



# FASEB

Federation of American Societies  
for Experimental Biology

# Advocating for Social Science at Home

Jennifer Zeitzer, Director of Legislative Relations

**COSSA Science Policy Conference**

**March 29, 2017**

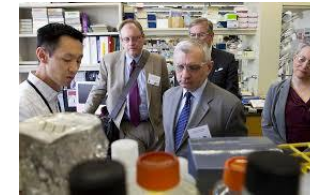
# Why Advocate at Home?

- Members of Congress are often less busy at home and more focused on engaging with constituents**
- To build on any positive momentum and relationship building from a visit that took place on Capitol Hill**
- Local engagement gives congressional staff a better understanding of constituent concerns**
  - Ability to see how federal dollars support local programs/projects
  - Opportunity to meet with voters affected by decisions made in Washington
- Can provide positive local press**

# Steps to Get Involved in Advocacy

## □ Tell your story!

- ❖ Participate in a Capitol Hill Day
- ❖ Email your Senators/Representative
- ❖ Invite your elected officials to visit your lab
- ❖ Visit their state/district office



## □ Get the word out to the public

- ❖ Write a letter to your local newspaper
- ❖ Be a resource for reporters
- ❖ Tweet about science policy issues
- ❖ Contribute articles to your society newsletter

The screenshot shows a news article from U-T San Diego. The headline is "Federally funded research is foundation for our future". The article text mentions that four members of San Diego County's delegation (Debs, Susan Davis, D-San Diego; Duncan D. Hunter, R-Albany; Scott Peters, D-San Diego; Juan Vargas, D-San Diego) signed a letter to the House Appropriations Committee requesting \$32 billion for NIH in fiscal 2015. It also includes a "Sign Up for Email Alerts" button and a "Now the Best Time to Buy a Home?" advertisement.



## □ Teach or mentor in your community

## □ Volunteer at a local science museum

## □ Involve students, young scientists, and patients in advocacy

# Advocacy Best Practices

## DO

- Make your research relatable
- Identify connections with your elected officials – college, church, hometown, volunteer group, etc.
- Get contact information for key staff aides in Washington & local/state offices
- Subscribe to newsletters from your elected officials  
- Connect with your elected officials on social media
- Attend town hall meetings
- Document visits with elected officials (with photos!)



## DON'T

- Give a science lecture or “pop quiz”
- Recite your CV
- Use scientific jargon/ overly technical language
- Rely on stereotypes based on political affiliation or past statements
- Argue
- Get discouraged

# FASEB Has Resources for YOU!

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Federation of American Societies  
For Experimental Biology

*Recognized as the policy voice of biological and biomedical researchers.*

Science Research Conferences | Science Policy & Advocacy | Resources for the Public | The FASEB Journal | Professional Development & Diversity Resources | Association Management Services | Directory of Members

**Science Policy & Research Issues**  
Federal Funding Data  
Become an Advocate  
Advocacy Tool Kit  
Request a Meeting  
Plan a Congressional Visit  
Share Your Story  
Write to Congress  
Attend a Local Meeting  
Get the Word Out  
Connect on Social Media  
Legislative Action Center  
Federal Funding by State & District  
Federal Science Budget Information  
Benefits of Biomedical Research  
FASEB Washington Update  
Science Policy News

**Become an Advocate**  
FASEB represents more than 125,000 scientists and engineers through collaborative advocacy with constituent societies. Our top priority is urging Congress to provide sustainable and predictable federal funding for scientific research.

But it's not enough for organizations like FASEB to advocate for science—policymakers want to hear from constituents, too. There are many ways to deliver messages, ranging from privately meeting your legislator to attending a campaign event or town-hall meeting. The key is to evaluate your goals, the specific context and messages, and weave them together into a winning mix.

Join our advocacy efforts to ensure the U.S. continues to be a hub for innovation and scientific discovery. The resources below provide a set of practical tools to communicate with elected officials and the public.

**Your Advocacy Toolkit**

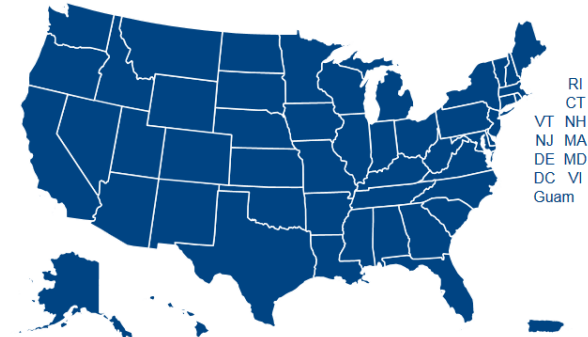
**Request a meeting** Meeting with federal lawmakers is a good way to advocate for scientific research

**Plan a congressional visit** Do your homework to effectively engage policymakers

**FASEB Webinar "After Elect..."**  
WEBINAR

**Learn how to be an effective advocate**

Science Policy and Advocacy > Federal Funding Data > Federal Funding by State and District  
Please click on the map below to access factsheets.



**Discover how research is funded in your state and district**

**Read about biomedical breakthroughs**



**National Institutes of Health State Funding Facts for FY 2016**

The National Institutes of Health (NIH) is the nation's primary medical research agency, supporting research efforts in all 50 states and the DISTRICT OF COLUMBIA. In addition to its work, fundamental knowledge about the cause and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce the burdens of illness and disability.

**NIH Appropriations**

2016 NIH funding request: \$30.7 billion  
NIH FY 2016: \$29.8 billion

**BY THE NUMBERS\***

- \$670 million in NIH funding
- 43 NIH-funded institutions
- 1,520 NIH grants awarded
- 12 Congressional districts with NIH grants

**NIH Funding of Select Michigan Institutions**

Institution	Fiscal Year 2016
University of Michigan	\$461,000,000
Wayne State University	\$61,000,000
Michigan State University	\$50,000,000
Eastern Michigan University	\$37,000,000
Wayne State Research Institute	\$6,000,000
University of Detroit Mercy	\$5,000,000
Oakland University	\$5,000,000
Michigan Technological University	\$3,000,000
National Alliance for Research Collaboration (NARC)	\$1,200,000
State Hospital Michigan Health System	\$1,300,000

**INVESTMENT IN NIH RESEARCH BENEFITS THE MICHIGAN ECONOMY**

- Michigan institutions received \$26 million in NIH grants in FY 2016 to fund the next generation of biomedical scientists.
- A total of 25 Michigan businesses received NIH funding totaling \$17 million for the research and development of technologies with potential commercial applications.
- In 2016, Michigan was home to 1,520 bioscience business and industry awards. Residents held 41,277 bioscience industry jobs, and the average annual wage in the bioscience sector was \$75,618 higher than the average sector wage.

Office of Public Affairs • NIH Building 10A • Bethesda, MD 20892

**Federal Research Funding FY 2015 District Information**

**Texas 21<sup>st</sup> District**

- National Institutes of Health**  
In this district, NIH awarded \$4,975,816 in contracts. NIH is the nation's primary medical research agency. NIH awards the majority of federal research funding to support the health, safety, and well-being of the nation's citizens.
- National Science Foundation**  
Through nearly 1,000 competitive grants and 1,000 graduate student fellowships awarded each year, NSF advances the frontiers of knowledge, supports the nation's scientific workforce, and leads the nation's research agenda for innovation.
- U.S. Department of Agriculture**  
The U.S. Department of Agriculture and Agriculture Research Service support research in the natural and social sciences to improve agriculture, farm, and communities that can be safely and sustainably managed and operated.

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# Tips For Contacting Members of Congress

- Address one issue in each message/call; include it in the subject line**
  - *“FY 2017 Budget: Increase Funding For NIH”*
- Make a specific request , identify the bill/issue you are writing about, and state your purpose for writing in the first sentence**
  - *“I am writing to request that you support increasing NIH funding to \$34 billion in the Fiscal Year 2017 omnibus appropriations bill (HR 1234)”*
- Clearly state your position on the bill/ issue**
  - *“An increase in FY 2017 is critical to sustain the prior investment in medical research and take advantage of new scientific opportunities”*
- Include 2-3 relevant points and explain why you support/oppose the bill/issue**
  - *Use data from FASEB factsheets*
  - *Tell a personal story*
- Include your postal address in the message/call**
- Keep it short, polite, and to the point**
- Use proper grammar and punctuation in email**



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# Emailing Your Senators/Representative

- ❑ Sign-Up to receive FASEB action alerts  
<http://www.faseb.org/Science-Policy-and-Advocacy/Become-an-Advocate/Legislative-Action-Center.aspx?vvsrc=%2fRegister>
- ❑ Sending an email only takes 5 minutes and one click
- ❑ Online form identifies your Senators and Representative based on your zip code
- ❑ You can customize your message to your legislators

Resources for the Public | The FASEB Journal | Professional Development & Diversity Resources | Association Management Services | Directory of Members

Science Policy and Advocacy > Become an Advocate > Legislative Action Center

Action Alert | Enter Your Info | Privacy Policy

**YOUR LAST CHANCE to tell This Congress: Approve the Proposed Funding Increases for Research**

Email

ZIP Code

**Continue**

Congress is back in session and we need your help right now. Urge your Senators and Representatives to give final approval to the 2017 budget that includes the proposed increase of \$2 billion for the National Institutes of Health (NIH), \$25 million more for agriculture research, and more funds for the National Science Foundation. These increases will be lost if Congress doesn't act by December 9 (the date the temporary budget agreement expires).

Please use the form below to email your legislators **THIS WEEK**. Even if they were not re-elected or are retiring at the end of the year, they will still have an opportunity to vote on this budget. We provided suggested text but you can modify the message to include a personal appeal about why the proposed funding increases are critical for your research or institution. Data showing [the amount of federal research dollars for each state](#) and district are available to add to your note. Emails from voters have a lot of influence on Congress and make a big difference in the final outcome. Don't forget to share this alert with others in the research community once you've taken action.

Compose Your Message

Become an Advocate  
Receive Alerts



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# Meeting Tips & Reminders

## Introduce all participants

- Name and institution/affiliation – not entire CV!

## Get to the “ask”/ message quickly

- Follow up with relevant state/local data
- Share a personal story
- Explain why the issue matters to their constituents

## Describe how you can be of assistance

## If you don't know an answer to a question:

- Say “I don't know but I will get back to you with the answer”

## Offer your business card or contact information

## Get contact information from the person you met with

*Remember that a meeting is only one step toward building a relationship with your elected officials!*



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# Follow-Up From Your Meetings

## **Send thank you notes**

- Via email is best
- Add your contact information

## **Include any follow-up information you promised**

- Links to online documents work best
- Avoid sending large PDF's/files

## **Remind staff/members about any outstanding requests or information they promised to get for you**

# Submitting a Letter or Op-Ed

## Congress must commit to science funding in budget talks



UAB Hospital in Birmingham. (File photo/Alabama Media Group)

**AL** By [Guest opinion](#) on October 22, 2015 at 10:45 AM, updated October 22, 2015 at 10:48 AM

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By **Louis B. Justement, PhD, and Mary-Ann Bjornsti, PhD**

*Louis B. Justement, PhD, is Professor of Microbiology, Director of the Graduate Biomedical Sciences Immunology Graduate Theme, and Associate Director for the Medical Scientist Training Program in the UAB School of Medicine.*

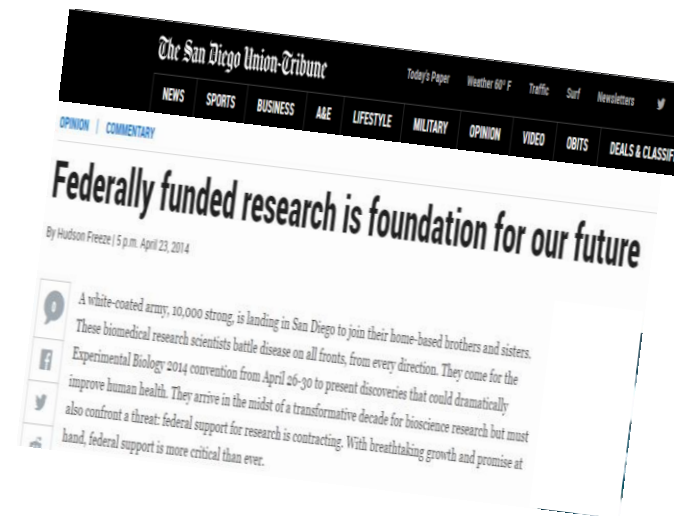


Louis Justement, PhD



Mary-Ann Bjornsti, PhD

*Mary-Ann Bjornsti, PhD, is Professor and Chair of the Department of Pharmacology and Toxicology, Program Leader of Cancer Cell Biology, and Associate Director for Translational Research at the Comprehensive Cancer Center at UAB.*



## THE BALTIMORE SUN



## NIH cuts threaten Baltimore research

By **Neil Risch, Hal Dietz**

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Baltimore's thriving research environment is threatened by cuts to federal spending.

OCTOBER 6, 2015, 1:20 PM

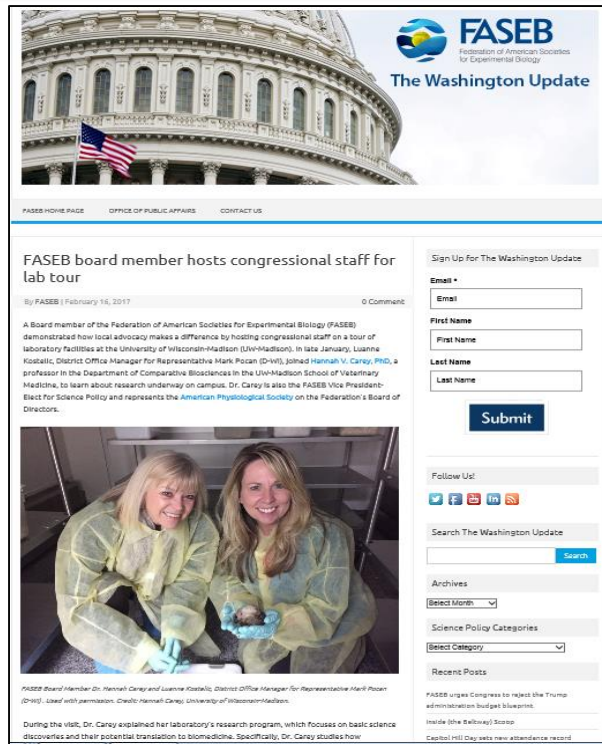
If you end up near the [Baltimore Convention Center](#) this week, you may notice crowds of people carrying black and teal tote bags. The American Society of Human Genetics is meeting there through Saturday, bringing 8,000 researchers, clinicians and ethicists from more than 60 countries to the city.



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# Inviting Legislators to Visit Your Lab



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The Washington Update

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## FASEB board member hosts congressional staff for lab tour

By FASEB | February 16, 2017 0 Comments

A Board member of the Federation of American Societies for Experimental Biology (FASEB) demonstrated how local advocacy makes a difference by hosting congressional staff on a tour of laboratory facilities at the University of Wisconsin-Madison (UW-Madison). In late January, LuAnne Kozelski, District Office Manager for Representative Mark Pocan (D-WI), joined Hannah V. Carney, PhD, a professor in the Department of Comparative Biosciences in the UW-Madison School of Veterinary Medicine, to learn about research underway on campus. Dr. Carney is also the FASEB Vice President-Elect for Science Policy and represents the *American Physiological Society* on the Federation's Board of Directors.

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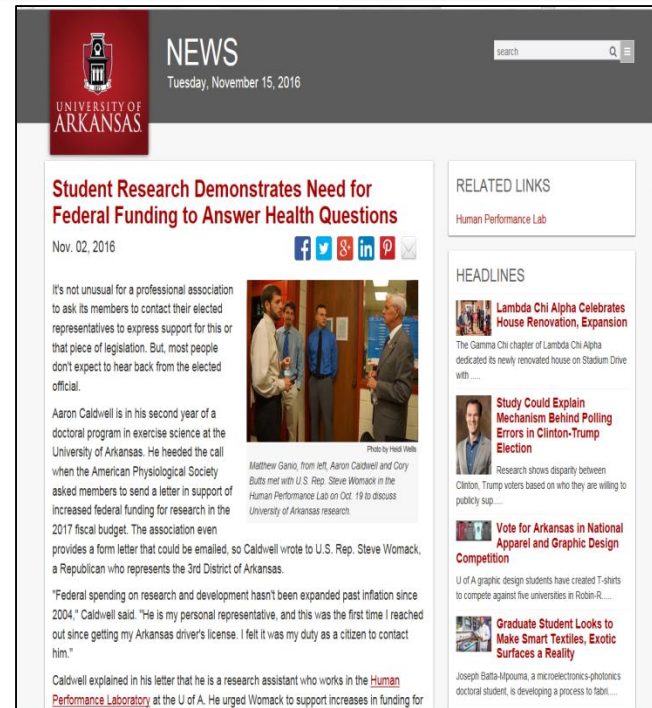
Recent Posts

FASEB urges Congress to reject the Trump administration budget blueprint.  
Inside the Ballway: Sen.  
Castell (R) Day sets new attendance record

FASEB Board Member Dr. Hannah Carney and LuAnne Kozelski, District Office Manager for Representative Mark Pocan (D-WI). *Liked with permission. Credit: Hannah Carney, University of Wisconsin-Madison.*

During the visit, Dr. Carney explained her laboratory's research program, which focuses on basic science discoveries and their potential translation to biomedicine. Specifically, Dr. Carney studies how

- Rep. Mark Pocan's (D-WI) District Director visited research labs at UW-Madison
- Visit followed a meeting with the district staffer
- Discussed how federal money supports UW-Madison labs
- Also explained how immigration laws affect science



**UNIVERSITY OF ARKANSAS**

NEWS  
Tuesday, November 15, 2016

SEARCH

## Student Research Demonstrates Need for Federal Funding to Answer Health Questions

Nov. 02, 2016

It's not unusual for a professional association to ask its members to contact their elected representatives to express support for this or that piece of legislation. But, most people don't expect to hear back from the elected official.

Aaron Caldwell is in his second year of a doctoral program in exercise science at the University of Arkansas. He heeded the call when the American Physiological Society asked members to send a letter in support of increased federal funding for research in the 2017 fiscal budget. The association even provides a form letter that could be emailed, so Caldwell wrote to U.S. Rep. Steve Womack, a Republican who represents the 3rd District of Arkansas.

"Federal spending on research and development hasn't been expanded past inflation since 2004," Caldwell said. "He is my personal representative, and this was the first time I reached out since getting my Arkansas driver's license. I felt it was my duty as a citizen to contact him."

Caldwell explained in his letter that he is a research assistant who works in the [Human Performance Laboratory](#) at the U of A. He urged Womack to support increases in funding for

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[Human Performance Lab](#)

HEADLINES

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**Study Could Explain Mechanism Behind Polling Errors in Clinton-Trump Election**  
Research shows disparity between Clinton, Trump voters based on who they are willing to publicly sup ...

**Vote for Arkansas in National Apparel and Graphic Design Competition**  
U of A graphic design students have created T-shirts to compete against five universities in Robin R ...

**Graduate Student Looks to Make Smart Textiles, Exotic Surfaces a Reality**  
Joseph Batta-Alpouma, a microelectronics-photonics doctoral student, is developing a process to fabri ...

- PhD candidate at Univ. of Arkansas sent an email to his Rep. Steve Womack (R-AR)
- Rep. Womack replied to the email and asked to visit the student's lab
- Rep. Womack toured the lab and learned how exercise science research supports and refutes claims and can be used to inform policy makers

# For More Information...

**FASEB Office of Public Affairs**

**<http://www.faseb.org/Science-Policy-and-Advocacy.aspx>**

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