



ASBMB Finding the Funds Webinar

Welcome to the Civic Engagement Microgrant Program

August 28, 2024

Jenny Luray, Senior Vice President, Research!America

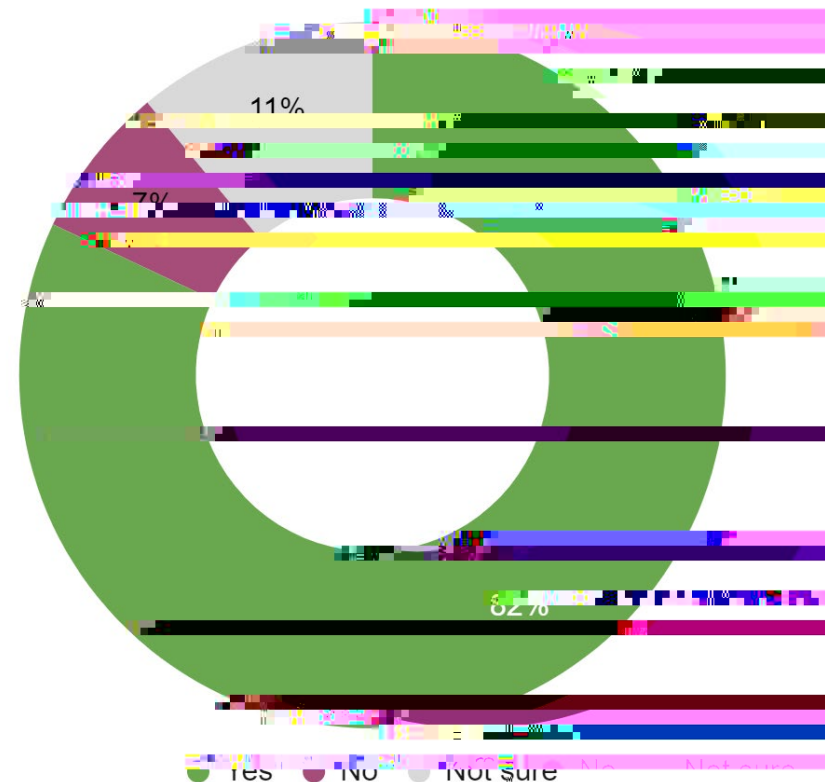
Research!America Alliance



Medical &
health
research
fun

8 in 10 say scientists' job should include communicating their research to the public

Should scientists consider it part of their job to inform the public about their research and its impact on society?

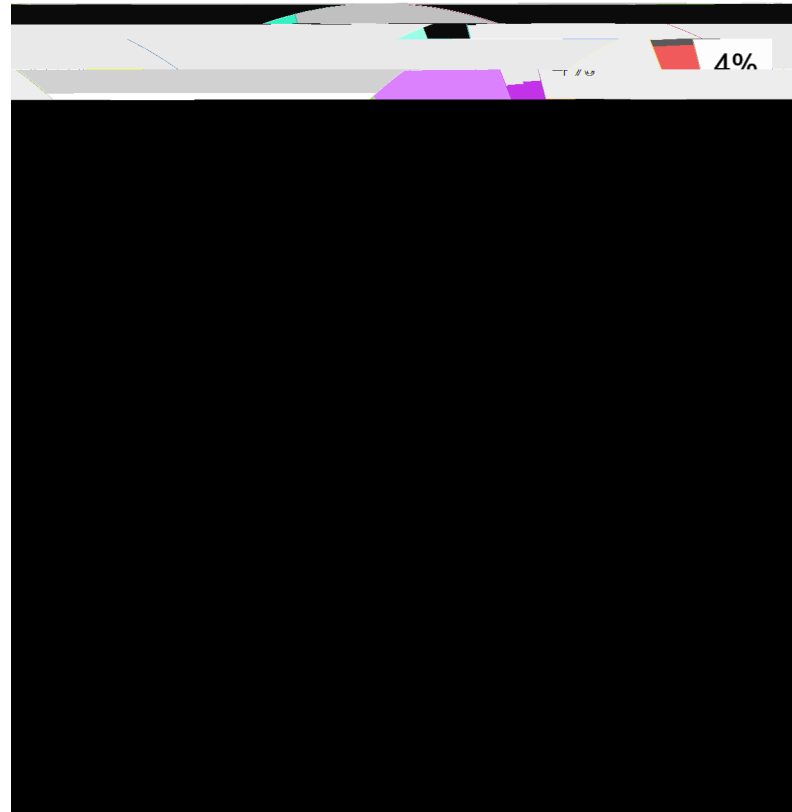


Strong majorities across political affiliation, education, race and ethnicity

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2024.

89% say it's important that scientists inform elected officials about their research

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



Strong majorities across political affiliation, education, race and ethnicity

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2024.

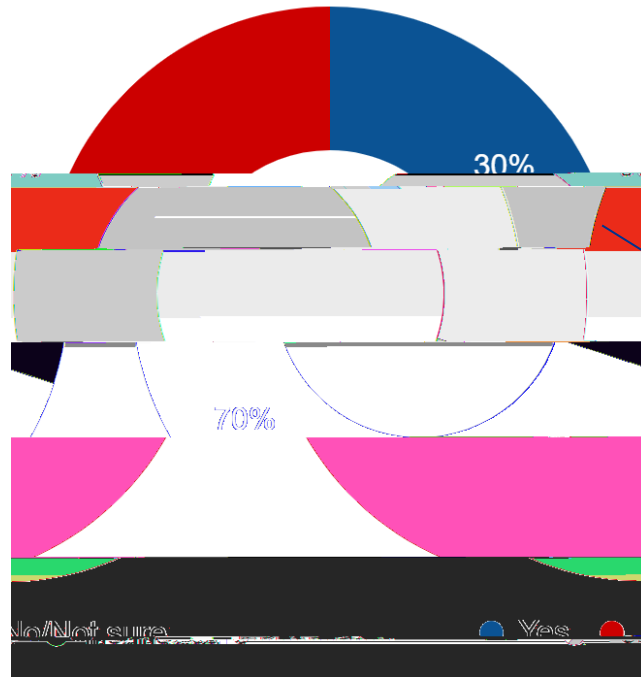
And yet, despite “demand” for science, scientists and the scientific enterprise are all too invisible in our society...

Only 30% can name a living scientist

Can you name a living scientist?



Those saying "Yes" up from 24% in 2023 to 30% in January 2024.



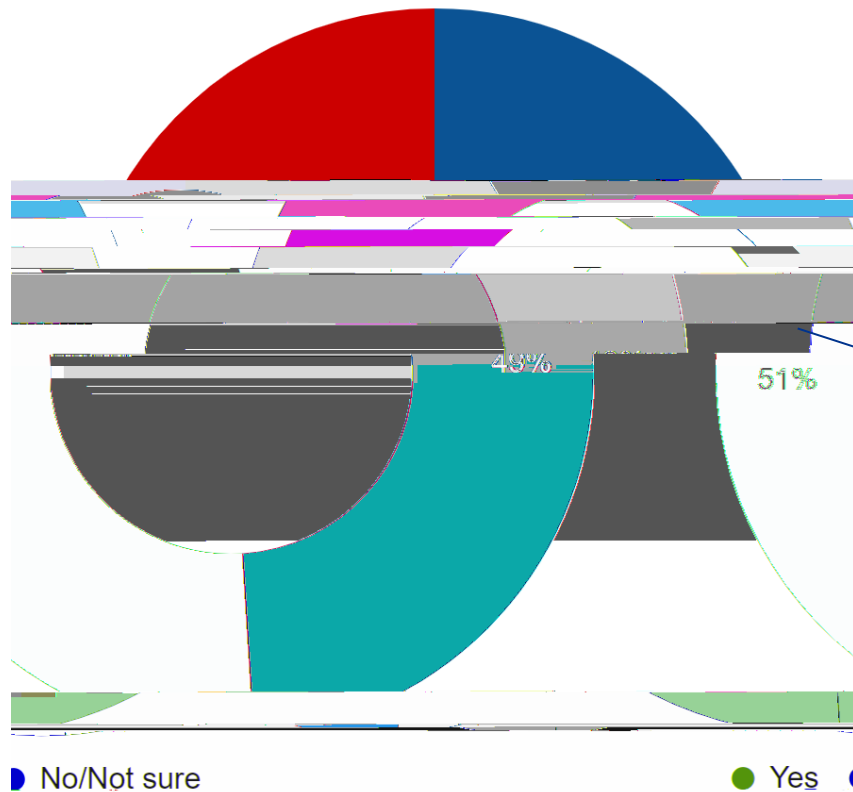
Neil Degrasse Tyson	19%
Anthony Fauci	18%
*Stephen Hawking	9%
Elon Musk	5%
Jane Goodall	5%
Bill Nye	4%
Alan Guth	3%
Timothy Berners-Lee	2%
James Watson	1%
Bill Gates	1%
Other	33%

*Deceased

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2024.

Only half can name a medical or health research institution

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



Mayo Clinic	11%
Pfizer	10%
Johns Hopkins	9%
St. Jude's	8%
NIH	7%
CDC	5%
WHO	3%
Cleveland Clinic	2%
Stanford	1%
American Cancer Society	1%
Johnson & Johnson	1%
Other	42%

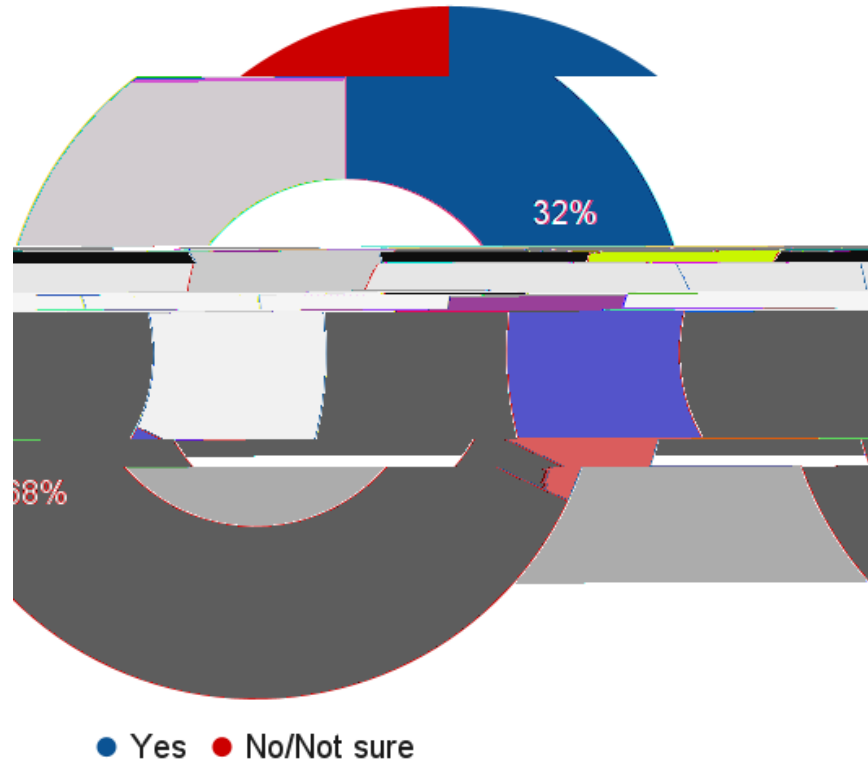
▼ Mayo Clinic down from 18% in 2023 to 11% in 2024.

▼ Johns Hopkins down from 18% in 2023 to 9% in 2023.

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2024.

Nearly 7 in 10 unaware research is conducted in every state

To the best of your knowledge, would you say that health and medical research in the U.S. is conducted in all 50 states?



Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2024.



The relationship between scientists
and non-scientists has perhaps
never been more important

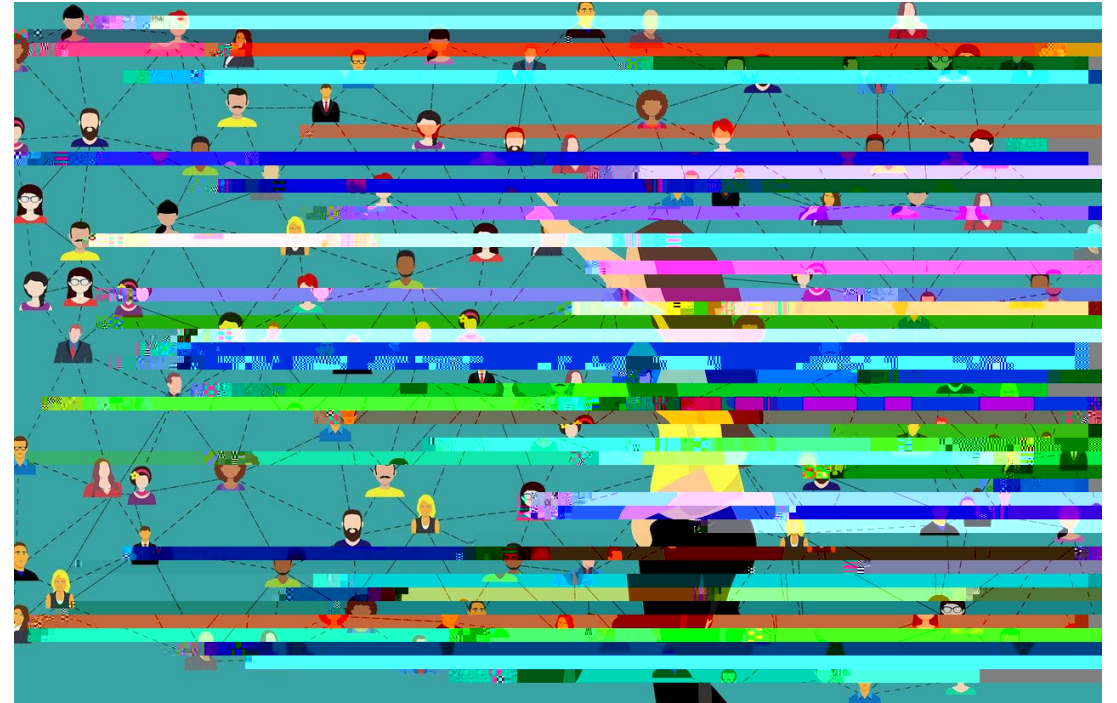
“Because too often, in our history and our present, science and technology policy exists to communities, rather than

Why do we care about this disconnect?

- Build public trust to improve health and counter misinformation
- Scientists serve the public
- Inspire the next generation of STEM

Addressing the disconnect through civic engagement

Civic engagement creates dialogue between the intersection of science and society around issues of common concern.



Examples of Civic Engagement



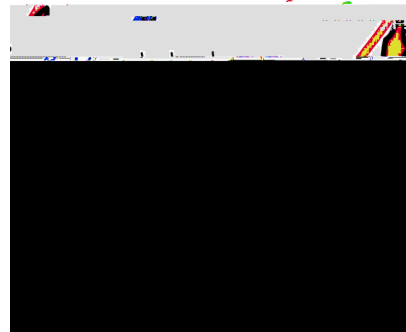
Community Outreach
and Education



Policymaker Engagement



Lab Demos and Tours



Data Visualization



Podcasts and
Digital Media

Additional Examples

- Public Forums
- Workshops
- Competitions



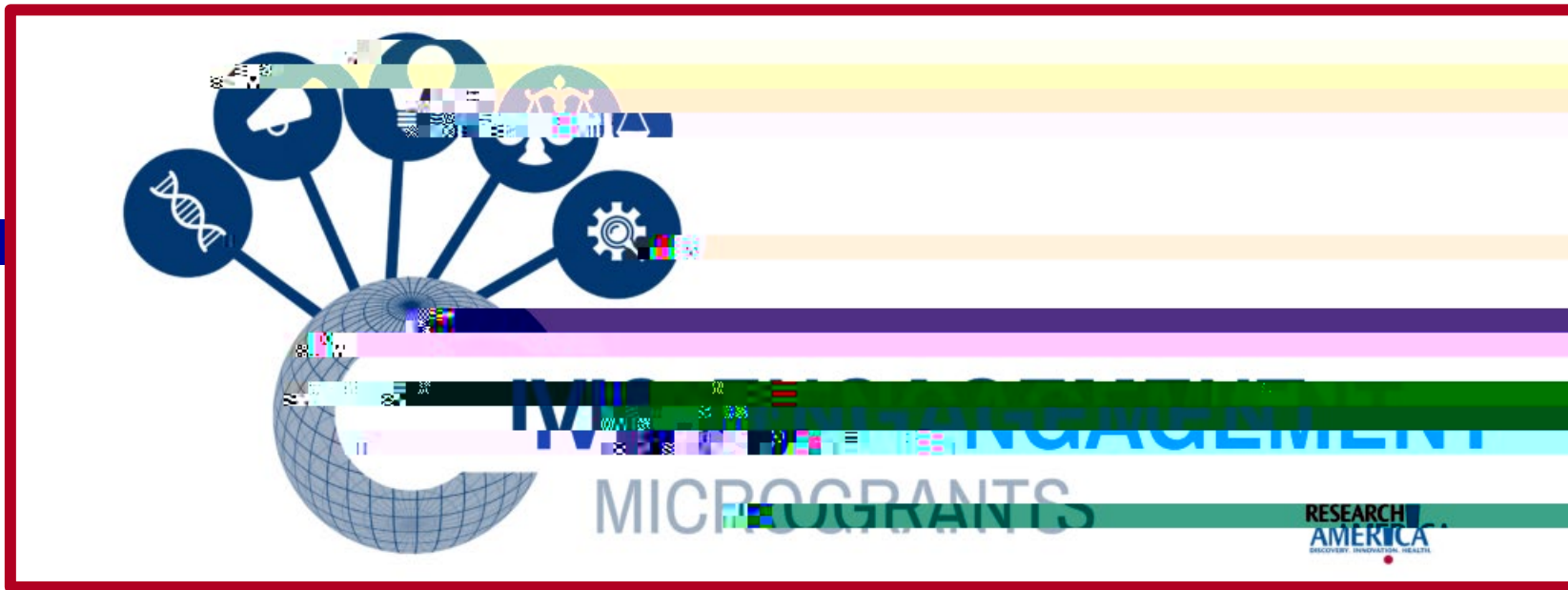
Creating Your Vision

Where do they get information?

How many do you think you can reach?



Who do you want to reach?



Applications for 2024-2025 cycle will be open next month!

<https://www.researchamerica.org/civic-science/microgrants/>

Research!America Works for You

