

RESEARCH AMERICA

AN ALLIANCE FOR DISCOVERIES IN HEALTH®



Making Medical Research a National Priority: The Work of Research!America

Mary Woolley, President, Research!America

Sept. 23, 2010
Stockholm



“Doubling the NIH budget was not possible without Research!America.”

Speaker Nancy Pelosi (CA), accepting the Edwin C. Whitehead Award at the 2009 Research!America Advocacy Awards, March 24, 2009

Recognition for Our Role

THE WALL STREET JOURNAL.

“The driving force behind the huge 15% increase in the NIH budget to \$15.6 billion was an umbrella organization called Research!America.”

- Al Hunt

The Wall Street Journal

December 24, 1998

Influencing the Policy Agenda: 1999



PARADE

a practical guide to
Better Health

By Paul Simon

AS I LOOK BACK ON MY 22 YEARS IN THE House and Senate, I realize I would like to change a few of the votes I cast. Most people—and politicians probably more than most—hate to admit they are wrong. I was wrong though, and that was brought home to me recently in a most dramatic way. It started when I happened to read a magazine article on a new device for measuring blockage of the

A former Senator tells why he was wrong to neglect medical research funding.

“I Had No Symptoms Of Heart Attack...”

heart arteries. The device takes a type of picture of the heart and coronary arteries (called a “heart scan,” something like an X-ray) that can pick up hidden problems. I had no symptoms of heart trouble, such as chest pain or shortness of breath, but the article noted that about 20 percent of those over 60 (I am 70) who have a heart attack or stroke have no advance warnings.

I set up an appointment for a heart scan at Rush-

Presbyterian-St. Luke's Medical Center in Chicago on Nov. 10 last year. The scan took 10 minutes, but the results were startling: I was headed for a heart attack or stroke. As a result, last Jan. 5 I had a six-way heart bypass operation.

Today, I'm doing fine. It turns out that the heart scan—developed as a result of research

by Dr. Douglas Boyd at the University of San Francisco—has saved my life. I had to devote myself that much more to research was my devotion to the effort.



Former Sen. Paul Simon (D., Ill.) discovered the benefits of medical research firsthand.

served in the Congress. I felt other issues were more important. Now I know how wrong I was. All around me are others—former colleagues and

“Two-thirds of Americans agree that funding for medical research should be doubled, according to a poll taken last year by the nonprofit advocacy group Research!America.”

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PARADE Magazine is the most widely read weekly magazine in the U.S., with a circulation of over 75 million.

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“As a member of the U.S. Senate, it is incumbent upon me to hear the public voice about important issues. Research!America, through its national surveys, gives me added evidence of the importance of medical and health research to our citizenry.”



Sen. Arlen Specter (D-PA)

Research!America's Mission



Make research to improve
health a higher national
priority

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's International Affiliates

Research Australia

An alliance for discoveries in health

Founded: 2000

Mission: To make health and medical research a higher national priority.

Research Canada

An Alliance for Health Discovery

Founded: 2005, evolved from the Council for Health Research in Canada (CHRC) into a broad-based alliance dedicated to collaborative advocacy action that builds support nationwide.

Mission: To help Canadians maintain and improve their health by ensuring Canada is a world leader in health research.

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

What We Faced in 1989:

- “Preoccupation by Congress and the Administration with deficit reduction and competition for appropriations in a resource-scarce environment have resulted in woeful under funding of government agencies involved in medical research”
- from *Research!America's Charter*

Elements of Success: 1992-2002 Campaign to Double the NIH Budget

- Set a very aggressive, quantifiable goal
- Assess the political environment
- Develop messages to support the goal
- Constantly test and demonstrate public support
- Employ earned and paid media
- Employ targeted lobbying when appropriate
- Track progress
- Be persistent
- Say “thank you”

First: A Definition

To **advocate** means to speak up, to plead the case of another or to champion a cause.

It is something that most of us routinely do on behalf of our families, our neighbors, our friends and ourselves.

Organized, persistent advocacy is the key to public policy change.

Elements of Success: 1992-2002

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Set a Very Aggressive, Quantifiable Goal

POLICY FORUM

Science and the New Administration

J. Michael Bishop, Marc Kirschner, Harold Varmus

With a new presidential Administration now in office, the scientific community is hopeful that measures will be taken to enhance research and the contributions it can make to our society. What little was said of research during the presidential campaign suggested technological improvement and economic stimulus. This limited focus probably arose from the necessities of electoral politics. Now it is important to broaden the discussion to include aspects of the scientific enterprise that are essential for its long-term viability.

The opportunities for progress through science are greater than ever. However, the last decade has witnessed an accelerating erosion of the infrastructure for fundamental research in the United States. If that erosion is not reversed soon the pace of discovery will necessarily decline, with widespread consequences for industry, health care, and education.

In hopes that President Clinton and Vice President Gore will soon address the prospects for basic science in the United States, we offer our view of how fundamental research benefits our nation and what should be done to secure those benefits for the future. We speak here for biomedical research, our area of expertise, but believe that our remarks illustrate problems and opportunities found throughout science.

The Promise of Biomedical Research

Recent progress in biomedical research has brought an understanding of molecules, cells, and organisms far beyond anything anticipated a generation ago. The benefits of this progress include the makings of a revolution in preventive medicine; novel approaches to the diagnosis and treatment of cancer, heart attacks, infections, inherited diseases, and other ailments; the prospect of improving agricultural productivity in ways never imagined by the Green Revolution; new tools for environmental protection; and a renewed impetus to stimulate and inform public interest in science.

The economic benefits of these gains are substantial. Consider two examples. First, it is often argued that advances in research increase the costs of health care. However, biomedical research typically generates stim-

pler and less costly devices. Inexpensive viral vaccines now save the United States billions of dollars annually; new tests for viruses have helped cleanse our blood supply, greatly reducing the economic losses from diseases that are spread by transfusion; and growth factors for blood cells are easing the costs of caring for patients who receive bone marrow transplantation or chemotherapy for cancer. Second, fundamental research spawned the biotechnology industry, of which our nation is the undisputed leader. Biotechnology is a growing contributor to our economy, a source of diverse and gratifying employment, a stimulus to allied industries that produce the materials required for molecular research and development (R&D), and a vigorous partner to our academic institutions in the war against disease.

Challenges to Biomedical Research

Despite the progress, preeminence, and promise of American biomedical research, the enterprise is threatened by inadequate funding of research and its infrastructure, flawed governmental oversight of science, confusion about the goals of federally supported research, and deficiencies in science education.

The productivity of biomedical research is limited most immediately by financial resources. In 1992 the nation spent about \$10 billion on biomedical research, mostly by congressional appropriations to the National Institutes of Health (NIH). This investment is too small by several measures: (i) The United States currently devotes between \$600 and \$800 billion annually to health care, yet less than 2% is reinvested in the study of disease. In contrast, the defense industry spends about 15% of its budget on research. (ii) U.S. expenditures on R&D as a percentage of our gross national product have been declining steadily and are now lower than those of Japan and Germany. Moreover, 60% of our R&D dollars is designated for defense. (iii) The funding of approved NIH grant applications has fallen below 15% in some categories and under 25% in many, compared with rates of 30% or more in the preceding two decades, when progress was so rapid. Under these conditions, outstanding proposals cannot be pursued, first-rate investigators have become dispirited, and even the best students are discouraged from pursuing a career in science. (iv) Outstanding institutions lack funds for laboratories and re-

placement of inadequate instruments; as a result, the conduct of biomedical research is constrained and even dangerous.

Biomedical research is also impeded by outmoded procedures for the federal administration of science. Agencies that should be working together to promote research in the life sciences instead remain separated in competing departments. NIH has suffered from a chain of command that requires approval from secretaries and undersecretaries with little expertise or interest in science. Some sources of funding for research in the life sciences lack appropriate mechanisms or expertise for initiating, judging, and administering programs, and others have not adapted their mechanisms appropriately to the progress that has been made in research. For example, many of the NIH study sections, traditionally the pride of the peer-review system, are now organized according to outmoded or otherwise inappropriate categories. In addition, the government has not learned how to involve the scientific community adequately in administrative decisions to initiate targeted projects. To cope with a decaying infrastructure, Congress has occasionally appropriated substantial funds for construction, but they have done so in a way that circumvents peer review and serves local needs rather than the advancement of science as a whole.

The confidence that the scientific community once had in the federal governance of biomedical research has been further eroded by the use of inappropriate criteria for appointments to high-ranking positions, particularly within the Department of Health and Human Services. In recent administrations, it has become commonplace to consider political views on issues such as abortion and the use of fetal tissue in research. This tendency has compromised our ability to select leaders on the basis of their scientific accomplishments and their capacity to manage complex programs and make objective decisions.

These administrative problems have been compounded by confusion over the goals of federally supported biomedical research. Economic woes have encouraged calls for increased application of current knowledge to practical problems in all branches of science. These appeals have special resonance in biomedical science now that so many opportunities for practical applications are at hand. In recent months, such calls for applied science have gained further prominence because they have been championed by National Science Foundation (NSF) director Walter Mussey and Representative George Brown (D-CA), a long-time friend of science (1).

Claims that "society needs to negotiate a new contract with the scientific community

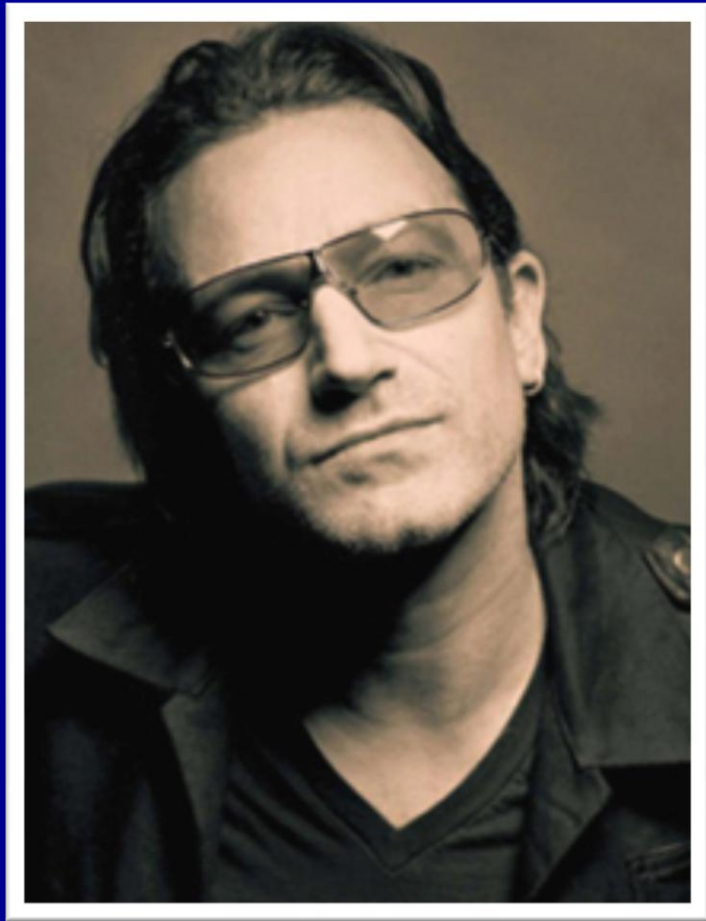
Respected Researchers Made the Case

"...we recommend increasing the NIH budget by 15% per year, which would double the budget in current dollars by 1998."

— J. Michael Bishop, Marc Kirschner, Harold Varmus
Science. January 22, 1993

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The authors are on the faculty of the School of Medicine at the University of California, San Francisco, and are members of the Joint Steering Committee for Public Policy.



“[The goal] has to feel like history. Incrementalism leaves the audience in a snooze.”

Elements of Success: 1992-2002

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Barriers to Achieving the Doubling Goal, Mid-1990s:

- U.S. economy struggling
- Presidents George H.W. Bush and Bill Clinton not vocal champions for NIH
- Handful of Congressional champions
- Members of Congress and American public unfamiliar with NIH
- Stakeholders focused on disease-specific advocacy
- Researchers resistant to public engagement

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Develop Messages to Support the Goal

- Less than a nickel of every health care dollar in the U.S. is being spent on medical and health research



Source: 1999 Research!America Issue Paper:
“How Much Is Really Spent On Medical and
Health Research?”

Develop Messages to Support the Goal

#1 in a series

Investment in research saves lives and money

facts about:

Cancer

Today:

- Cancer is the leading cause of death for Americans under age 85 and the second leading cause of death over all.
- In 2009, approximately 1.5 million Americans will be diagnosed with cancer.
- More than 1,500 Americans die every day from cancer.
- About 77 percent of all cancers are diagnosed in persons age 55 and older.
- In the U.S., men have approximately a 1 in 2 lifetime risk of developing cancer and women have a 1 in 3 lifetime risk.

SOURCE: AMERICAN CANCER SOCIETY, "KEY STATISTICS: CANCER FACTS & FIGURES 2010," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

THE COST:

- The National Institutes of Health estimates the 2008 overall annual costs of cancer to be \$208.1 billion. \$93.2 billion for direct medical costs, \$115.9 billion for decreased productivity and premature death.**
- The cost of decreased productivity due to cancer deaths annually is approximately 1% of the U.S. gross domestic product.**

SOURCE: "NATIONAL CANCER INSTITUTE, CANCER FACTS & FIGURES 2010," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

survivor

NAME: KATE THAKOTIN
AGE: 37
DISEASE: PANCREATIC CANCER
STAGE: I

When Kate Thakotin of Boyds, Maryland had a slight ache in her side, she assumed she had overexerted herself by working out six days a week. Her doctor thought it was indigestion. After Kate took a prescribed antacid for three days and the pain would not go away, she had an ultrasound. That led to a CT scan and ultimately a cancer diagnosis.

At age 34, Kate was diagnosed with stage I pancreatic cancer that had spread to her liver, lungs and lymph nodes. Pancreatic cancer is one of the deadliest cancers, and there is no cure. Thanks to a few different treatments, Kate has lived with her diagnosis for three years, far surpassing the average survival of less than 12 months. Today, her tumor has shrunk growing and only recurred in her pancreas and lungs.

Kate was diagnosed within two weeks of her husband's death to the doctor, much faster than many others with pancreatic cancer. She hopes research can provide new ways to diagnose pancreatic cancer at an earlier stage, "Screenings and diagnostic tests have helped survival rates increase by leaps and bounds for other cancers, and we need that for pancreatic cancer."

Kate works with the Pancreatic Cancer Action Network to raise awareness and show others that there are people behind the statistics for pancreatic cancer. "Screenings and diagnostic tests have helped survival rates increase by leaps and bounds for other cancers, and we need that for pancreatic cancer."

SOURCE: "NATIONAL CANCER INSTITUTE, CANCER FACTS & FIGURES 2010," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

SAVING LIVES SAVING MONEY

HOW RESEARCH SAVES LIVES:

- Due to improved prevention, early detection and treatment, cancer death rates decreased 19.2% for men and 11.4% for women since the early 1990s, resulting in the avoidance of over a half million deaths.**
- Research has shown that human papillomavirus (HPV) vaccines protect against persistent infection by the two types of HPV that cause approximately 70% of cervical cancers.**
- New cases of and deaths from lung cancer in men have decreased 1.9% over two decades, which correlates with a decline in the number of smokers.**

SOURCE: JOURNAL OF THE NATIONAL CANCER INSTITUTE, "TRENDS IN CANCER DEATH RATES IN THE UNITED STATES, 1991-2006," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

HOW RESEARCH SAVES MONEY:

- A 1% reduction in deaths from cancer would be worth \$500 billion, about 2.5 times the annual cost of the disease in the U.S.**
- Reducing lung, colorectal, breast, leukemia, pancreatic and brain cancer deaths by 1% would save the U.S. \$214 million per year in lost productivity.**

SOURCE: "NATIONAL CANCER INSTITUTE, CANCER FACTS & FIGURES 2010," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

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#2 in a series

Investment in research saves lives and money

facts about:

Heart Disease & Stroke

Today:

- Heart disease is the number one killer of Americans and stroke is number three.
- Heart disease, stroke and other cardiovascular diseases are the most prevalent diseases among men and women of all races.
- 1.1 million people will suffer a heart attack this year.
- 600,000 people suffer a stroke each year; nearly 30% of them will die within the year and as many as 30% will be permanently disabled.
- For survivors age 65 percent of Americans will have some form of cardiovascular disease.

SOURCE: AMERICAN HEART ASSOCIATION, "HEART AND STROKE STATISTICS: A REPORT FROM THE AMERICAN HEART ASSOCIATION," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. AMERICAN HEART ASSOCIATION, www.heart.org

THE COST:

- Heart disease and stroke cost the U.S. more than \$360 billion in 2009. Of this \$360 billion, \$209 billion was spent for direct medical costs, \$20 billion for lost future productivity due to premature death, and \$110 billion for less of future productivity due to premature death.

SOURCE: AMERICAN HEART ASSOCIATION

survivor

NAME: SHERRI DELPHY
AGE: 47
DISEASE: CONGESTIVE HEART FAILURE
STAGE: END STAGE

Sherri Delphy was 41 when she was first diagnosed with second-stage congestive heart failure.

However, her rapidly diminishing health led to a diagnosis of end-stage heart disease. A heart transplant was not an option. Sherri's statistics for patients with heart failure are grim. Even with the best treatment available, only 50 percent of heart failure patients live beyond a year.

Her doctor suggested that Sherri enroll in the clinical trial, Randomized Evaluation of Mechanical Assistance in the Treatment of End-stage Heart Failure (REMATCH). On the 22 anniversary of Sherri's diagnosis, she was selected for the trial. Sherri's South Carolina heart and personal finances were in jeopardy. Sherri was traveling to a trial site.

Then came the phone call from William Hazzan, M.D., co-investigator for the trial being conducted at the University of Kentucky in Lexington, offering her assistance and a place in the study. Sherri soon became a member of the group that received an implantable heart pump.

The results were immediate. Four days after receiving her heart pump Sherri was back on her feet. "I could not believe it. The pump had given me back my life," she said. "Without this procedure, I would not have had to see my youngest grandson who is now two and a half years old."

After several months at UAB, Sherri is now back in South Carolina with her heart pump and her two grand-children who prefer that she stay right where she is.

SOURCE: "NATIONAL CANCER INSTITUTE, CANCER FACTS & FIGURES 2010," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. NATIONAL CANCER INSTITUTE, www.aacr.org

SAVING LIVES SAVING MONEY

RESEARCH SAVES LIVES:

- Death rates from cardiovascular diseases have fallen 40% since 1970. Heart disease and stroke have fallen by 30%.
- They are still the number one cause of death.
- Advances in Health-sponsored Framingham Heart Study, high cholesterol and high blood pressure research, and the public awareness of heart disease and stroke since 1970.
- Advances in heart disease and stroke research have led to the development of new treatments and the need for heart disease and stroke research.
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SOURCE: AMERICAN HEART ASSOCIATION, "HEART AND STROKE STATISTICS: A REPORT FROM THE AMERICAN HEART ASSOCIATION," REPORTING FOR 2009, 2010, AND PROJECTIONS FOR 2011. AMERICAN HEART ASSOCIATION, www.heart.org

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SOURCE: AMERICAN HEART ASSOCIATION

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Local Always Matters

- “All politics is local.” — Thomas Phillip “Tip” O’Neill, Speaker of the House, 1977-87



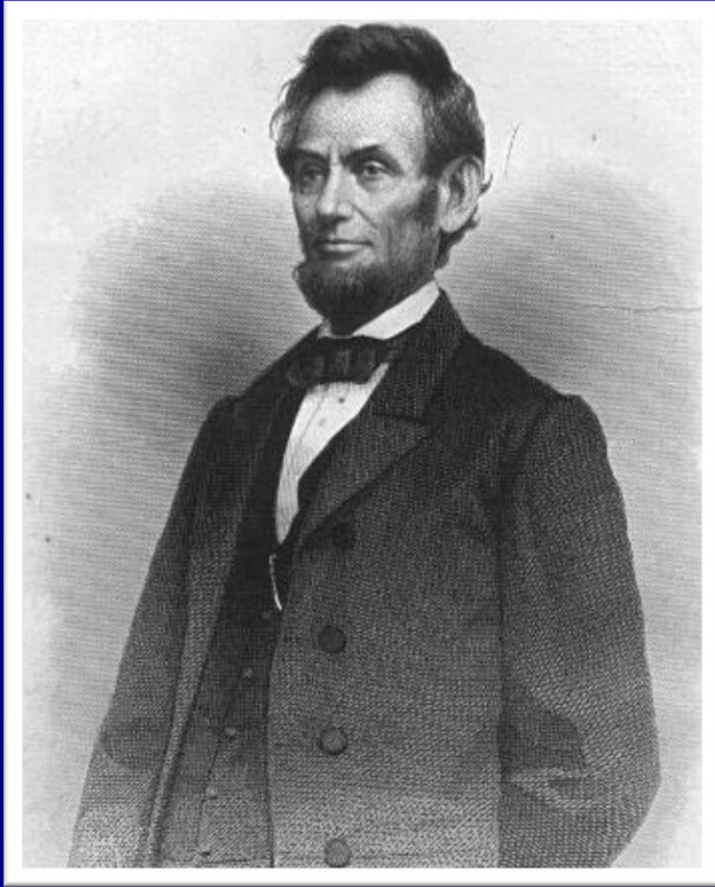
- Local *media* is crucial:

San Jose Mercury-News, Stevens Point (WI) Journal, Anchorage Daily News, Iowa City Press-Citizen, Gainesville (FL) Sun, WWL-AM, WCAX-TV, Dayton (OH) Daily News, KTVB-TV, The Idaho Statesman, Omaha World Herald, The Oregonian, Topeka (KS) Capital-Journal, St. Louis Post-Dispatch

Elements of Success: 1992-2002

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“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

Abraham Lincoln

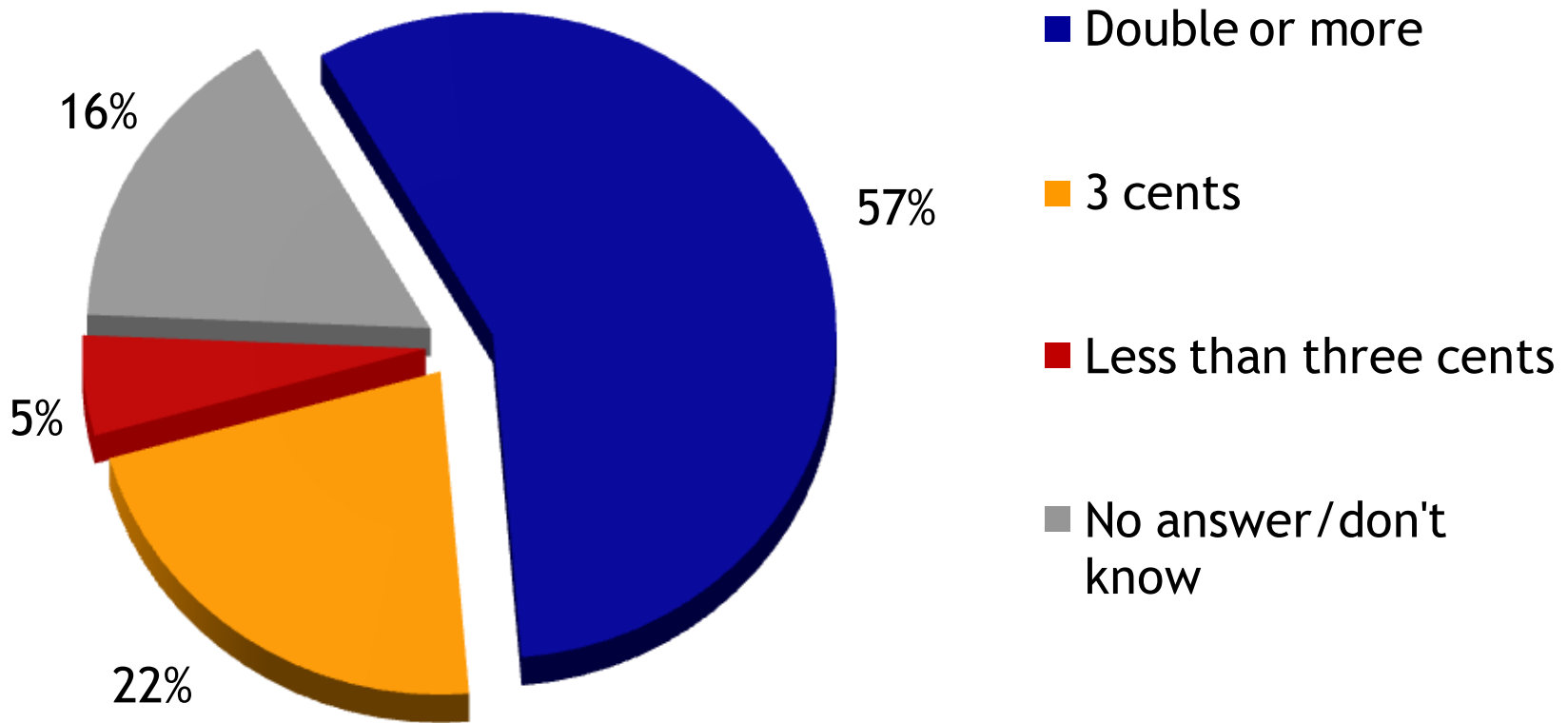
Poll Methodology

Typical of general media and political polling:

- Telephone poll by random-digit dialing
- Size: 1,000+ adults aged 18 and over
- Theoretical sampling error: +/- 3.0%

1996: Public Opinion Lends Support to Doubling Concept

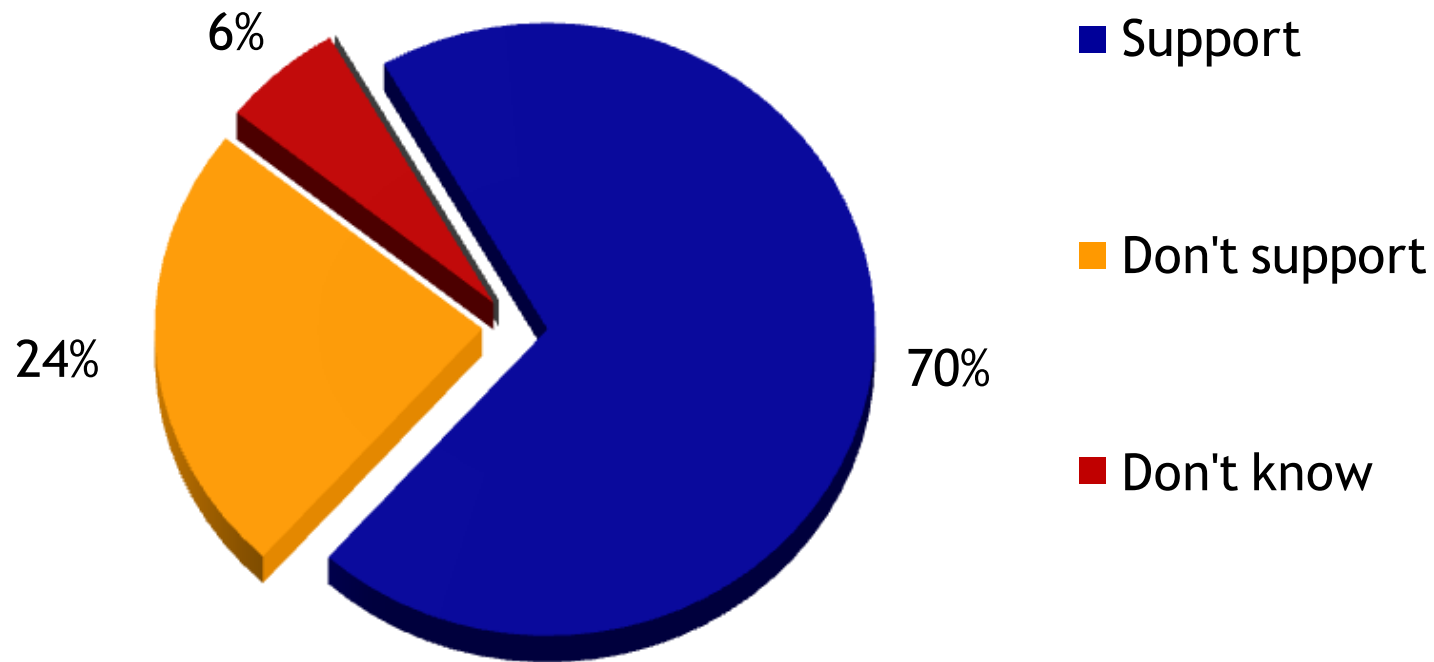
Currently, about 3 cents of each health care dollar spent in the U.S. goes for medical research. How many cents out of each health care dollar do you think we should spend on medical research?



Source: Aggregate, 1996
Charlton Research Company for Research!America

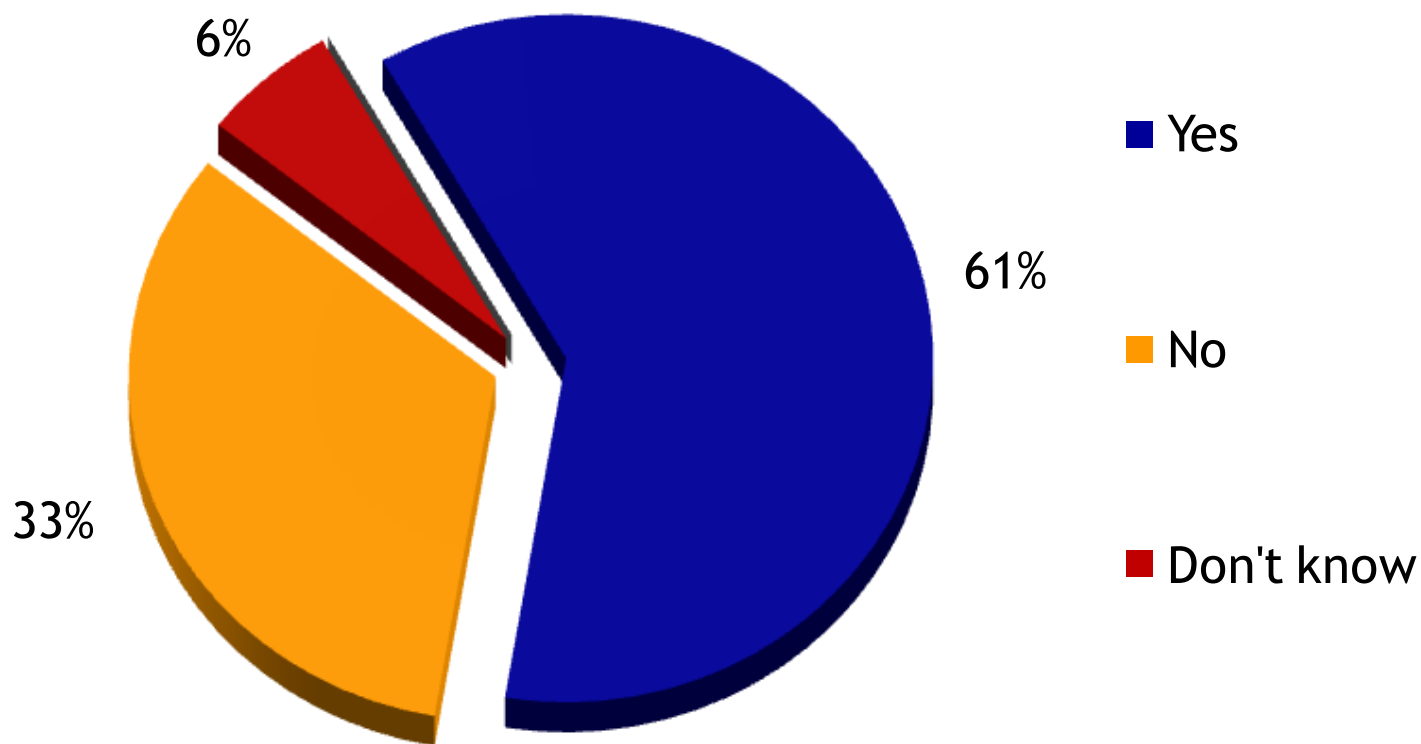
2001: Support for Doubling Strong

Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?



1999: Public is Willing to Pay More in Taxes

Would you be willing to pay \$1 per week more in taxes for more health research?



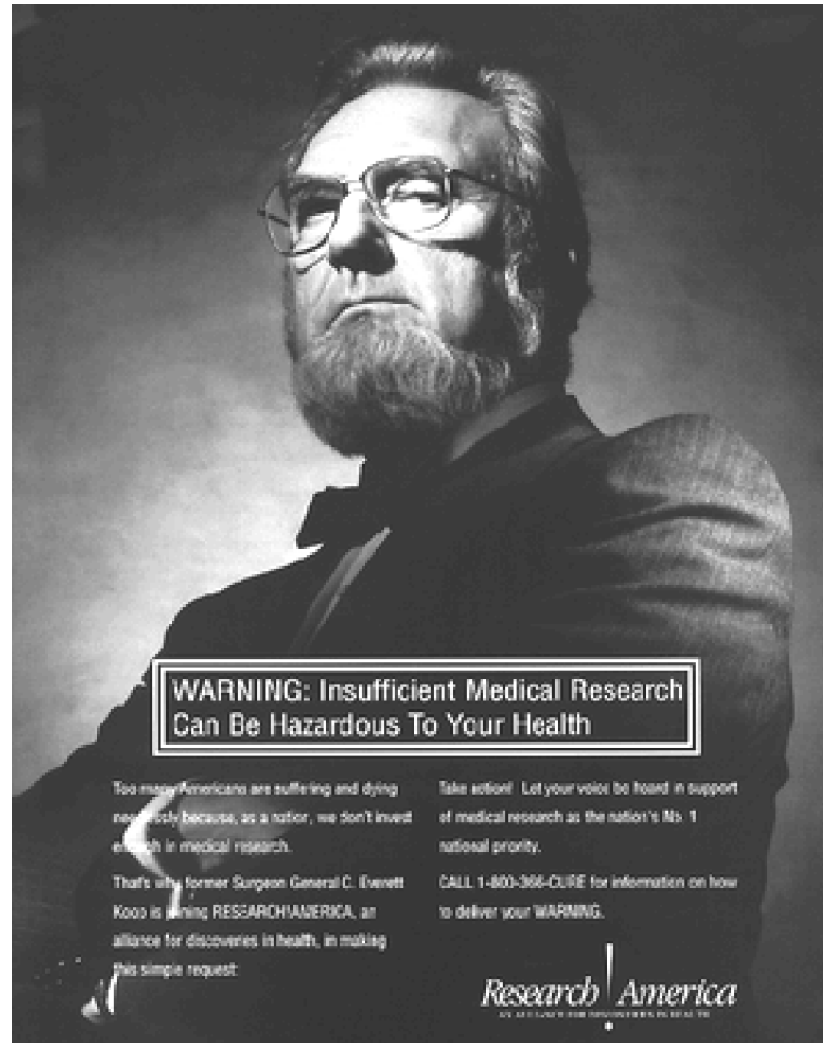
Source: Aggregate, 1999
Charlton Research Company for Research!America

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Earned Media: Public Service Advertisements



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Earned Media 1999-2002

- Patient stories
- Op-eds
- Letters to the editor



THE WALL STREET JOURNAL, THURSDAY, MAY 18, 2000

Who Will Take Their Place?

Most of the political community is worried about who's coming to the next Congress. Samuel Thier and Paul Rogers are worried about who's leaving.

Dr. Thien, president of Partners HealthCare, the organization that runs both the prestigious Massachusetts General and Brigham and Women's hospitals, and former Rep. Paul Rogers, chair of Kennedy's committee, were staunch advocates of federally funded health research and the nation's leading hospitals. Two of their

Politics & People

Dr. Albert R. Hunt

champions, Republican Rep. John Porter and Democratic Sen. Daniel Patrick Moynihan. — **AP**

The two outgoing politicians illustrate a reality often overlooked in the partisan polemicalism that dominates Congress:

“Mr. Po

priority

doubling

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with the open-
ing into. **Disc**

In fact, a few years later Mr. Gorman

by Mr. Rogers to actually double NIH funding over five years. Despite a lack of support from the Clinton administration, a bipartisan coalition of lawmakers succeeded in this goal. The NIH budget now stands at \$17.2 billion and will climb to \$21 billion in several years.

"What we have been able to do," Mr. Porter notes, "is make brutal support and underwriting last time to us a much good advance and show that even the biggest most hard anywhere near all the good projects." That support and underwriting, Mr. Porter notes, "would have been very difficult without John Porter." He has been the main person in this effort. "I am making my best most aggressive achievement of this GOP Congress, as reflecting the overall block of Florida should have played a major role, but amazingly, legislation have been able to do it myself."

Research rarely produces quick results, as the real payoffs are years away. But several groups have already shown that business

Mr. Moynihan has had to fight more of a rear-guard action to protect teaching hospitals. America has 125 academic medical centers—including Johns Hopkins, Massachusetts General, Duke and the University of Pennsylvania, the most prestigious centers in the world—and more than 600 state teaching hospitals.

These centers recently were hit by a double whammy. Managed care squeezed them, while the 1991 Balanced Budget Act slashed rates from \$10 billion from their target over six years.

The results have been devastating: layoffs, relocations and consolidations. The University of Pennsylvania Hospital, considered to be one of the finest care facilities in the coun-



Index

million, over two
of which the rule
applied.

U.S. Dept. of Justice
Dr. Edgar worries
about the future

which would have a
field care and med
evolution and others

slightly entering
working in his
ending of 1981.

rat also has a long
to increase the
and medical sci-

costs about a 3.7% rise in the price of money.

...and the

value of these teaching hospitals is once again both in the quality and breadth of health care. Most important clinical research is done at these institutions. They also serve a disproportionate burden of caring for the indigent, whose they account for fewer than 20% of hospital, they care for about 40% of people without health insurance.

Butte-archdiocese superintendents, administrators and the focus on infantile death in isolated poor groups have made it far easier to pass along the costs of charity care and educational costs. "We would have no problems with politicians if we weren't taking care of the poor," notes Dr. Tiller, "and that is what we are doing here."

Joseph, for a moment, withstanding would be like without a Johns Hopkins or a University of California at San Francisco. The teaching hospitals are, in Mr. Moyakins' view, "traditional institutions . . . the very best in the world."

Hopely others will pick up the cudgel, French remarks has developed broad bipartisan support. Yet there is much

more is to be done. Mr. Davies believes that the next priorities should be comparable drafting of funding for public health.

senators administered by the Center for Disease Control. Sen. Ted Kennedy and Arlen Specter, among others, share his strong views on the issue. But the subject

But where are the presidential candidates on these issues? Even at Camp David?

George W. Bush last siblings is rarely mentioned research should appear more prominently in their radar screens. And a

Mr. Byrdman asks: "What conditions is president [sic] going to say direct federal support for teaching hospitals is in order?"

These institutions save far more lives than, for example, the Church.

"Mr. Porter thinks one of the next priorities should be a comparable doubling of funding for public health projects administered by the Centers for Disease Control and Prevention."

portant. Hunting for income-squeezed has improved in one or four, up from one in seven several years earlier. That's critical, especially, in a nation and region where health care is so critical.

various training programs and medical education through both state, federal and Medicare contributions and a 3.75 fee on all health insurance premiums.

1995. *Management practices and the*

Earned Media 1999-2002

December 30, 2002

HoustonChronicle

A PLEA TO CONGRESS

Save lives, free hostage research funds

By DR. MICHAEL DeBAKEY

AS I write this, researchers are engaged in extraordinary research. They are taking skin, muscle and blood cells from heart patients, engineering them in a laboratory and injecting them back into those patients. The hope is that the engineered cells will transform into heart cells to make failing hearts pump more strongly and extend the lives of patients who would otherwise have to undergo risky



DeBakey is chancellor emeritus at the Baylor College of Medicine.

The ultimate goal: Many Americans no longer need be told by their doctors, "There is nothing more we can do."

Thanks to the NIH budget-doubling, so far we are on track to do the following:

■ Hasten research that takes cells from the inner lining of blood vessels to form a stent that the body will not reject. The stent aims to

Research! America has surveyed Americans from many walks of life. The results are stunning. In terms of national priorities, almost all Americans want more money for medical and health research. A striking 88 percent of Americans want the US to remain a world leader in medical research and feel more favorably towards candidates who support increased funding for research to find treatments and cures for disease.

Some might argue that with our country running a deficit we must cut back on medical research funding. As one who has pioneered new research, thanks in part to federal funding, I suggest looking at what is at stake: The lack of

state laboratories, enabling research to move at fast-forward speed toward new treatments and their clinical trials, and accelerating the creation of new diagnostic tests to detect illness earlier, when intervention can be most effective.

stages it is invariably fatal. Finding it early, when it is most easily treatable, will spare young women premature death and their

See RESEARCH on Page 5C.

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Earned Media, 1999-2002



The New York Times
ON THE WEB

The Washington Times

THE TAMPA TRIBUNE
December 28, 1999

THE DAILY OKLAHOMAN

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- Say “thank you”

Employ Targeted Lobbying



Campaign for Medical Research: Hon. John Edward Porter, Hon. Connie Mack, John Whitehead, Hon. Paul G. Rogers, Hon. Bob Michel

Elements of Success: 1992-2002 Campaign to Double the NIH Budget

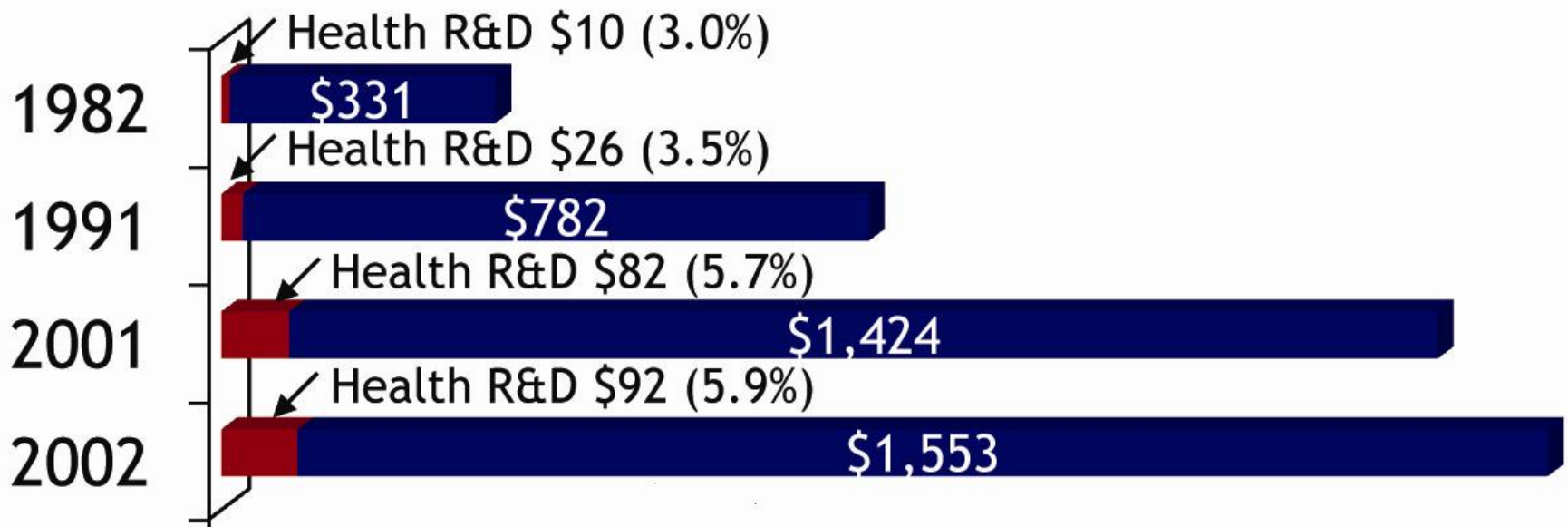
- Set a very aggressive, quantifiable goal
- Assess the political environment
- Develop messages to support the goal
- Constantly test and demonstrate public support
- Employ earned and paid media
- Employ targeted lobbying when appropriate
- Track progress
- Be persistent
- Say “thank you”

History of NIH Doubling

1998	\$13.6 Billion	
1999	\$15.6 Billion	14.7% ↑
2000	\$17.8 Billion	14.1% ↑
2001	\$20.3 Billion	14.0% ↑
2002	\$23.6 Billion	15.8% ↑
2003	\$27.2 Billion	15.3% ↑

Health R&D as a Percentage of Total Health Costs

(in billions)



Sources: NIH Data Book

Research!America, Investment in U.S. Health Research 2001, 2002, 2004-2009

Elements of Success: 1992-2002 Campaign to Double the NIH Budget

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“Too many voters have not made the connection between science and prosperity. Scientists need to tell the story. It has to be told and it has to be sold. Tell the story with data, tell it with anecdotes and tell it often.”

Neal Lane, PhD, Former White House
Science Advisor



“Perpetual optimism is a force multiplier.”


Colin Powell, Former Secretary of State

Elements of Success: 1992-2002

Campaign to Double the NIH Budget

- Set a very aggressive, quantifiable goal
- Assess the political environment
- Develop messages to support the goal
- Constantly test and demonstrate public support
- Employ earned and paid media
- Employ targeted lobbying when appropriate
- Track progress
- Be persistent
- Say “thank you”

Say “Thank You”






Thank You, Congressman Regula





On behalf of the millions of patients, scientists, clinicians and health professionals, thank you for your continued commitment to the National Institutes of Health. Thanks to your hard work last year, funding for the NIH increased more than it ever has before. The nation's universities, medical schools, teaching hospitals, laboratories and the people they serve, stand with you in your fight for historic funding increases for the NIH in FY 2003.




Today, more than ever, this nation looks to the miracles of medicine and the success of science to address the health challenges that face us all. You have been a tireless leader in support of medical research to enhance the nation's health, security and economic well being.



Your efforts, and those of your colleagues, are enabling medical research to continue to improve the physical and mental health and well being of the American people. We thank you for your leadership, and look forward to working with you to achieve the national goal of doubling the NIH budget in five years.




Sincerely,














Say “Thank You”

Research!America’s Advocacy Awards dinner has been held annually since 1996 and has honored politicians, celebrities and organizations for their advocacy efforts.



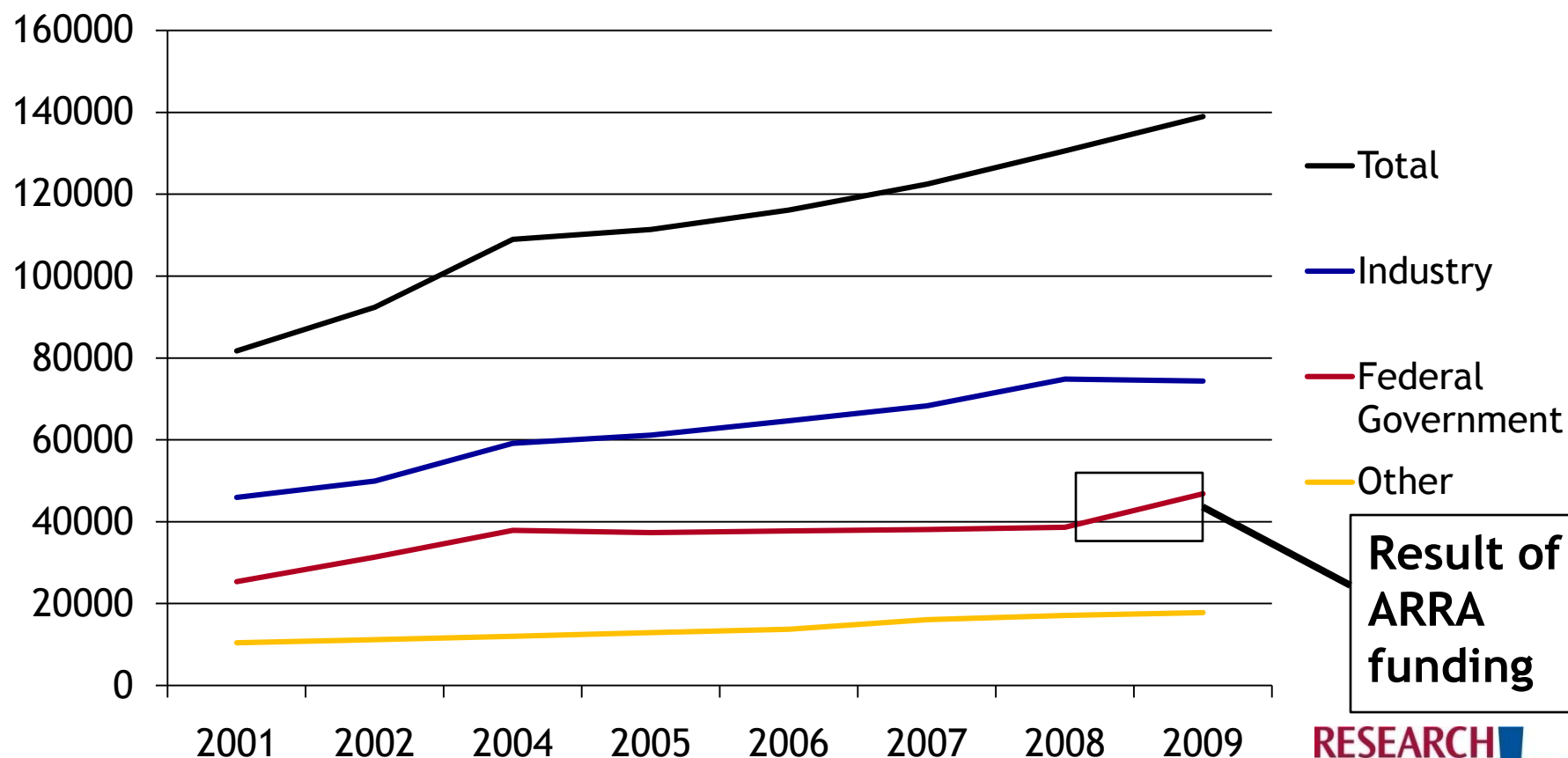
American Recovery and Reinvestment Act

- Research!America led advocacy for 2009 ARRA (stimulus) funding for federal research agencies which included \$10 billion in funding for the National Institutes of Health in 2009



U.S. Investment in Health R&D

Tracking Spending by Sector

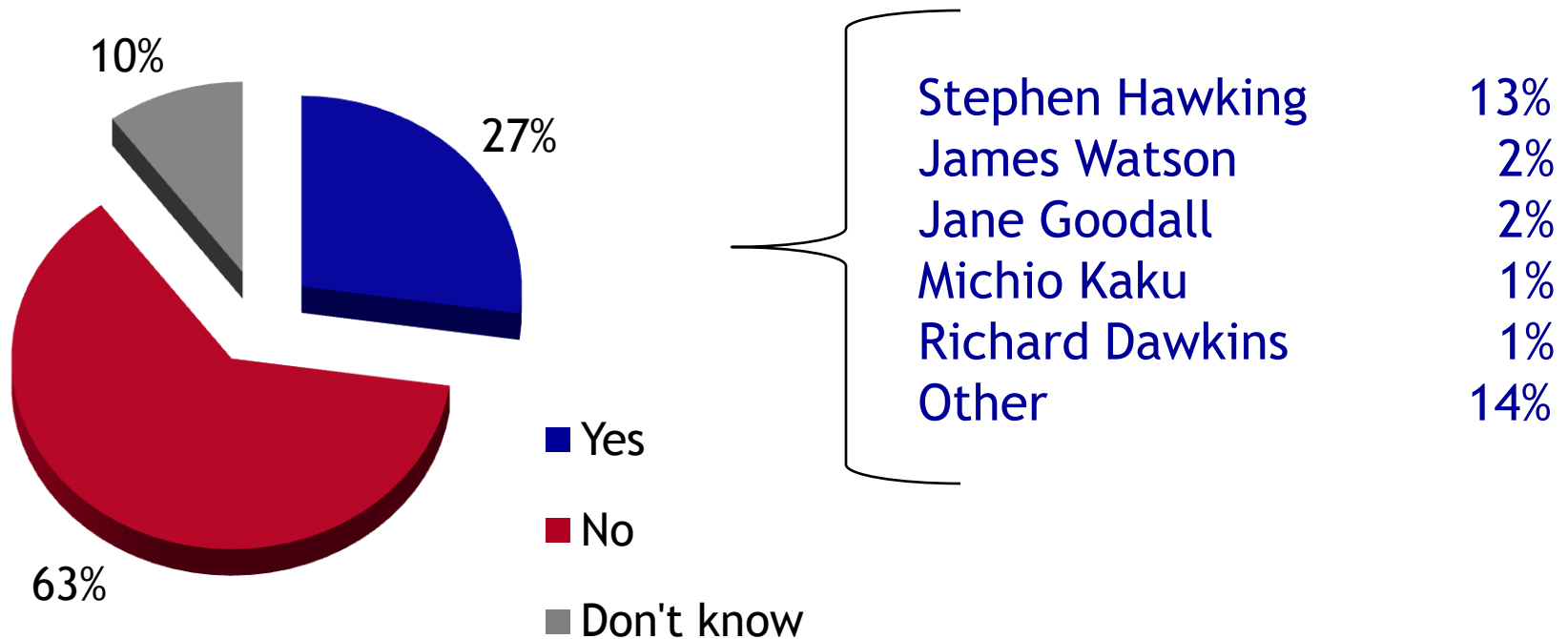


Source: Research!America, Investment in U.S. Health Research 2001, 2002, 2004-2009

Current Challenges

Most Americans Can't Name a Living Scientist

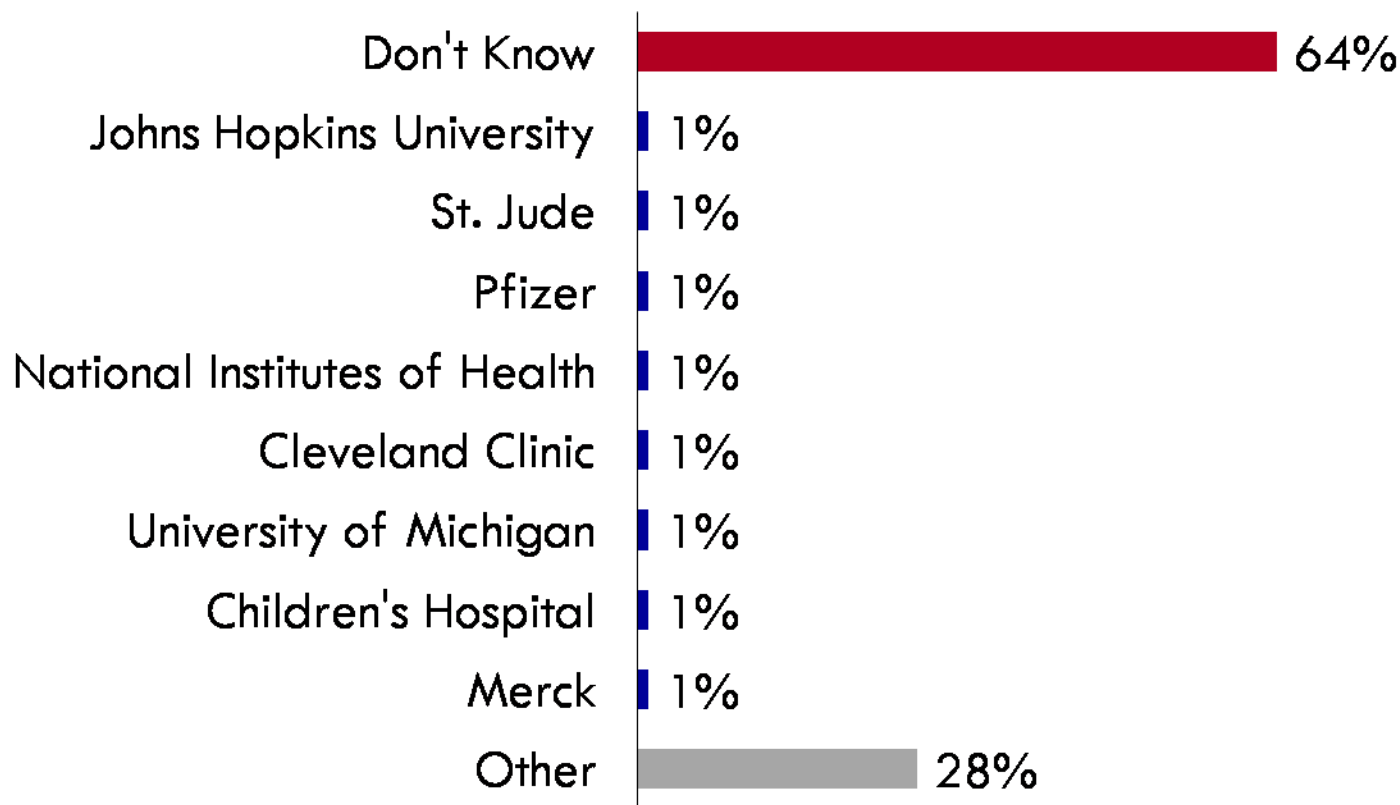
Can you name any living scientists? (% total volunteered responses)



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

Americans Don't Know Where Research is Conducted

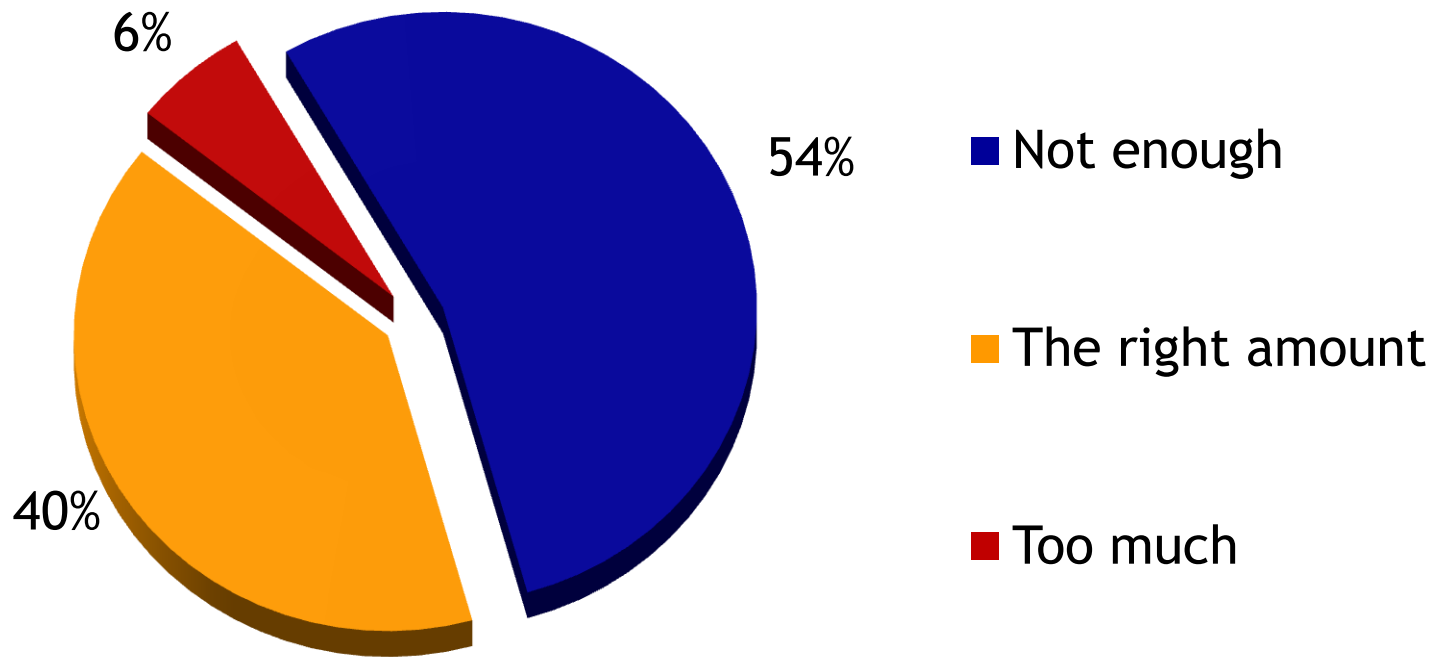
Do you know of any institutions, companies or organizations where medical or health research is conducted?



Source: Your Congress-Your Health Survey, May 2007
Charlton Research Company for Research!America

U.S. is Not Spending Enough on Research

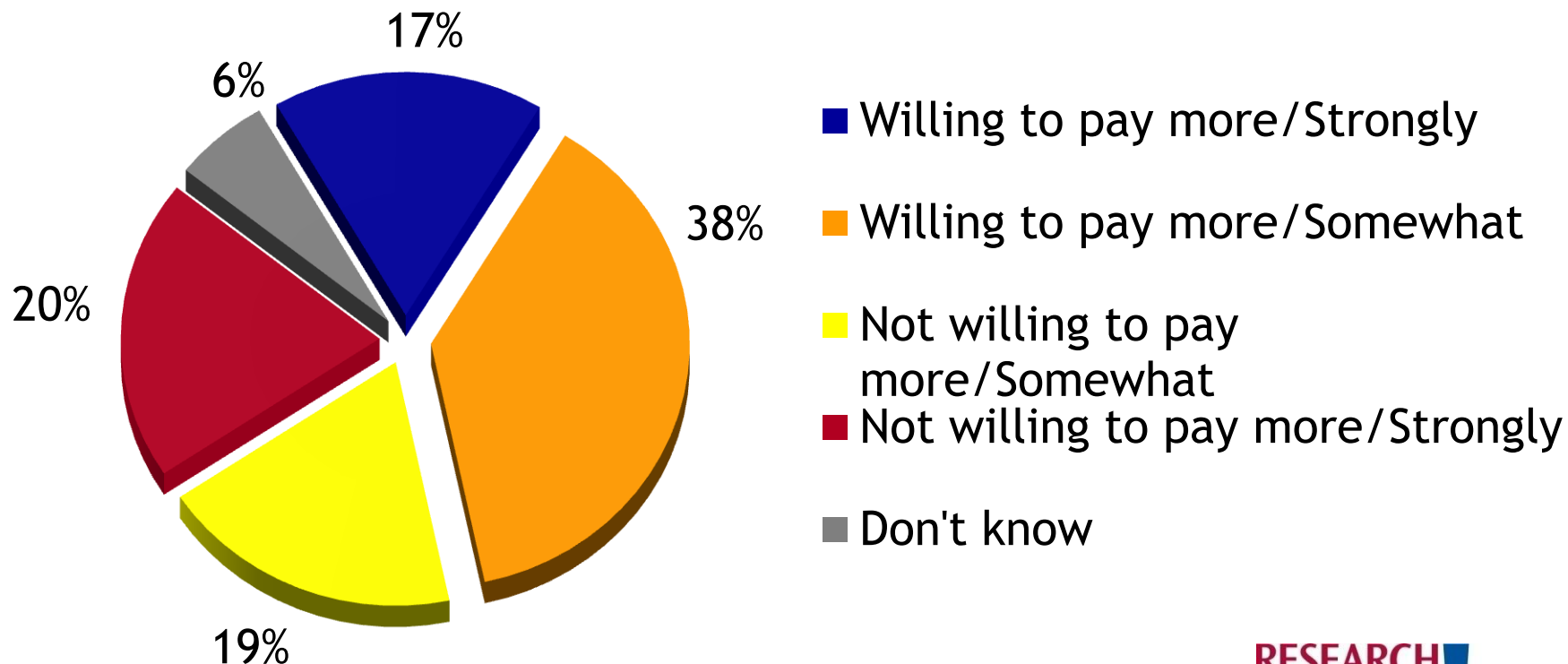
The U.S. spends 5 and a half cents of each health dollar on research to prevent, cure and treat disease and disability. Do you think that is too much, the right amount or not enough?



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

Americans Willing to Pay More for Research to Improve Health

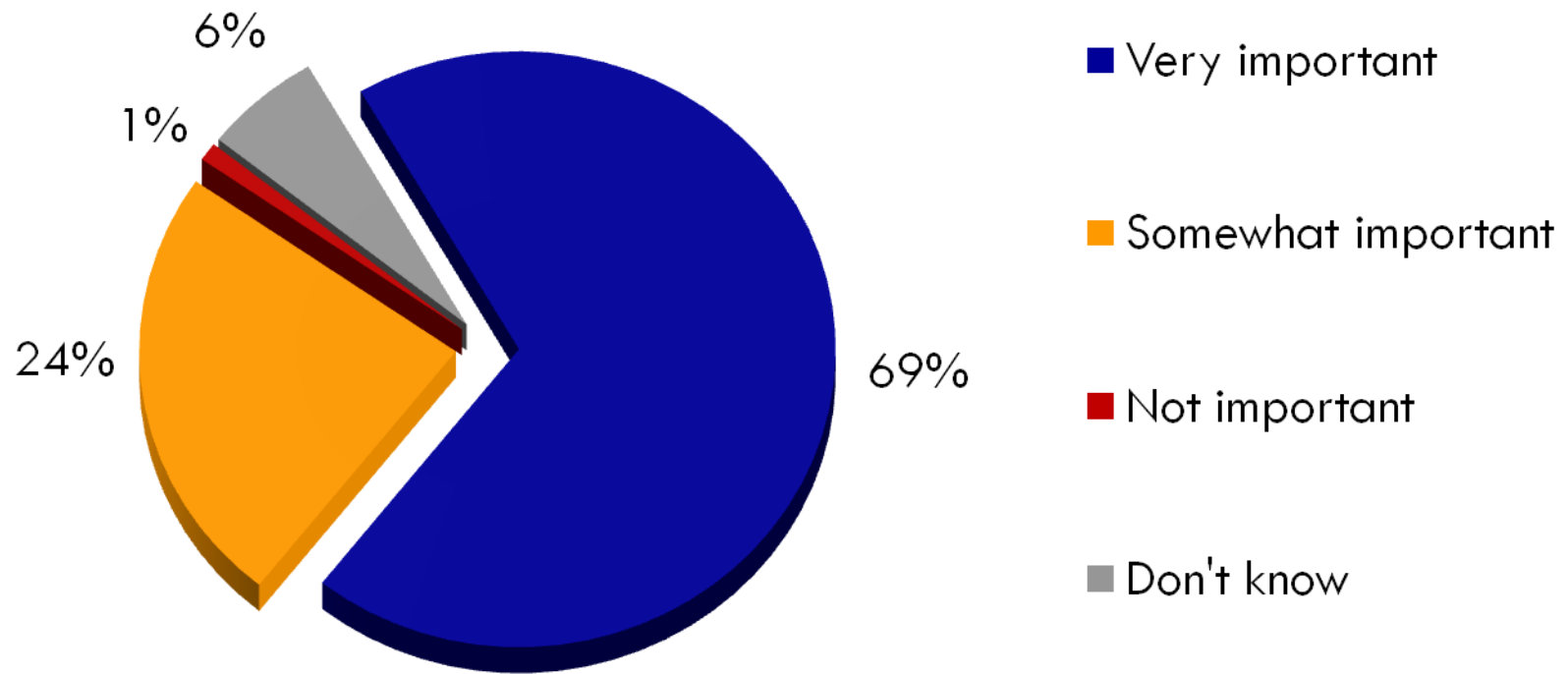
Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional research to improve health, or not?



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

U.S. Should be a Global Leader in Research

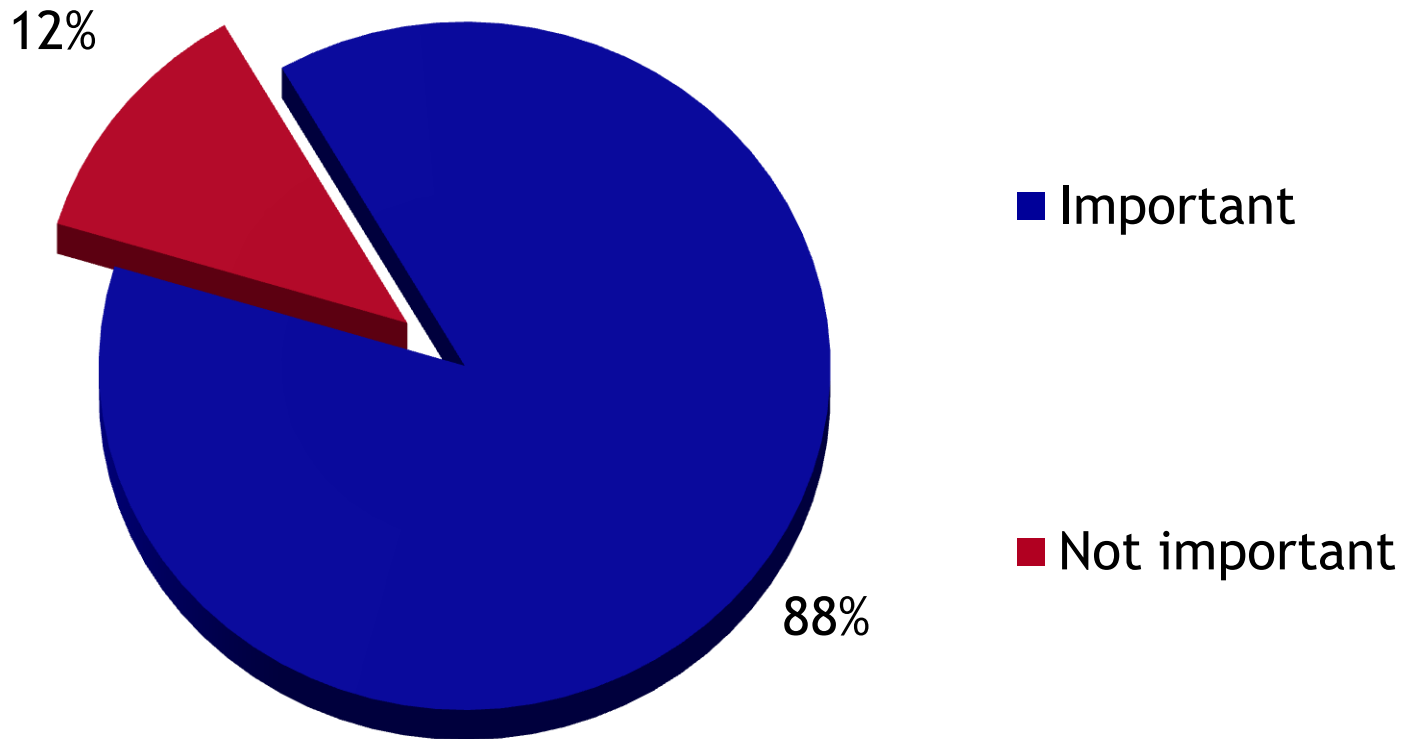
How important do you think it is that the U.S. is a global leader in medical, health and scientific research?



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

Scientific Research is Important for Job Creation & Incomes

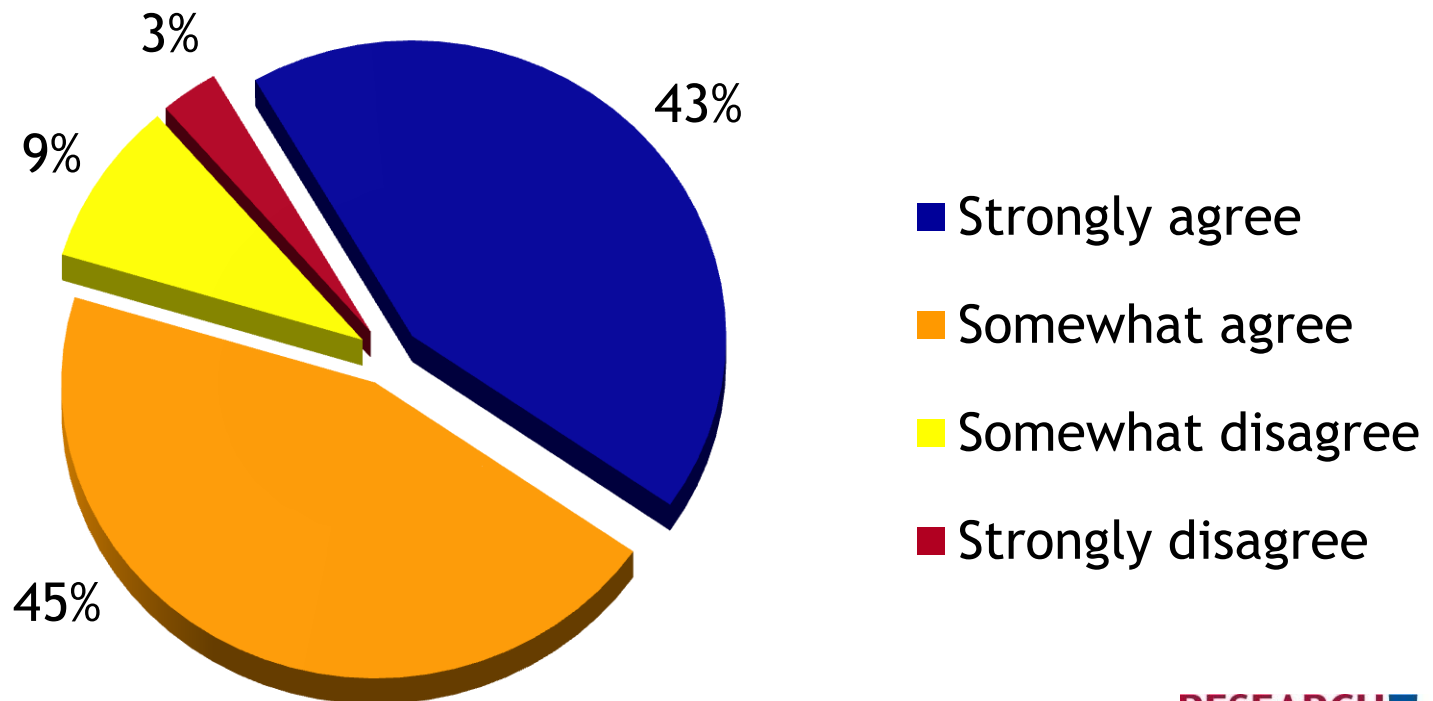
In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?



Source: Your Congress–Your Health Survey, June 2009
Charlton Research Company for Research!America

Most Agree That Basic Research is Necessary

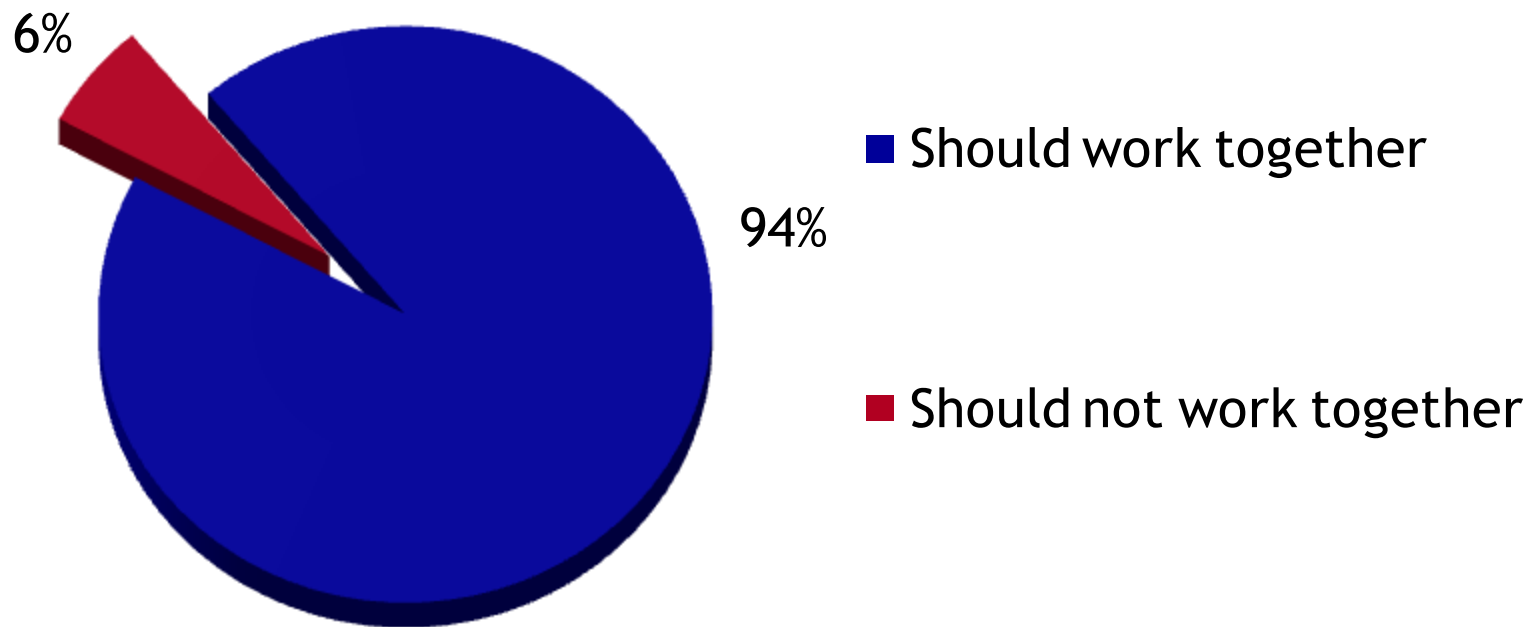
Do you agree or disagree with the following statement? “Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.”



Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America

Research Institutions Should Work Together

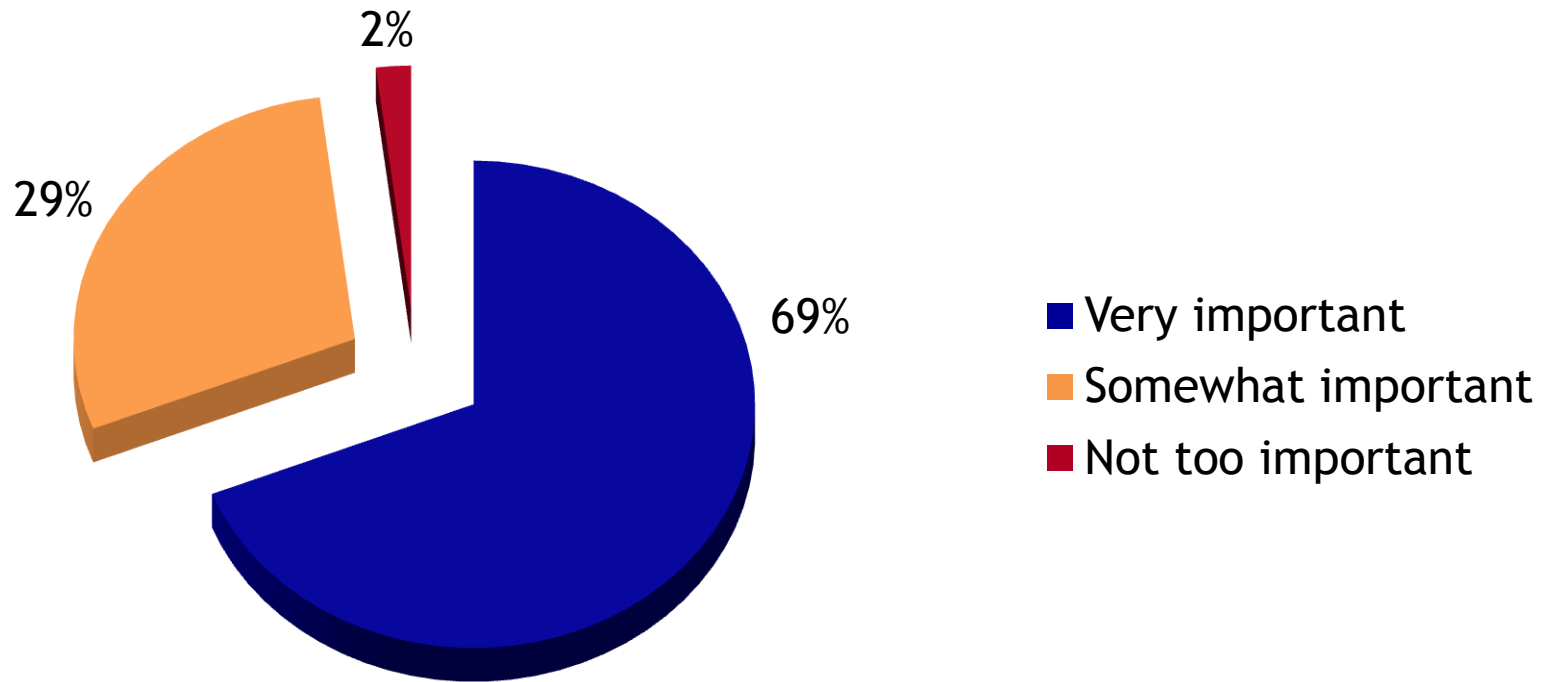
Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not?



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

Americans Think Research is Very Important to U.S. Economy

How important do you think research is to the U.S. economy? Is it very important, somewhat important, not too important, or not at all important?



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

What Research!America is Doing

- Driving breakthrough advocacy for
 - Research as critical part of implementation of health care reform
 - Increased Research Appropriations
 - Embryonic Stem Cell Research
 - More Advantageous Tax and Regulatory Environment for Research
- Making the Economic Case
- Leading stakeholders in messaging and framing the case for research
- Building Champions
- Heightening Positive Media Attention to Research

Media Attention

The New York Times

The Washington Post

You Tube™



CNN



TheScientist
MAGAZINE OF THE LIFE SCIENCES

- Policymakers respond to media
- Constituents learn from the media
- Media attention can create public pressure

The New York Times

January 13, 2010

LETTERS

How to Stop America's Scientific Brain Drain

To the Editor:

The increase in foreign-born scientists who leave the United States to return home is the 21st-century equivalent of a Sputnik wake-up call and should galvanize American determination to maintain scientific leadership. Nothing less than our economy is at stake.

Some benefits of research quickly transcend borders, but economic impacts like new jobs and the resulting higher living standards mainly benefit the country of origin.

While United States spending on science was flat for years, others seized an opportunity. Japan, long the second-largest research and development spender, now trails China and India. How long until America's lead is overtaken, too?

Will we put America back on track to stay the world's leader in science and innovation, or let other nations reap the gains in jobs, growth and quality of life that once gave us such a source of pride and economic strength?

Mary Woolley
President and Chief Executive
Research!America
Alexandria, Va., Jan. 7, 2010

THE HILL THE WASHINGTON SCENE

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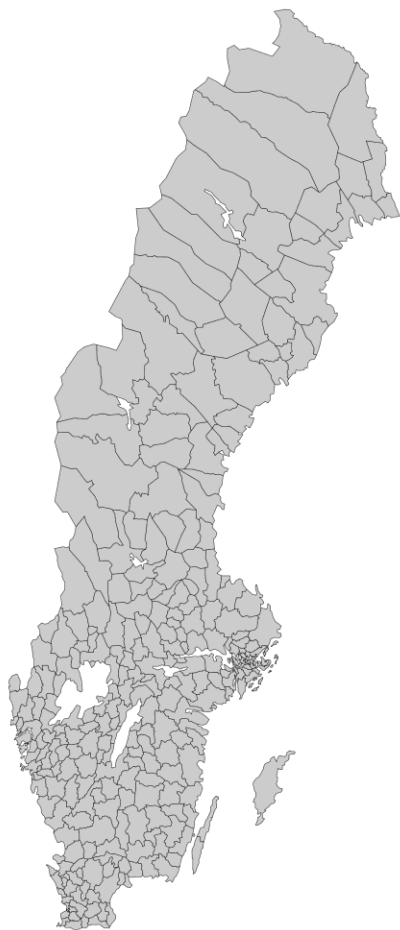


Rep. David Obey (D-Wisc.) accepts the Edwin C. Whitehead Award for Medical Research Advocacy from Louis Stokes (left), Susan Whitehead (center), and Pharmaceutical Research and Manufacturer's Association CEO Billy Tauzin (right)

Jobs and the Economy

- Economic Impact of Research: Jobs' impact of research money by state:
www.researchamerica.org/state_funding
- Growing the GDP
- Increase the percentage of GDP for research and development to 3%

Percentage of GDP to R&D



Sweden spent **3.82%** of its gross domestic product on research and development in 2007.

By comparison, the U.S. spent **2.62%** of its GDP on research and development.

Messaging:

Research Creates Good Jobs

- In 2008, \$31 billion in government health research funding created and sustained 490,000 jobs.
- The average wage in the U.S. is \$40,000.
- The average wage for a life science worker in the U.S. is \$58,000.



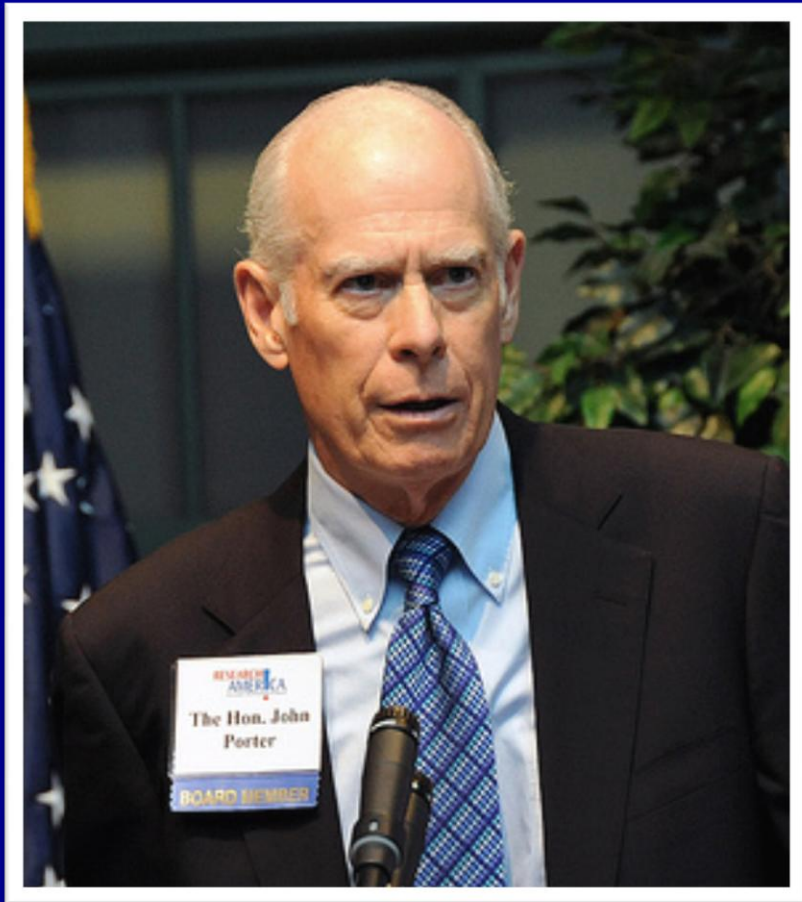
Source: Wage information from The Bureau of Labor Statistics; Job creation info extrapolated from Families USA report: *In Your Own Backyard*

Garfield Economic Impact Award

Annually recognizes the outstanding work of one or more early-career economists that demonstrates how medical and health research impacts the economy

www.researchamerica.org/economicimpact_award





“I believe the economic destiny of America lies in science, technology, innovation and research.”

Research!America Chair and Former Congressman
John Edward Porter, October 13, 2009

Effective Messages

- Hope for the Cure
- Reducing the Cost of Health Care

e.g., treatments that delay the onset and progression of Alzheimer's disease by five years could save \$50 billion a year in health care costs; a one-month delay in admitting Alzheimer's patients to nursing homes could save \$1 billion a year



“Without research,
there is no hope.”

The Hon. Paul G. Rogers (1921-2008),
Emeritus Chair, Research!America

Bringing Research Closer to Home

- “All politics is local”
- Media/Science Forums
- Advocacy Training Programs
- Editorial Board Visits
- Public-Opinion Polls
- Advocacy Tools for Scientists

Scientists are the Strongest Voice for Science

- ... but don't speak out

“Though perhaps they are not well understood, scientists are highly respected in our society. They are also highly credible. When they speak with a unified voice, the people listen.”

— The Hon. John Edward Porter, Research!America Chair

- Scientists are citizens and voters, too

Advocacy Tools for Scientists

"The people we really listen to are 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)



The Science of Advocacy

Advocating for research is as vital to advancing science as any discovery in the laboratory. Your voice is the strongest influence on how lawmakers and the general public views the importance of research. These pages demonstrate why it is crucial for you to become more engaged with policy makers and provide effective ways for you to engage the public and your representatives.

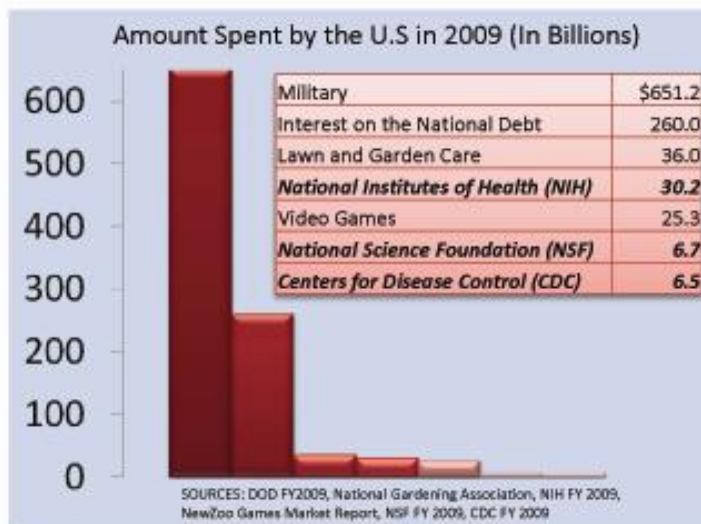
Funding Research Should Be a Higher Priority for Congress

\$ The NIH budget is determined every year and no amount of funding is ever guaranteed

\$ Because funding is an annual process, the need for research advocacy is constant

\$ The Members of Congress that represent you should serve as your voice

\$ There is no better representative of the research community than an actual researcher – you will be listened to and your opinion will matter



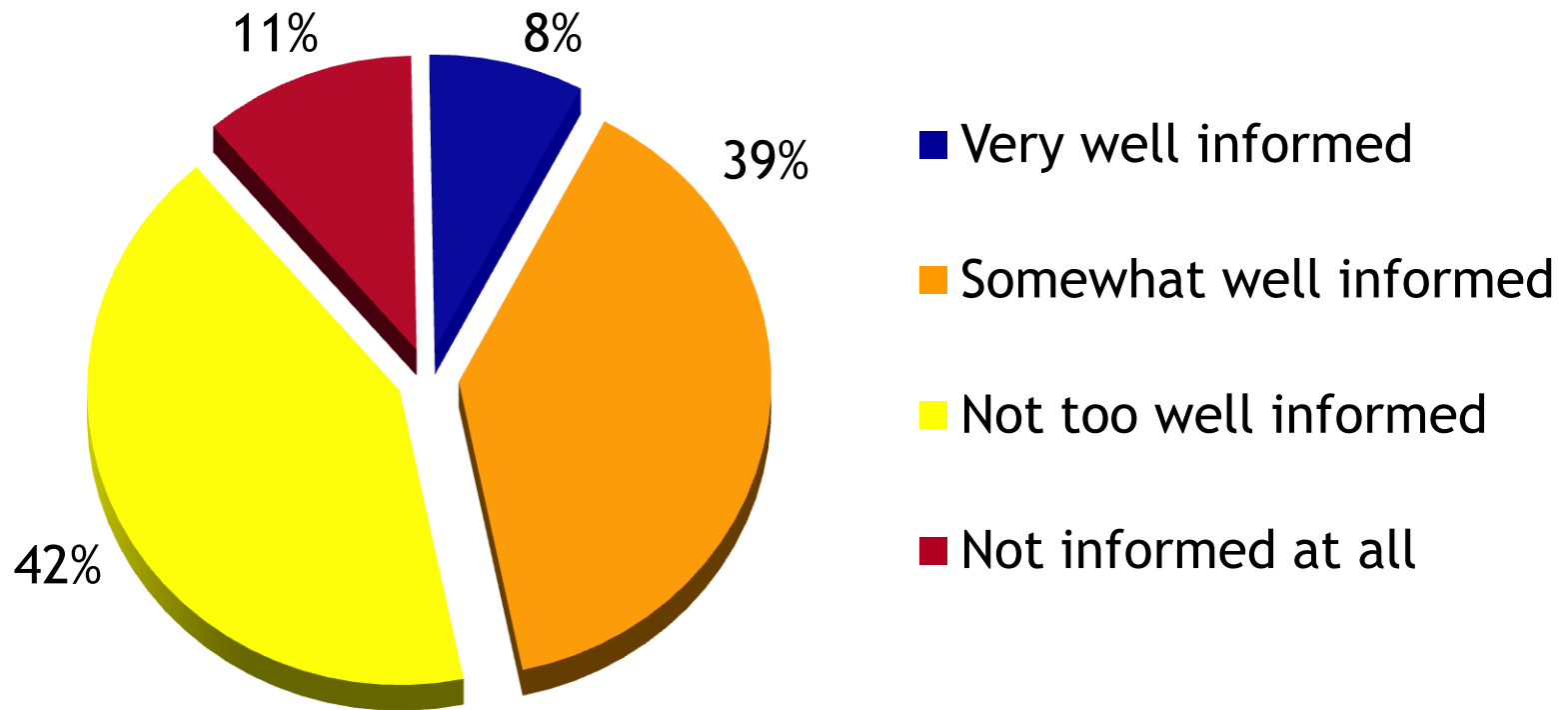


“The people we really listen to are the voters. Not once have I heard anyone at a public meeting ask me, ‘what are you doing for medical research?’ Not even from a researcher!”

Rep. Mike Simpson (R-ID),
Appropriations Committee Member

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?



Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America

Your Candidates-Your Health for 2010 U.S. Midterm Elections

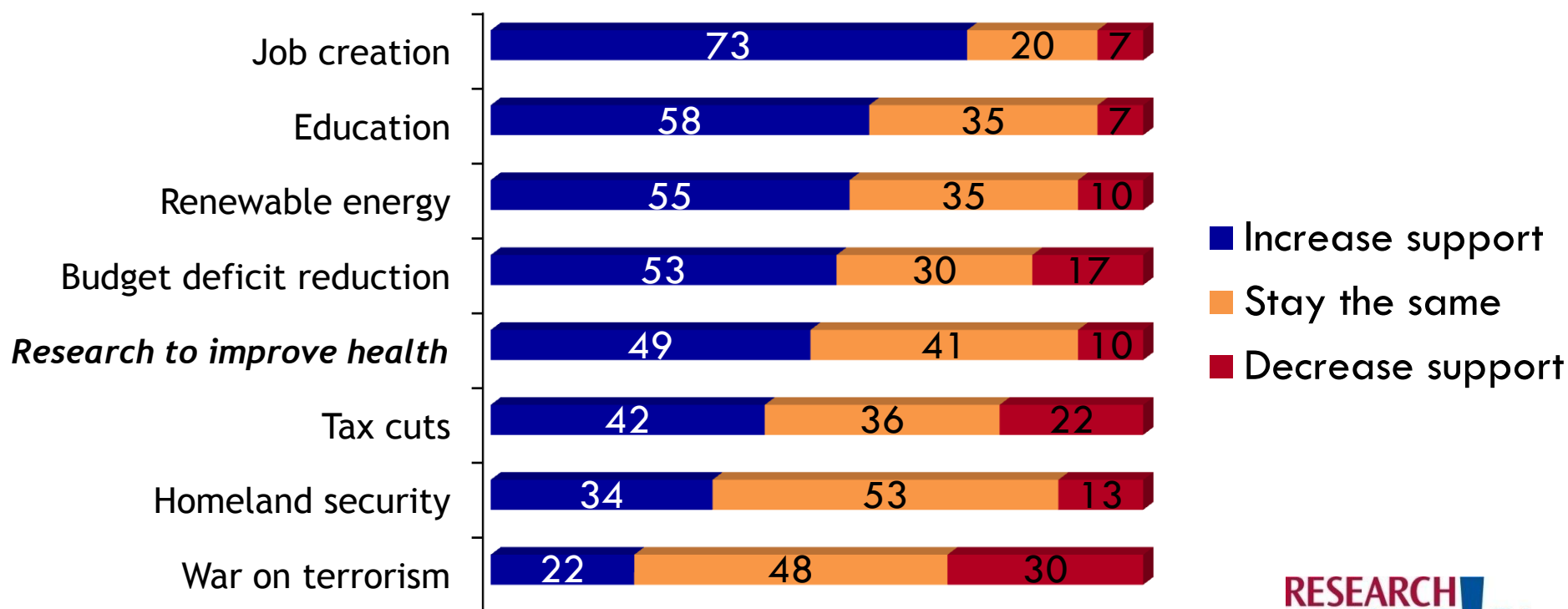
- Outreach to candidates
Candidates for federal office have been invited to participate by providing responses to a questionnaire about health, research and related issues
- Extensive public outreach through the Research!America advocacy network and sponsoring partners to encourage candidates for federal office to share their views



www.yourcandidatesyourhealth.org

Research Ranks Well with Other Top Election Priorities

Would you more likely vote for a candidate who supports increasing, decreasing or maintaining current federal spending on the following: (% response)



Source: *Your Candidates - Your Health* Poll, August 2010
Charlton Research Company for Research!America



“NIH is spending \$95 per American this year on medical research, and we need to make every dollar count.”

Elias Zerhouni, MD, former director, National Institutes of Health, during congressional testimony in 2006

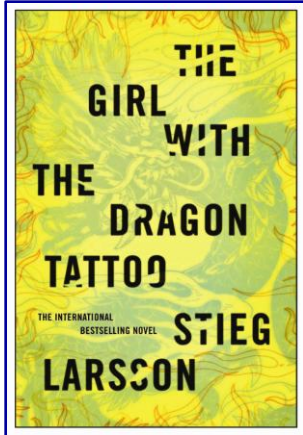
Research Takes Cents



- Fast-food industry revenues reached \$120 billion in 2006.
- That would fund the National Institutes of Health for more than two and a half years!

Sources: Fast Food & Quick Service Restaurants. First Research Inc. August 2007; President's FY08 Federal Budget Request

Research Takes Cents



- Stieg Larsson's Millennium trilogy has sold 3 million copies in Sweden alone.
- At 578 kronor each, this would fund nearly one-fourth of the Swedish Research Council's annual grants for research!

Research!America: Ways to Connect



www.researchamerica.org/blog



www.researchamerica.org/facebook



www.twitter.com/researchamerica



www.youtube.com/researchamerica



<http://newvoicesforresearch.blogspot.com>

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www.researchamerica.org