

RESEARCH AMERICA

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Intersection of Policy and
Science: Advocating for Funding
to Advance Research

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Ellie Dehoney, VP of Policy and Advocacy

Affecting Change in Federal Policy

- Direct
- Indirect
- Even more indirect (but important)

Influencing Policy Directly

Advocacy vs. Lobbying

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.

Lobbying, in general, consists of communications intended to influence specific legislation.

Research!America does both.



Current Advocacy Agenda

- Secure bipartisan budget deal that raises “sequestration” caps
- Ensure deal is “balanced” (enables comparable spending flexibility for Defense and non-defense priorities)
- Ensure research agencies such as NIH, CDC, AHRQ, FDA, and NSF benefit from budget deal
- Promote timely resolution of FY18 appropriations
- Prevent new restrictions on fetal tissue and stem cell research
- Secure repeal of the medical device tax
- Protect health services research (HSR) and social, behavioral, economic (SBE) research from ongoing threats of budget cuts
- Push for permanent repeal of medical device excise tax
- Weigh in on threats to science broadly

Current *Context* for Advocacy

Opportunities:

- Key champions for medical/health research on both sides of aisle still hold leadership positions in Congress
- Priorities on job creation, economic growth and maintaining competitiveness

Challenges:

- Tight budget caps create uncertainty
- Potential for an anti-science climate or one in which science is cut out of policymaking
- Health care cost and coverage issues could crowd out research

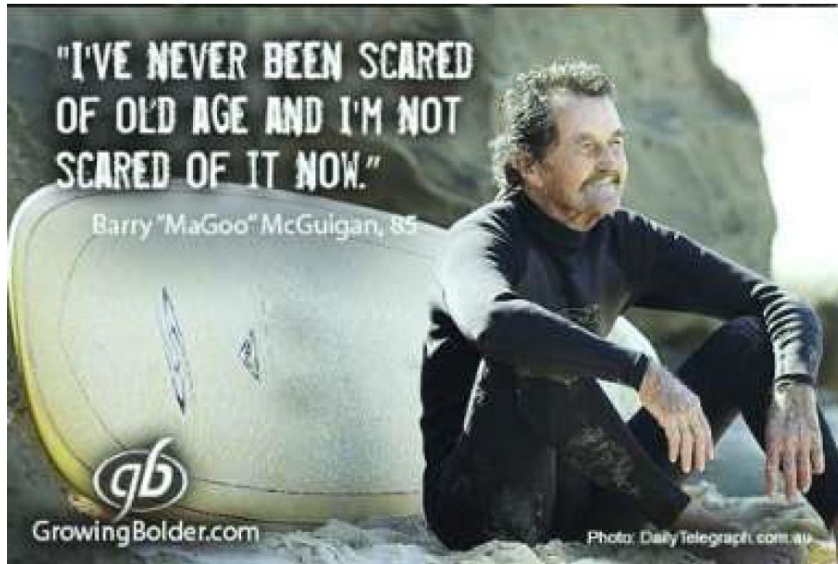
*Engagement and advocacy by scientists has never
been more important!*

Advocacy Basics

- Build Relationships
- Engage the heart
- And the mind



Engage Emotion: You Can't Use Facts To Change Feelings



“When we think of ourselves, we identify with System 2, the conscious reasoning self that has beliefs, makes choices, and decides what to think about and what to do. Although System 2 believes itself to be where the action is, the automatic System 1 is the hero...System 1 [is about the] effortlessly originating impressions and feelings that are the main sources of the explicit beliefs and deliberate choices of System 2.”

- Daniel Kahneman, *Thinking Fast and Slow*

- Research has shown that facts and rational analysis do not convince people to change behavior.
- The gatekeeper for our decisions is not our rational self but our emotional self.
- If you want to change the narrative around a cause, you have to start by changing the way people *feel*.

Homework Helps

- Research your policy maker:
 - Does he/she sponsor events for constituents (coffees, lunches, etc.)
 - Committee assignments? Leadership?
 - Find statements made, positions taken or bills introduced with which you agree
 - Is funding for medical research addressed on his/her website?

Meetings

- Most offices only take meetings with constituents
- Call and ask to speak with the legislative assistant handling health issues
- If you wish to meet in-state, ask to speak with district or state director



Keep It Short and Simple

- Anticipate having 10-15 minutes to make your pitch
- Avoid:
 - Jargon (research subjects vs. patients)
 - Acronyms (unless they're commonly used)



Expect Some Tough Questions

- Why should the federal government be funding research?
- What should be cut to free up funding for research?
- I'm sorry, I'm on my way to votes, what can you tell me quickly?

Do's and Don'ts

- Do: Leave the staffer with a one-page document containing salient narrative, arguments or statistics, and ask that it be shared with the policymaker
- Do: Write thank-you email to staffer and offer to serve as resource. If it feels right, send a note to the MOC commending the staffer you met. You can route it through the Chief of Staff.
- Don't: Leave without making a clear “ask” during the meeting e.g., If medical research is not referenced on website, suggest that a section be added; NIH/other caucus membership
- Don't: Worry if you can't answer a question! It's an opportunity to follow up.

What Type of Correspondence Should I Send?

- Because volume matters, form letters and emails make a difference. But...
 - Personal emails are better
 - Personal letters are even better



The image shows a screenshot of a web browser displaying the contact page for Congressman Luis V. Gutierrez, representing Illinois' Fourth District. The page features a header with the congressman's name and a navigation menu. The main content area is titled "Contact Congressman Gutierrez" and includes a form for submitting a message. The form fields are: Name (with sub-fields for Salutation, First Name, and Last Name), Street Address, Address 2, City, State (dropdown), Zip, Email, and a Message box. There are also social media icons and links to "Immigration" and "Financial Services" on the right side of the page.

Phone Calls

- Ask to speak with the legislative assistant handling health issues
- If you can't get past staff assistant, ask him or her to share your name, the town you're from, and your comment with the policymaker
- Keep your comment or question short
- Ask for a written response

Affecting Change Without Advocating For It

Be A Resource

- Weigh-in with policy influencers
- Connect people
- Supply stories, data, examples
- Interact with policymakers as a constituent, without agenda

New slide with screenshot of shampoo commercial - and they told two friends, and so on and so on

More leading at (best in content)

More Indirect (but important)

- Help cultivate advocates



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