



Involving Policymakers in Science Festivals

Suzanne Ffolkes, Vice President of Communications
Research!America

June 6, 2017

The 2017 International Public Science Events Conference
Madison, Wisconsin

Research!America's Mission

Making research to improve
health a higher national
priority



*Research!America is an innovator
in advocacy for research*

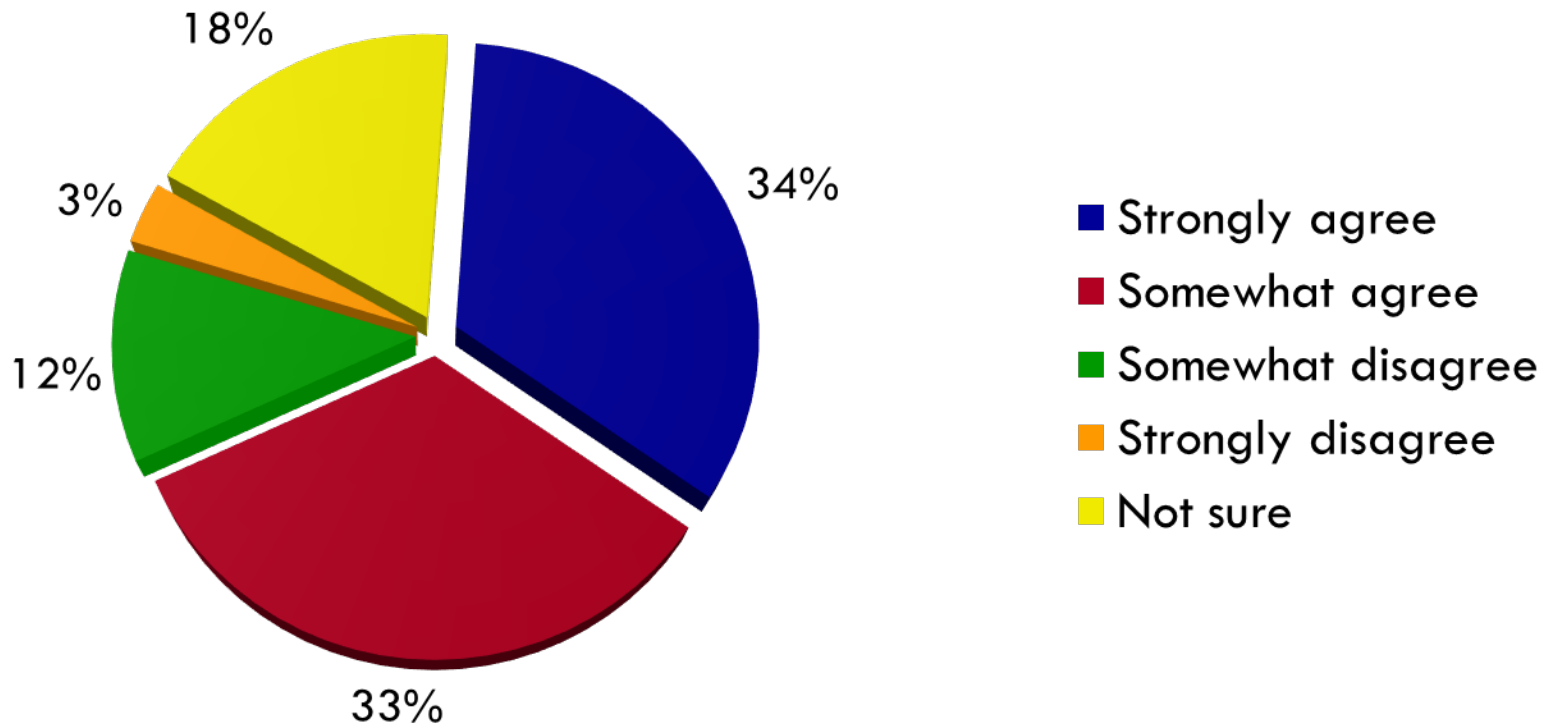
Research!America Surveys

- Commissioning public opinion surveys on research issues for 25 years:
 - National Surveys
 - State-Based Surveys
 - Issue-Specific Surveys
- Online surveys are conducted with a sample size of 1000-2000 adults with margin of error ranging from +/-3.1% to +/-2.2%.
- The data are weighted in two stages to ensure accurate representation of the U.S. adult population.

Public Policies Should be Based on Science

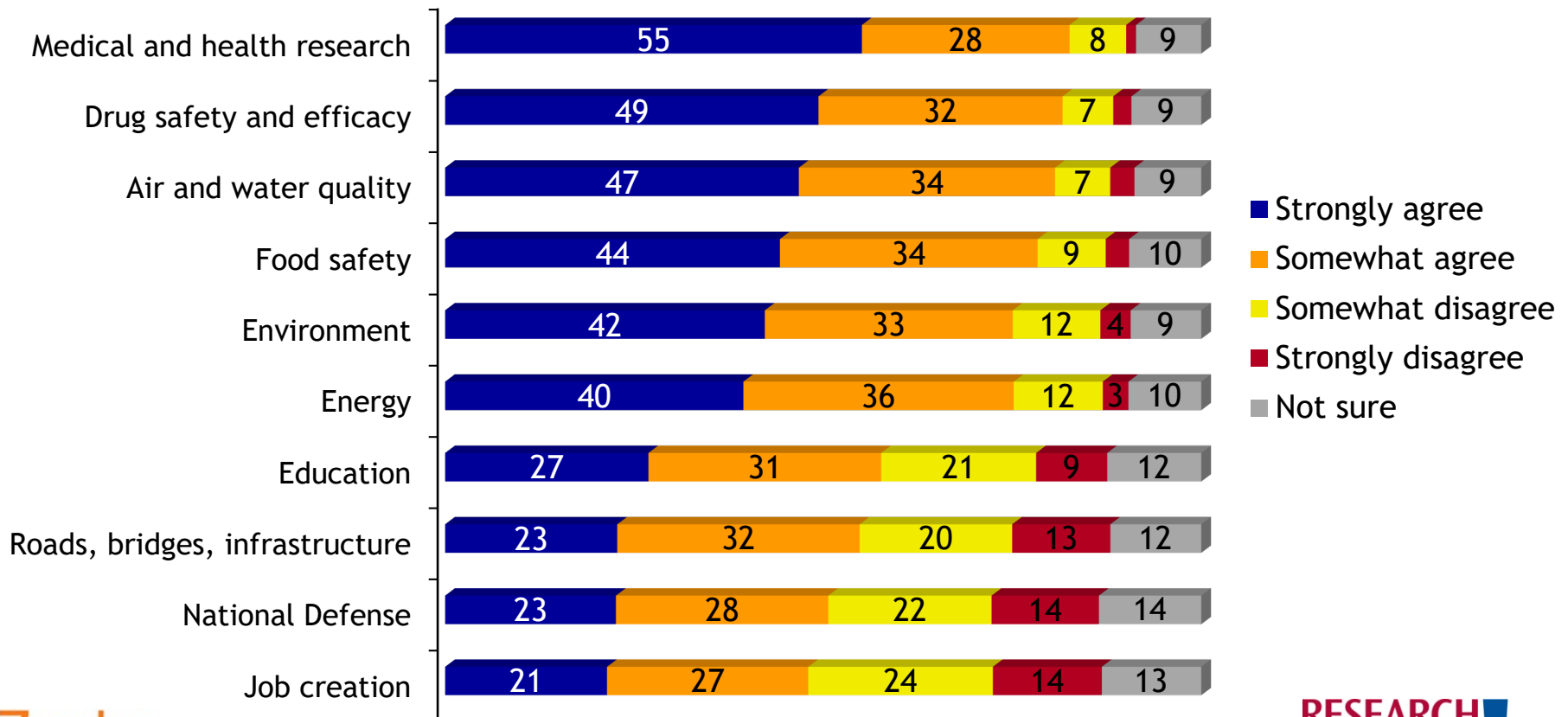
Do you agree that public policies should be based on the best available science?

72% of Democrats and 70% of Republicans agree, compared with 57% of Independents.



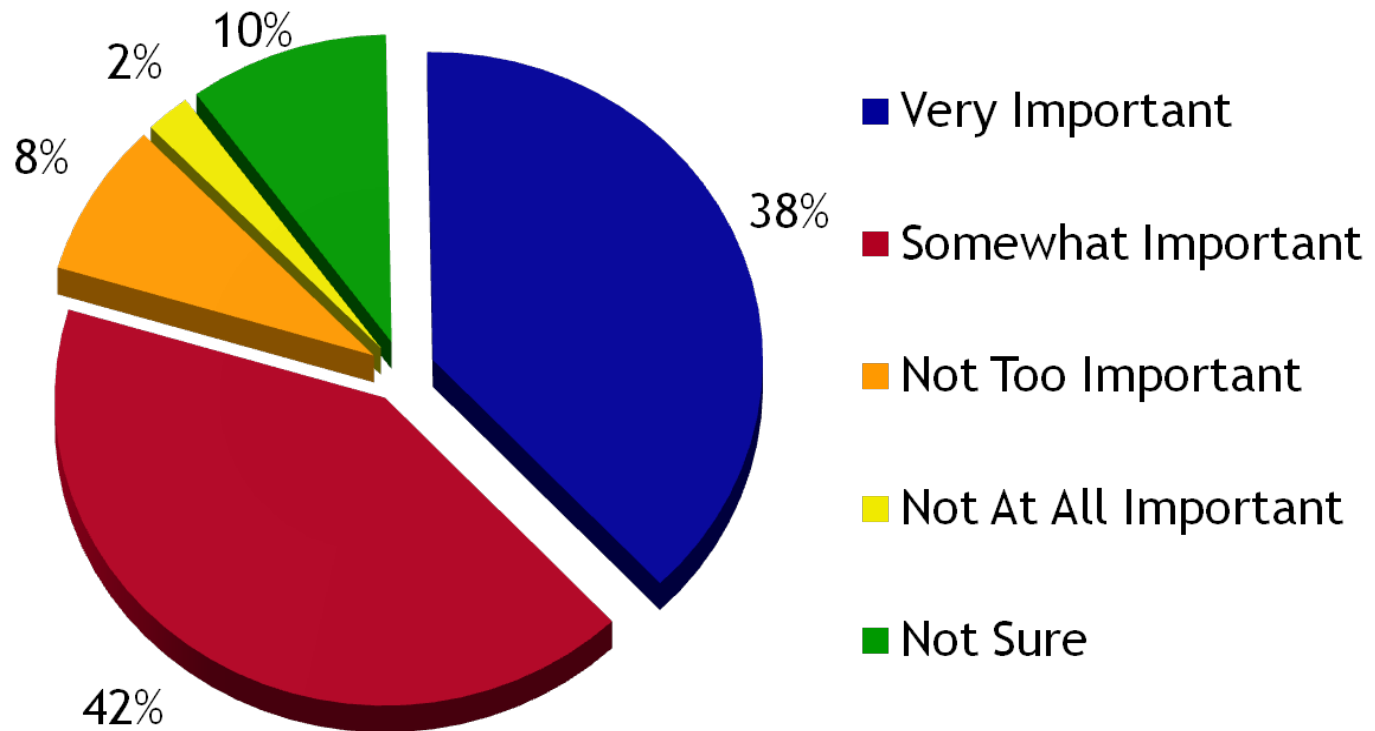
Scientists Should Play Role in Shaping Public Policy

Do you agree or disagree that scientists should play a major role in shaping policy for the following?



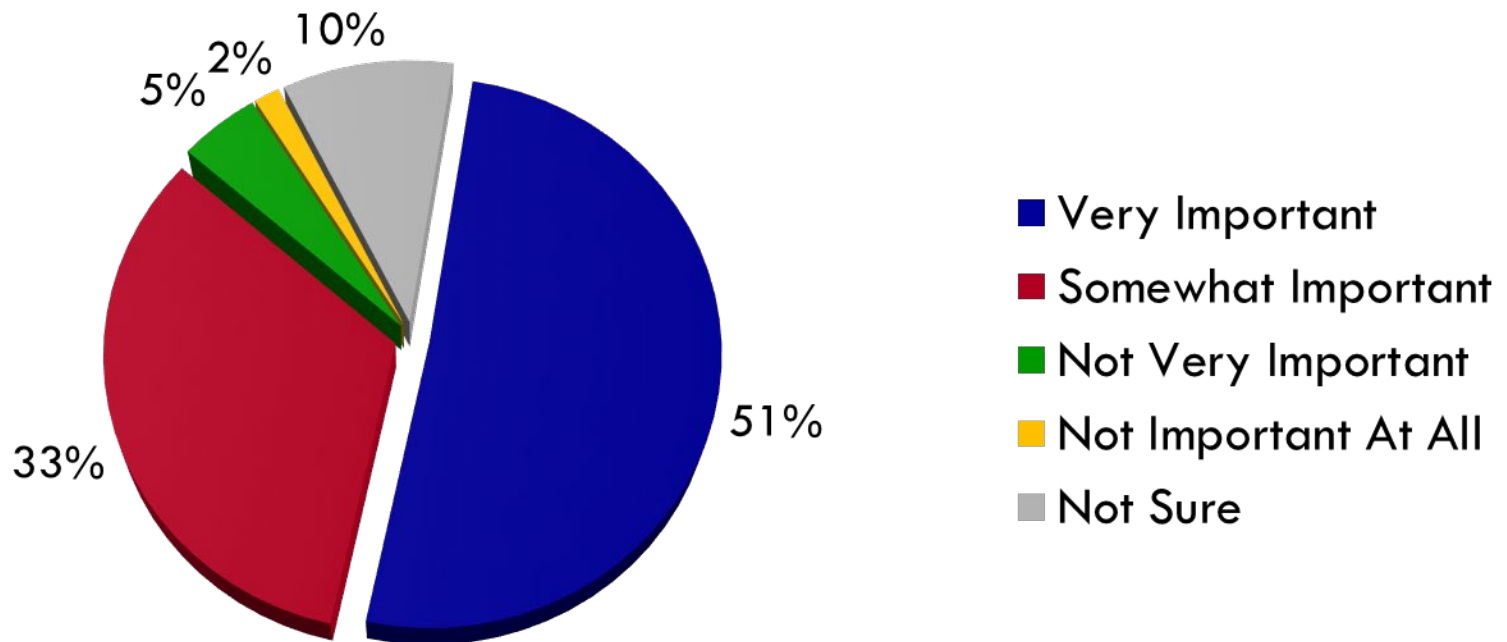
Important for Elected Officials to Listen to Scientists

How important is it that elected officials at all levels listen to advice from scientists?




Important for Scientists to Engage with Public on Research

How important is it for scientists to inform elected officials and the public about their research and its impact on society?



Source: A Research!America and ScienceDebate.org poll of U.S. adults conducted in partnership with Zogby Analytics in September 2015.

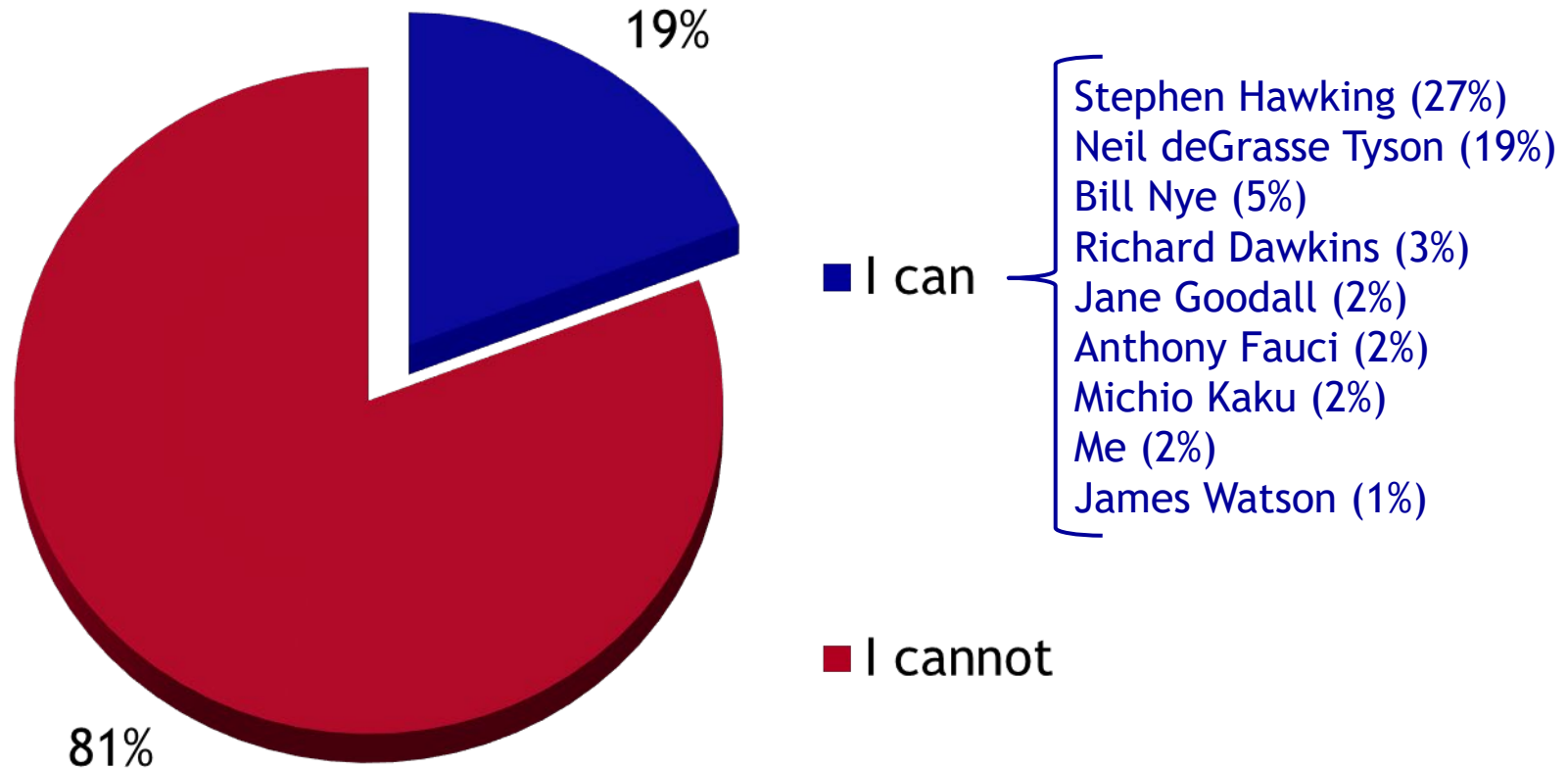


And Yet, Despite Science
Festivals and Other Events,
Scientists are Invisible in Our
Society...

Can Americans Name a Living Scientist?

Most Americans Cannot Name a Living Scientist

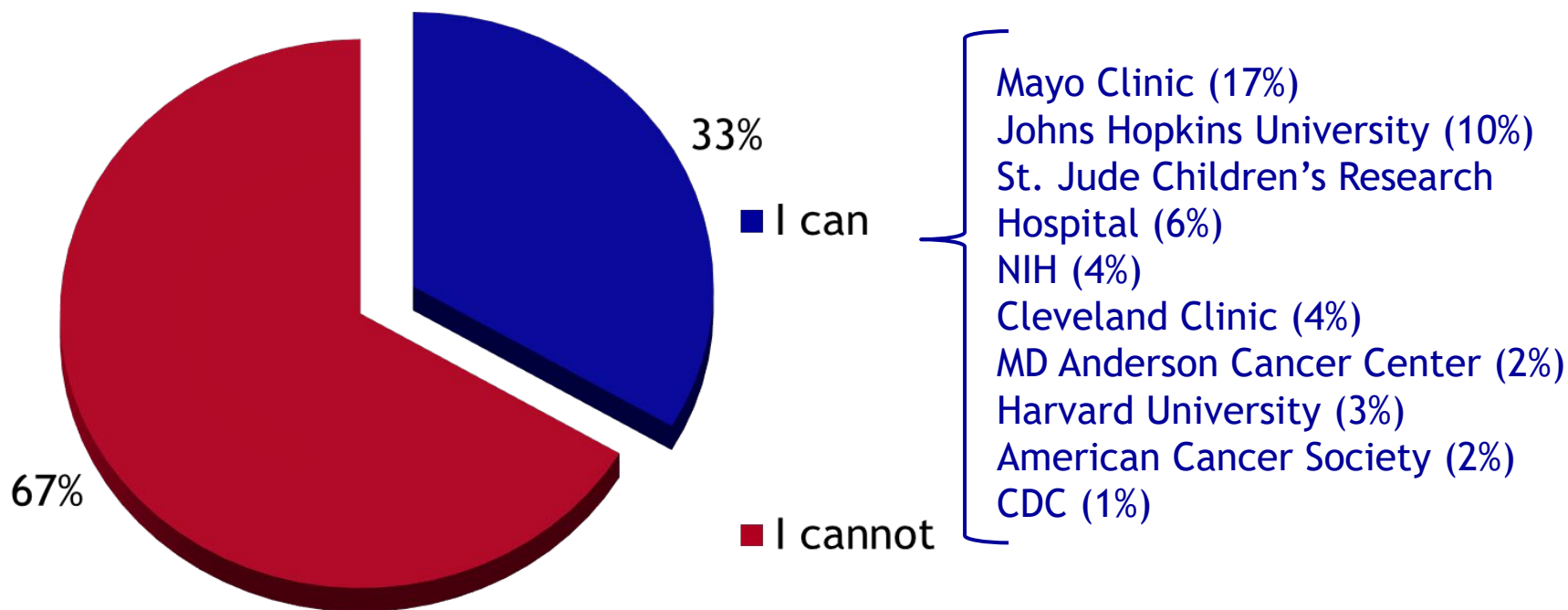
Can you name a living scientist?



Do Americans Know Where Research is Conducted?

Most Americans Don't Know Where Research is Conducted

Can you name any institution, company or organization where medical or health research is conducted?



March for Science April 22

- The march took place in Washington D.C. with more than 600 Satellite Marches across the world!
- More than 200 scientific organizations have partnered with the March For Science!



Washington, DC



Madison, WI

"Policy should be guided by scientific consensus. Scientific facts not 'alternative facts'" – Rep. Brad Sherman (D-CA) at March for Science Los Angeles



Los Angeles, CA



Salt Lake City, UT



March for Science Messaging

Science serves society and creates the things we love: clean air and water, better health, security, etc.

Science means job creation, economic growth and global competitiveness

Science should have a greater role in policymaking



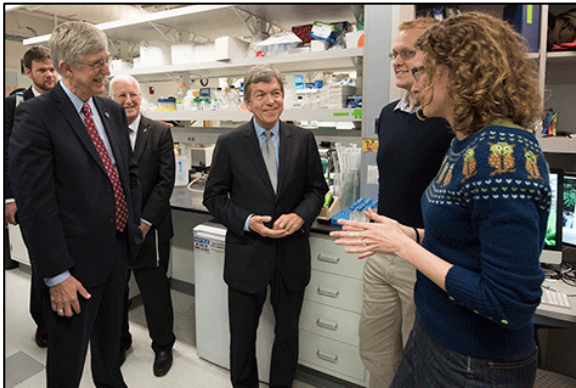
Policymakers at Local Research Institutions



Sen. Tammy Baldwin (D-WI) talks with researchers at the National Cancer Institute



Rep. Tom Cole (R-OK) listens to physicist Michael Santos in his University of Oklahoma lab



Sen. Roy Blunt (R-MO) and NIH Director Francis Collins listen to graduate students at Washington University in St. Louis



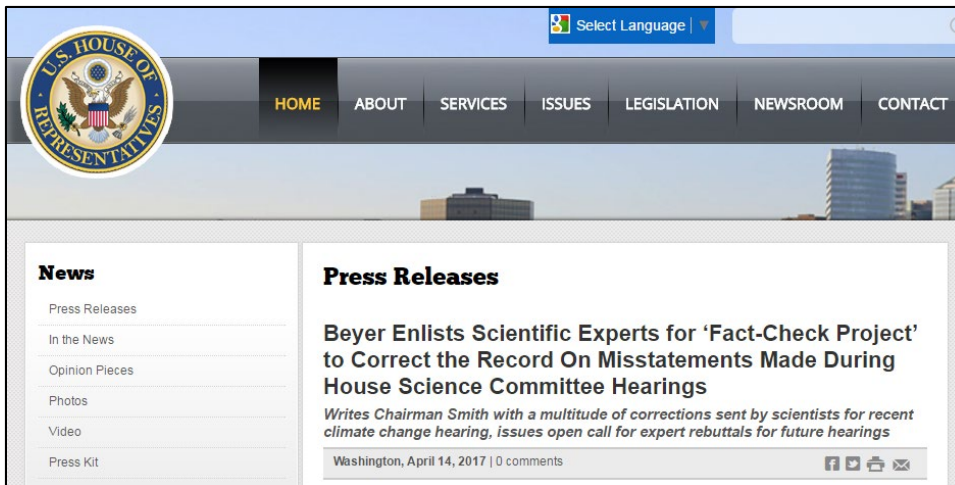
Sen. Jack Reed (D-RI) discusses potential cuts in research funding with Brown University researchers

White House Science Fairs



Trump Administration to Continue WH Science Fairs

The FactCheck Project



- Vice-Ranking Member on the House Committee on Science, Space, and Technology [Rep. Don Beyer \(D-VA\)](#) set up a webform to collect submissions of fact checks from scientists.
- Participants are also encouraged to fact check Science Committee hearings live using #FactCheckSST.

FactCheck Project

First Name*

Last Name*

Email Address*

Your credentials/background:*

Details on claim being corrected (including date, speaker, hearing):*


Correction offered (with sourcing where possible):*

Is the source material in your fact-check your own original research?*

☐ Yes ☐ No

Are you willing to have your information made public with your name attached?*

☐ Yes ☐ No

☐ I'm not a robot 

reCAPTCHA
Privacy - Terms

Recognizing Champions for Science with Rewards



Sen. Roy Blunt (R-MO) (center) accepts Research!America's 2016 Edwin C. Whitehead Award for Medical Research Advocacy.



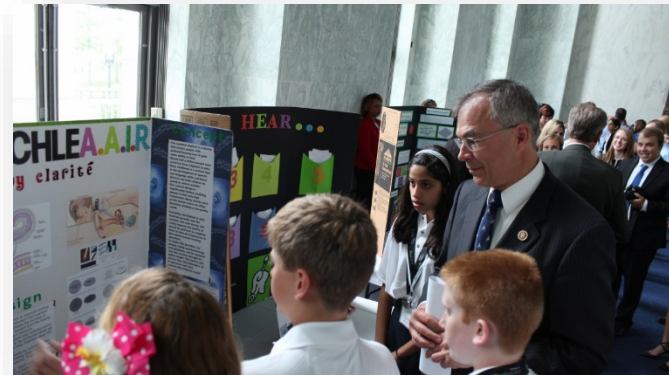
Rep. Tom Cole (R-OK) (right) accepts Research!America's 2016 Edwin C. Whitehead Award for Medical Research Advocacy.

Ways to Engage with Policymakers

- Develop family-friendly, educational programs on non-controversial issues
- Invite policymakers to meet with STEM students
- Invite candidates to events during election season
- Schedule festivals at convenient times for policymakers
- Invite media and promote broadly
- Seek letters of support or proclamations
- Find common ground!



Rep. Elizabeth Esty (D-CT)



Rep. Andy Harris (R-MD)

#Science is Social



Mo Brooks @RepMoBrooks · 5 Aug 2016
Check out the latest interactive exhibit "The **Science** of Archimedes"
@RocketCenterUSA!



Space & Rocket Ctr @RocketCenterUSA
"The Science of Archimedes" is a hit! Now open!
bit.ly/2ax7Ltc



Rep. Diana DeGette @RepDianaDeGette · 28 Oct 2015
#**STEM** education gives young people the tools & technical skills they need to lead their generation & #MakeItInAmerica



1 2



Senator Patty Murray @PattyMurray · 5 Dec 2016
There is no question **Science**, Technology, Engineering, & Math are critical for the future of our state & our economy. #CSEdWeek



13 50 135



US Rep E.B. Johnson @RepEBJ · Apr 22
Replying to @RepEBJ
#MarchforScience reminds us to champion and defend **science**, scientific integrity, and scientific research in our homes, schools, communities

5 40 62



Sen. Lamar Alexander @SenAlexander · 27 Oct 2016
#Tennessee students are improving in **science** faster than the rest of the nation – double the avg nat'l growth #TNSoarsinScience

2 11 24

Traditional Media

News@Northeastern

CONGRESSMAN PRAISES NORTHEASTERN'S COMMITMENT TO STEM EDUCATION

by Joe O'Connell August 6, 2015



MARTINEZ NEWS-GAZETTE

Your Hometown Paper Since 1858

Congressman Thompson visits Las Juntas STEAM Lab

admin | March 8, 2017 | 0 Comments

Like 0 Share Tweet G+1 0 Pin it



News Briefs

Congressman gets 3D view of STEM labs



U.S. Rep. Bill Johnson listens as YSU Mechanical Engineering student Caitlyn Rodomsky describes her research in designed 3D print thermal management systems for small satellites. Johnson was on campus earlier this fall to tour the Center for Innovation in

Additive Manufacturing and electron microscopy labs in the STEM College.

Timeline for Relationship Building

Six months out

- send introductory letters/calls
- request meetings and lab tours
- research their positions
- thank them for support
- social media engagement

Three months out

- meet with policymakers or staff
- provide relevant data/information (fact sheets)

One month out

- confirm participation in festival
- monitor status of legislation relevant to your issues

Tips for Confirming Participation

- Contact scheduler to reserve date on calendar
- Contact press secretary or communications director to help with securing member and promoting event
- Host event in the policymaker's district
- Frame program as nonpartisan (invite Ds and Rs)
- Invite policymaker to deliver keynote speech/opening remarks or present an award
- Work closely with member's Caucus to foster support for event - bipartisan

Congressional Caucuses

- Climate Solutions Caucus
- STEM Education Caucus
- NIH Caucus
- Life Science Caucus
- Research and Development Caucus
- Biomedical Research Caucus
- Earth and Space Science Caucus
- Chemistry Caucus
- Biofuels Caucus
- Public Health Caucus
- Several disease-specific caucuses

Useful Reminders

- Ensure the program is well-structured and organized
- Emphasize topics with bipartisan support
- Provide logistics and make-up of crowd with member's staff
- Describe whether festival and discussion topics relate to local issues. i.e. economy, health care



What is the Value for Policymakers?

- Opportunity to promote legislation
- Engage with voters in friendly environment
- Public recognition of their support for science and innovation (photo-ops)
- Meet with important constituents/donors



Research!America Works for You

Connect with us



www.researchamerica.org/blog



www.facebook.com/researchamerica.org



www.twitter.com/researchamerica



www.youtube.com/researchamerica

sffolkes@researchamerica.org