SAVE LIVES; SAVE RESEARCH!

Research!America seeks to launch an urgent, bold campaign to **Save Research for Health**. We appeal to you, a national leader and stakeholder in the future of health and research for health to help us by contributing support and standing shoulder to shoulder with us to speak with one voice. Together, we can assure a bright future for patients and caregivers, fulfill the promise of safe, quality health care, prevent and protect Americans from public health emergencies, and assure a vibrant economy driven by American research and innovation. No one piece of the equation for better health can succeed without the success of all. Research!America’s bid for leadership of this campaign is based on our credibility as a voice for all the members of the research enterprise, and our proven track record of successful advocacy influencing the public and federal policymakers. (See attached reminder of our similarly-framed campaign from the mid-90s, as well as place-holder concepts for the current campaign.)

Our campaign is designed to be a high-impact partnership that takes advocacy for health and medical research to the level of a national priority, both inside and outside the beltway. We must significantly increase awareness of what is at stake for citizens, communities, the economy and our nation if we neglect research and innovation.

**Time is of the essence** as we are coming up fast on the window of opportunity to send our message to Congress and the Administration in September and October, when there will be focus on legislation prior to the elections. Again after the election, in the lame-duck session, key decisions will be made, and we plan to be heard then, as well. We will and must work tirelessly to influence those who will frame the nation’s future, in September, in the lame-duck Congressional session and in the first months of 2013.

Under current law, “sequestration” -- an across-the-board budget cut to discretionary spending in both the defense and non-defense arenas - will take effect in January, 2013. This means cuts estimated at 8%-10% for NIH, CDC, AHRQ, NSF and FDA, agencies that play a pivotal role in public health and medical research. In addition to these one-time, across-the-board cuts, Congress is bound by law to reduce discretionary spending by $1.1 trillion over the next ten years, and some members of Congress want even deeper cuts.

A bill recently introduced in the House is a shot across the bow. Not only does it cut spending below the austerity levels required by current law, but it eliminated AHRQ altogether, slashes the already strapped CDC by 10%, and micromanages the NIH in unprecedented ways. It is nothing less than shocking for Congress to seek to undercut the global leadership earned by the NIH, reverse decades of medical progress, devastate our nation’s rock solid public health system, and forsake the health services research and economic research that has proven itself over and over again as a means of saving lives and dollars by addressing and overcoming weaknesses in health care delivery.

The low priority our elected officials are assigning to medical research and innovation places at risk tax and other incentives that help drive private sector research and development, while setting the stage
for shortsighted cuts to reimbursement for new medical discoveries. Taken together, these realities jeopardize the viability of every segment of our nation’s medical research pipeline, from publicly-funded medical research to private sector innovation to public health research aimed at preventing costly chronic health conditions, weeding out dangerous medical errors from health care delivery, and stemming deadly pandemics.

Our message must be that this is not a dress rehearsal: lives are at stake. Policy makers in Congress must be made to understand that they are playing with fire.

The first phase of the campaign will feature edgy, hard-hitting advertisements in Capitol Hill publications and other media outlets such as metro stations, buses and the Washington, DC metro area subway system (see samples attached—text is placeholder wording only). The advertisements will serve as a wake-up call to the Administration, Congress and staffers that research for health MUST be a priority and that stakeholders are not going to tolerate anything less than returning research for health to the status and support appropriate to a number one national priority.

The ads will also provide a strong foundation for a broad-based follow-up effort by all members of the Research!America alliance, nation-wide. They will also be used in our voter education initiative, YourCandidates-YourHealth.org, launched earlier in 2012.

During the months ahead we will call on the supporters who support us in this campaign to join us in meeting with key Congressional leaders. Critical decisions regarding research for health will be made before year-end; it is imperative that our issue be championed at that time. Equally important is that candidates running for office adopt saving research for health as a priority in their campaigns. Those elected will be the decision makers in the crucial early months of 2013.
Too many Americans are suffering and dying needlessly because, as a nation, we don’t invest enough in medical research.

That’s why former Surgeon General C. Everett Koop is joining RESEARCH!AMERICA, an alliance for discoveries in health, in making this simple request:

Take action! Let your voice be heard in support of medical research as the nation's No. 1 national priority.

CALL 1-800-366-CURE for information on how to deliver your WARNING.
WARNING: Washington politics may be hazardous to your health.

NIH budget sequestration could eliminate 2,300 project grants. That’s 2,300 chances for cures.

The proposed 7.8% budget cut in America’s research agencies would be devastating to our nation’s health. The promise of medical breakthroughs and new discoveries rests in the hands of Congress.

RESEARCH AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Take Action. Urge Congress to preserve funding at SaveResearchFunding.org.
WHERE WILL MY CURE come from?

Heather has a rare genetic disorder. The hope of a new discovery rests in the hands of Congress. NIH budget sequestration could eliminate 2,300 project grants. That’s 2,300 chances for cures.

TAKE ACTION. SaveResearchFunding.org