't know: 74%
- Stephen Hawking: 8%
- Albert Einstein: 1%
- Bill Gates: 1%
- Robert Jarvick: 1%
- Other: 15%

Source: Bridging the Sciences Survey, December 2006
Charlton Research Company for Research!America
Americans Say Scientists Best Spokespersons for Research

Among the following categories of people and organizations, which **three** are best qualified to explain to you the impacts of scientific and technological developments on society?

<table>
<thead>
<tr>
<th>Category</th>
<th>First</th>
<th>Second</th>
<th>Third</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>51%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>Medical professionals</td>
<td>17</td>
<td>36</td>
<td>17</td>
</tr>
<tr>
<td>Voluntary health organizations</td>
<td>13</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>Media</td>
<td>7</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>The government</td>
<td>3</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>The military</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>CEOs of industry</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Elected officials</td>
<td>*</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Celebrities</td>
<td>*</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>None/Don’t know/Refused</td>
<td>3</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Bridging the Sciences Survey, December 2006
Charlton Research Company for Research!America
Engaging the public effectively is an acquired skill, and preparation for outreach strategies has seldom been part of scientific training programs. There are a few exceptions, including the Aldo Leopold Leadership Program and Research!America’s Paul G. Rogers Society for Global Health Research.”

—Alan I. Leshner, PhD, in Science, Jan. 12, 2007
Americans Want More Media Coverage of Science and Research

Would you like to see more, less or about the same amount of information about science and research in the media?

- More: 70%
- Same: 23%
- Less: 5%
- Don't know: 2%

Source: Bridging the Sciences Survey, December 2006
Charlton Research Company for Research!America
Health care is a priority for many Americans, but most don’t know where their Congressional candidates stand on issues such as stem-cell research. Research!America, a nonpartisan organization dedicated to health education, can help. Its new free voters’ guide shows how candidates answered basic questions about health and medical research. Visit yourcandidatesyourhealth.org to learn more.
Your Candidates–Your Health

- **Candidate Responses**
  - 38% response rate, stronger than other top voter education initiatives

- **Candidate Outreach**
  - Invitations to participate mailed to 1,600 candidates
  - Weekly e-mail reminders to candidates who had yet to complete questionnaire
  - E-mail alerts to Research!America advocacy network to encourage their candidates to respond
What can all stakeholders do?

- Make it impossible to say:
  - I don’t see the link between research and health care, or research and prevention
  - I don’t see how research helps contain health care costs
  - I don’t think U.S. leadership in science is at risk
  - I’ve never heard of NIH or CDC…
  - I can’t name a research institution
  - I can’t name a researcher…
  - I don’t think research is a priority for federal investment right now

We must all make it impossible to ignore research for health, and TAKE ACTION, urging others to TAKE ACTION as well
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Leveraging Messages & Strategies
For Greater Investment In Health Research

Putting Advocacy In Action
R!A, AAAS, APHA
Advocacy Town Hall Meeting
Washington, DC
February 6, 2007

Georges C. Benjamin, MD, FACP
Executive Director
American Public Health Association
Our Fundamental Advocacy Problem

- Talk to ourselves
- Listen to ourselves
- Answer our own questions
- Failed to effectively engage critical stakeholders
  - General public
  - Policy makers
  - Business community
Reforming The Paradigm Of Engagement

- Improve our engagement of policy makers
- Actively engage the business community: Create unanticipated messengers
- More directly engage the public: Create a grassroots effort
- Coordinate and deliver a common core message

Build upon relationships with health colleagues
Our Strategic Task: Building Core Message

Champions (Business & Public)

Policy Makers

Partners
What Individuals Can Do

What Individuals Can Do

- Read The Nation’s Health, Partner newsletters
- Check APHA, RIA, AAAS website
- Respond to Action alerts from APHA, RIA, AAAS
- Join APHA affiliate and Respond to Requests for Action
- Work with/Respond to Requests by Partner Organization

- • Send letter, e-mail to legislators
  • Call or visit legislator
  • Media advocacy interviews or press releases
  • Meet with agency leaders
  • Offer testimony on issues of importance
  • Offer comments on regulations of importance

Individuals
What Organizations Can Do

Develop roster Of issue experts

Develop Policy And usher Through Policy Process

Organizations

Send alerts to members for federal action

Encourage members to engage at state level

Respond to requests for federal & agency level advocacy by calling, visiting, sending letters to Congressional/agency representatives, testimony

Respond to organization request for state level advocacy by calling, visits, sending letters, visiting state legislators & policy makers
What APHA Affiliates Do

- Respond to Requests From Regional Representatives And COA
- Send APHA Advocacy Alerts and Legislative Information To members
- Develop new policy with APHA members and usher through Process to Governing Council
- Assign members to review policy
- Send APHA Advocacy Alerts and Legislative Information To members
- Encourage Members to Join APHA

- Send letters to state delegation
- Work with APHA on areas of common interest
- Local visits to congressional delegation
- Work in coalitions on federal priorities
- Help APHA understand local impact of federal changes
- Media advocacy

- Send letters to state legislature on state issues of importance
- Actively educate state policymakers on public health
- Work with other affiliates to share best practices
- Work in coalition to support State affiliate priorities
- Media Advocacy

- Encourage Members to Join APHA

- Send APHA Advocacy Alerts and Legislative Information To members
“Protect, Prevent, Live Well”