

**RESEARCH  
AMERICA**  
DISCOVERY. INNOVATION. HEALTH.



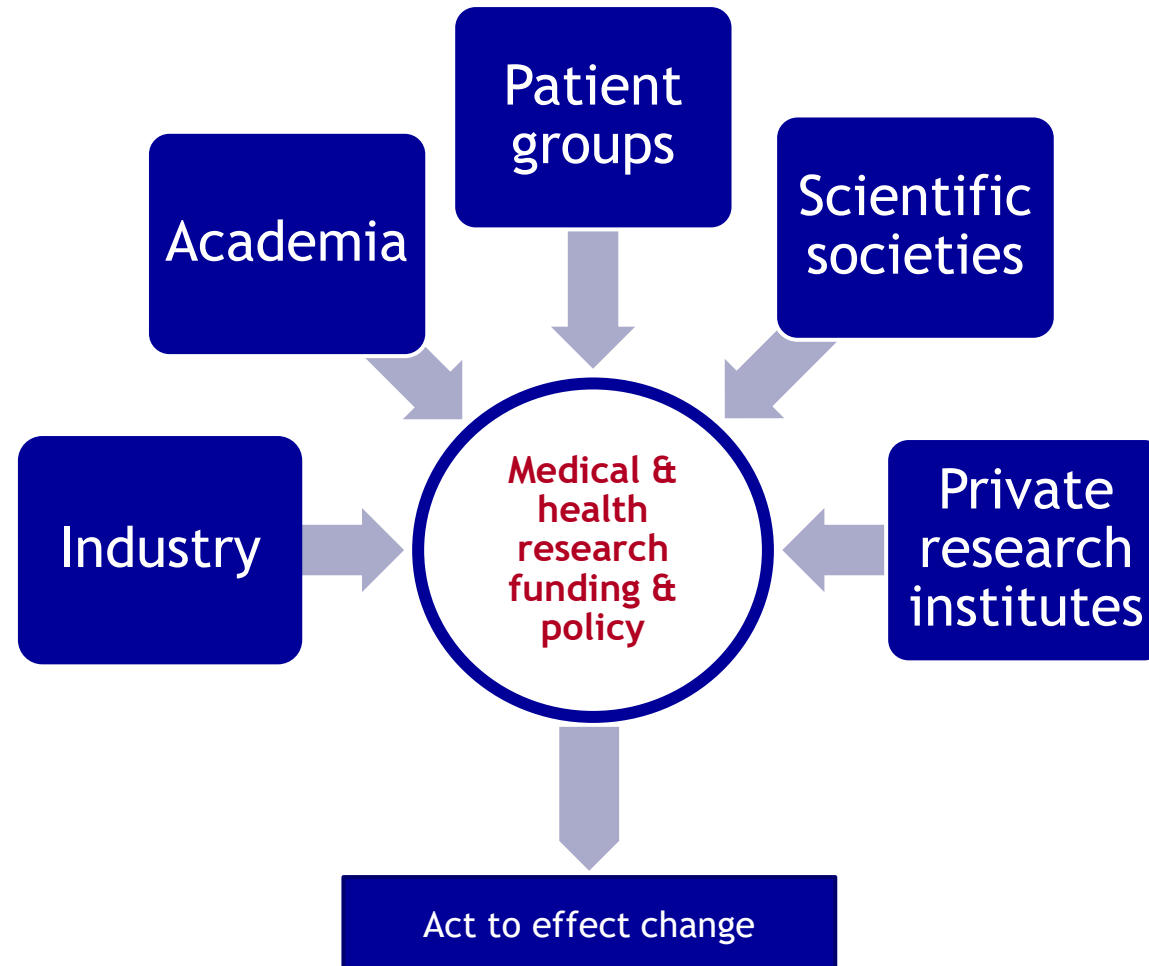
**ASBMB Finding the Funds Webinar**

*Welcome to the Civic Engagement Microgrant Program*

August 28, 2024

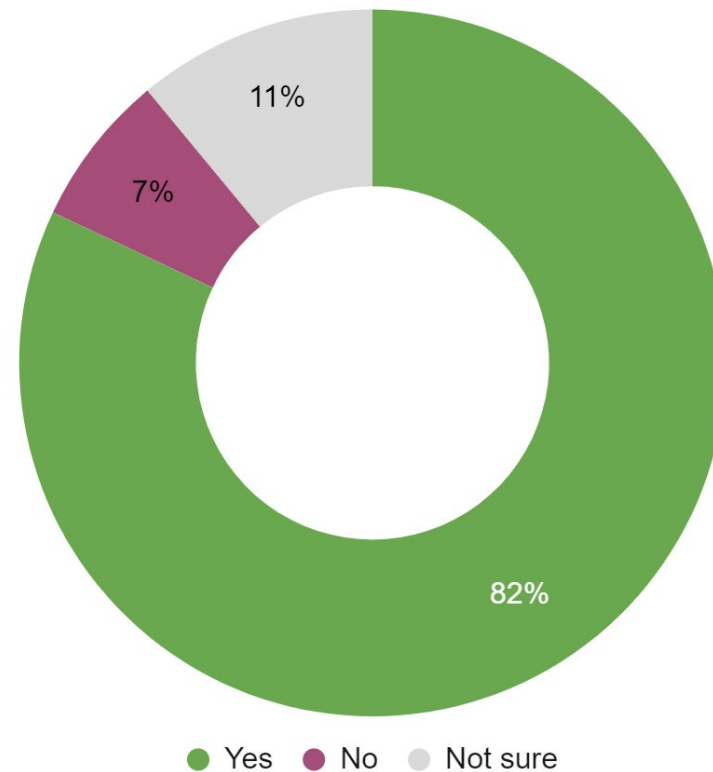
Jenny Luray, Senior Vice President, Research!America

# Research!America Alliance



# 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?

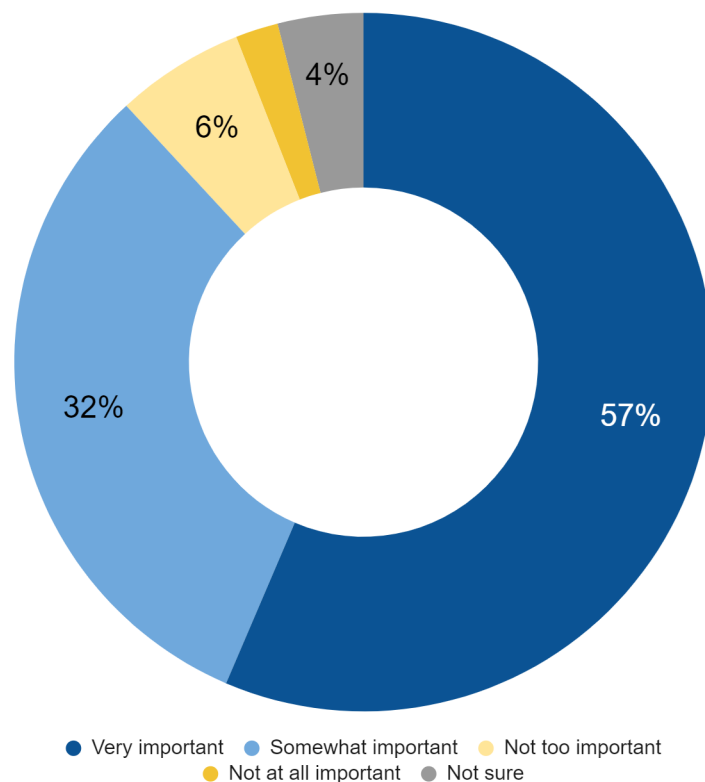


Strong majorities across political affiliation, education, race and ethnicity

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.



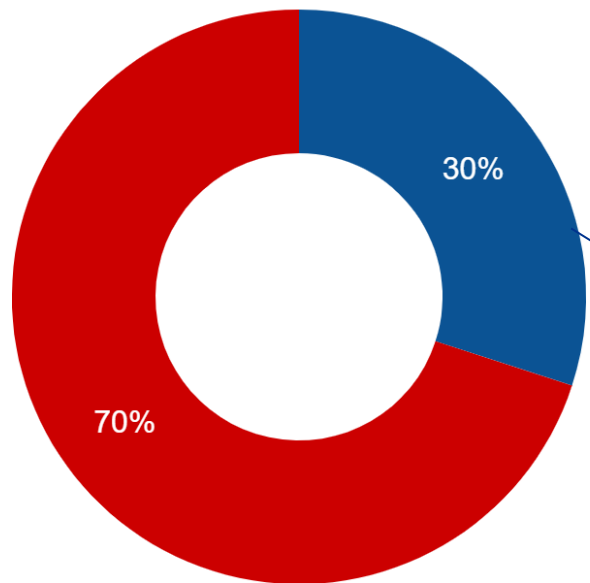
And yet, despite “demand” for science, scientists and the scientific enterprise are all too invisible in our society...

# 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.



● Yes ● No/Not sure

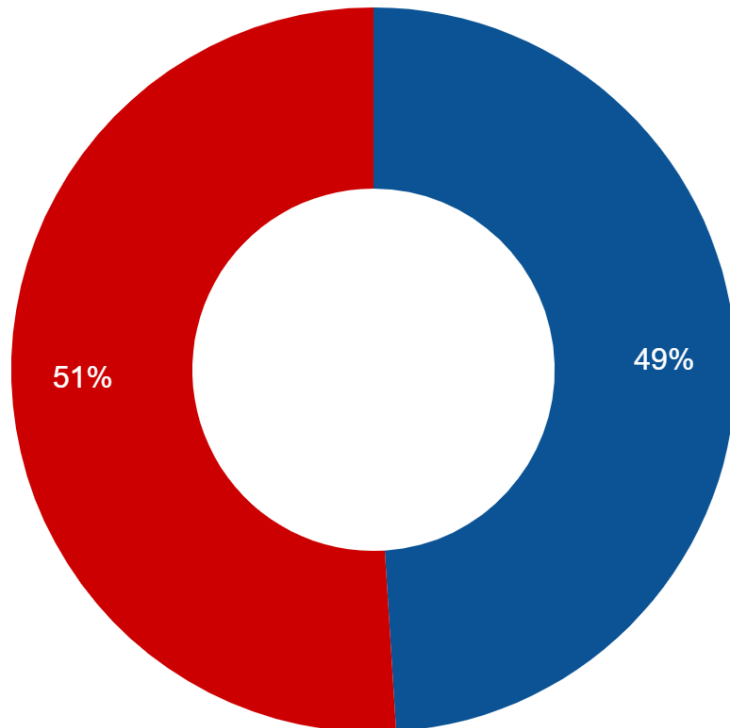
Neil Degrasse Tyson	19%
Anthony Fauci	18%
*Stephen Hawking	9%
Elon Musk	5%
Jane Goodall	5%
Bill Nye	4%
Alan Guth	3%
Timothy Berners-Lee	2%
James Watson	1%
Bill Gates	1%
Other	33%

*\*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?



● Yes ● No/Not sure

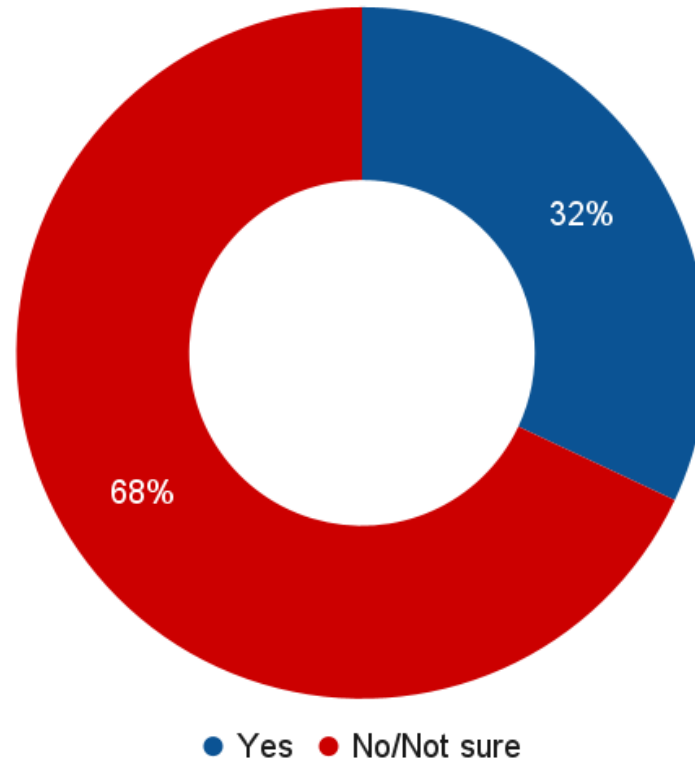
Mayo Clinic	11%
Pfizer	10%
Johns Hopkins	9%
St. Jude's	8%
NIH	7%
CDC	5%
WHO	3%
Cleveland Clinic	2%
Stanford	1%
American Cancer Society	1%
Johnson & Johnson	1%
Other	42%

▼ 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



Photo from Wikipedia

“Because too often, in our history and our present, science and technology policy exists *adjacent* to communities, rather than being informed *by* them. This *disconnect* lies at the heart of so many challenges we face as a global community.”

*Dr. Alondra Nelson, Former White House OSTP Deputy Director*

# Why do we care about this disconnect?

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- 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

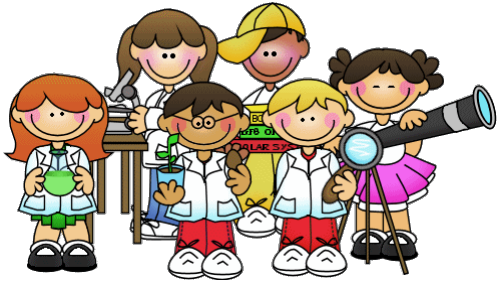
Civic engagement creates dialogue between the intersection of science and society around issues of common concern.

*What problem would you like to solve?*

*How can we address it?*



# Examples of Civic Engagement



Community Outreach  
and Education



Policymaker Engagement

## Additional Examples

- Public Forums
- Workshops
- Competitions



Lab Demos and Tours



Data Visualization



Podcasts and  
Digital Media

# Research!America Civic Engagement Microgrant Program

- Provide training, mentoring, and up to \$3,000 in funding for project costs
- Connect with like-minded early career scientists
- Build new skills and your resume
- Explore careers outside of academia
- Dive into the intersection between science and public policy



# Examples of Recent Microgrants

- **Lighting Up Minds, Dimming the Skies** gave talks at elementary schools in Santa Cruz County, CA, to introduce concepts of light pollution and its connection to astronomy.
- **Kentucky Advocates for Science Policy and Research** organized a research symposium at the state capital called “Building Bridges: Fostering Understanding Between Lawmakers and the Scientific Community.”
- **Black Scientist Collective at Baylor College of Medicine** hosted a health literacy fair tackling disparities within maternal health, chronic illness, and infectious diseases.
- **Science Unlocked** based in Washington, D.C., engaged incarcerated youth by developing and hosting hands-on science experiments as part of the youth’s regular curriculum.



# Creating Your Vision

**What problem are you trying to solve? What group do you want to reach?**

**Who is your audience?**  
Hint: Don't say "general public"

**Where do they get information?**  
Classroom?  
Social media  
Video/Written

**How many do you think you can reach?**

How many can your program accommodate?  
Are you hoping to have small group discussions?  
Demonstrations?

**Understand your audience**  
Age/Education  
Interests  
Needs



# What Are Your Ideas?

**Who do you want to reach?**

**What skills do you want to learn?**



# CIVIC ENGAGEMENT MICROGRANTS



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

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



# Research!America Works for You

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