Advocacy Training

Be An Effective Advocate for Science: Be Involved & Tell Your Story

Melanie A Woodin
Advocacy Committee Chair

Julie Poupart
Chief Operating and Advocacy Officer
Canadian Association for Neuroscience

Michael E Heintz
Director, Advocacy and Training
Society for Neuroscience

sfn.org/advocacy

can-acn.org/advocacy
Introductions

Melanie A Woodin
Chair of the CAN Advocacy Committee
Full Professor
Vice-Dean, Interdivisional Partnerships
Incoming Dean of Arts and Science
University of Toronto

Michael E Heintz
Director of Advocacy and Training at SfN

Julie Poupart
Chief Operating and Advocacy Officer, CAN-ACN
Introductions
part 2
who are you

#NeuroAdvocate

#NextGenCanScience

#SupportTheReport

(now what?)

+ Australia, Mexico, USA
What topics would you like us to address today?

- Your Neuroscience Research Areas / Topics
  - systems, developmental, molecular, circuits, behavioral, basic or disease focused?

- Have you advocated before?
- Questions you would like us to address?
  - What is known to work when advocating?
  - What impact does the individual have?
  - What makes for meaningful follow-up with an office?
Goals for Today’s Advocacy Training

• Why advocacy matters

• What *you* can do to make an impact

• How informing lawmakers can advance neuroscience priorities

• Review the Canadian budget process

• How CAN and SfN can be your resources

• Identify your next activity as a #NeuroAdvocate!

can-acn.org/advocacy  ||  #NeuroAdvocate
In Your Workbook...

**SfN-CAN Advocacy Training Workbook**

- Welcome Letter
- Overview of Agenda & Goals of workshop
- Advocacy Best Practices
- Reference Materials
AGENDA

• Why CAN and SfN are engaged in Advocacy
• Key Issues in Canadian neuroscience advocacy
• Activities that Have a Powerful Impact on Lawmakers
• Why Your “Story” is SO Critical
• How to Conduct a Successful Meeting with an elected official
• The Role of Social Media in Effective Advocacy
• What Advocates Can Expect from CAN Staff
• Next Steps: Continuing Your Advocacy Education

Katalin Toth and Melanie Woodin in Ottawa in 2018
Why Advocacy Matters

#NeuroAdvocate
You’re the Expert

Two videos:
advocacy-why.mp4
International-advocacy.mp4
Communicating with elected officials helps your issues to stand out.

Advocacy is critical to research funding and promoting science.

The federal government is the largest funder of basic biomedical research.

Each year the government makes decisions on federal funding for science.

CIHR, NSERC and SSHRC (Tri-council) research grants depend on advocacy.

#NeuroAdvocate
You Should Advocate Because:

• Your expertise could help to influence science policy.
• There is power in being a constituent.
• You are the “face” of brain science and research.
• Policymakers want to see how their support advances discovery.

Lab visit to BrainsCAN at Western U researcher Lisa Saksida

Science Minister Kirsty Duncan and local MP Peter Fragiskatos (London North Centre)

#NeuroAdvocate
You Should Advocate Because:

- Your MP wants to hear from his/her constituents about what matters to them

CAN invited four local MPs, from the four major parties, to the CAN meeting in 2018.

Pictured: 
**Fin Donnelly**, New Democratic Party MP for Port Moody — Coquitlam  
**Matt Jeneroux**, Conservative MP for Edmonton Riverbend, and Conservative Shadow Minister for Science  
**Joyce Murray**, Liberal MP for Vancouver Quadra  
**Elizabeth May**, Green Party MP for Saanich – Gulf Islands, and Leader of the Green Party

#NeuroAdvocate
CAN & SfN as Partners in Advocacy

- Lowering the barrier to entry
- Targeted engagement and messaging
- Broader scientific community involvement
- Neuroscience championship development
- Innovative advocacy opportunities

Full house at the Neuroscience luncheon on Parliament Hill in 2017

Parliamentary Health Research Caucus & Research Canada

Beverley Orser and Charles Bourque presented their research

#NeuroAdvocate
NIH support in the US is bi-partisan and strong. Canadian researchers need to build support for CIHR, NSERC and SSHRC

#NeuroAdvocate
Get to Know Your Representatives

https://pm.gc.ca/eng/cabinet

Justin P. J. Trudeau
Ottawa, Ontario
Prime Minister of Canada
Minister of Youth.

Kirsty Duncan
Minister of Science and Sport

Navdeep Singh Bains
Minister of Innovation, Science and Economic Development

Ginette C. Petitpas Taylor
Minister of Health

William Francis Morneau
Minister of Finance

Patricia A. Hajdu
Minister of Employment, Workforce Development and Labour

Jean-Yves Duclos
Minister of Families, Children and Social Development

Filomena Tassi
Minister of Seniors
Who will be next?

Next federal elections will be held
Monday, October 21, 2019
Get to Know Your Representatives

Beyond the Members of the Cabinet and Ministers
Who is your Member of Parliament?

https://www.ourcommons.ca/Parliamentarians/en/members
Get to Know Your Representatives

https://openparliament.ca/

Kirsty Duncan
Liberal MP for Etobicoke North (Ontario)

Won her last election, in 2015, with 62% of the vote.

Search Kirsty Duncan in Parliament

Today

- Posted on Twitter: One in five Canadians will suffer from mental illness at some point in their lifetime. One of the biggest barriers... [link]
- Posted on Twitter: Un Canadian sur cinq souffrira d'une maladie mentale dans leur vie. L'un des plus grands obstacles pour ceux qui so... [link]
- Posted on Twitter: @queensprincipal Thank you for a wonderful visit, lovely to spend time with you all! [link]
- Posted on Twitter: @christinemoon @SSHRC_CRSH @queensu Lovely to meet you Christine and hear about your PhD. Congratulations! [link]
- Posted on Twitter: At @queensu with @SSHRC_CRSH to announce $141 million to support nearly 3,000 of Canada's most talented social scie... [link]
- Posted on Twitter: Ravie d'être à @queensu avec @SSHRC_CRSH pour annoncer un investissement de $141 millions pour appuyer près de 3 0... [link]
Current Neuroscience Policy Issues
Key Neuroscience Policy Priority

Tri-council funding

Why invest in basic research?
Handout page 9

#NeuroAdvocate
Overview of the Budget Process
Budget is tabled in February or March

Canadian Fiscal Year runs April 1 – March 31

Budget engagement process begins at the end of summer

What we hear about in the news

When we can influence the budget
Who to engage with and when

Starting at the **end of summer** you can engage with

**FINA – House of Commons Standing Committee on Finance.**

In the **fall**, you can engage with

**Department of Finance & the Finance Minister**
https://www.fin.gc.ca/fin-eng.asp

At all times, you can engage with

**Your MP**
Let him /her know science is something that matters to his/her constituents

https://evidencefordemocracy.ca/sites/default/files/federal_budget_toolkit_-_e4d.pdf
Engage with FINA – Part 1

July – August - FINA accepts budget briefs

FINA – House of Commons Standing Committee on Finance
FINA is a multipartisan committee
http://www.ourcommons.ca/Committees/en/FINA/Members

Written submission can be submitted by individuals or by organisations.

In 2018, this was launched June 4, deadline August 3.


Max 2000 words – a template is provided

For the 2018 budget 493 briefs were submitted
Engage with FINA – Part 2

September - FINA announces pre-budget hearings

In September, on behalf of the FINA Committee, the Clerk of the Committee will extend invitations to selected groups and individuals to appear as witnesses during the pre-budget hearings. All those who make a submission will be considered as having made a request to appear. Priority will be given to individuals and groups that address ensuring Canada’s competitiveness, and have not yet – or have not recently – appeared before the Committee.

https://evidencefordemocracy.ca/sites/default/files/federal_budget_toolkit_-_e4d.pdf
Engage with FINA – Part 2

September - FINA announces pre-budget hearings

• Hearing took place Oct 1-18 2018, in 9 cities across Canada

• Each year, they invite specific groups to speak.

• There is an open-mic session – simply show up in the morning

• There is an opportunity for informal discussion with committee members at the end of the hearings.
In the **fall**, you can engage with

**Department of Finance & the Finance Minister**


In 2018, the Pre-Budget Consultations were launched Nov 28

[www.budget.gc.ca/pbc](http://www.budget.gc.ca/pbc)

Themes are defined – best to show how the proposed suggestions fit with these themes.
Government of Canada Launches Pre-Budget Consultations

November 23, 2018 – Toronto, Ontario – Department of Finance Canada

Across the country, an expanding middle class is driving economic growth, creating new jobs and more opportunities for everyone to succeed. Thanks to the hard work of Canadians, bolstered by the Government’s investments in people and communities, Canada’s economy is strong and growing. In the last three years, Canadians have created more than a half a million new full-time jobs, the unemployment rate is at a 40-year low, wages are rising at their fastest rate in eight years, and consumer confidence is strong.

Finance Minister Bill Morneau was at Ryerson University in Toronto today to launch the Government of Canada’s consultations for Budget 2019, as well as participate in a panel discussion and talk with students about his own experiences, and the Government’s plan to invest to grow the economy and create more good, well-paying jobs for the middle class.

As part of the launch of pre-budget consultations, Minister Morneau invited Canadians to contribute their ideas on how the Government can continue to build an economy that works for everyone, with good jobs for the middle class and real help for people working hard to join the middle class.

Canadians can contribute their ideas to the Government’s pre-budget consultations through in-person and digital events with Parliamentarians. They can also send in submissions through the Your Budget website launched today: https://www.budget.gc.ca/obc.

Quote

"The Government’s plan—to invest in people, to strengthen and grow the middle class, and to build an economy that works for everyone—is delivering results. Canadians are better off today thanks to their hard work and these investments. But we know more work needs to be done. Today, I invite all Canadians to contribute their ideas on how we can continue to make sure that more Canadians are better off as we grow our economy today, and for the long term."

- Bill Morneau, Minister of Finance
Engage with your MP

At all times, you can engage with

**Your MP**
Let him /her know science is something that matters to his/her constituents

Summer is a good time – they are in their riding.

View handout, pages 7-12, how to connect with your MP.

Have you met with your MP? What is your experience?
Advocacy Works – US example

NIH Budget by Funding Mechanism, 1998-2017
(budget authority in billions of constant FY 2016 dollars)

Source: AAAS Report: Research and Development series and agency budget documents. FY 2016 figures are latest estimates, FY 2017 is the President’s request. © 2016 AAAS

#NeuroAdvocate
NIH grant application success rate

<table>
<thead>
<tr>
<th>Research Project Grants</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of research project grant (RPG) apps.</td>
<td>54,220</td>
<td>54,005</td>
<td>54,834</td>
</tr>
<tr>
<td>Number of new or renewal (competing) RPG awds.</td>
<td>10,372</td>
<td>10,123</td>
<td>11,071</td>
</tr>
<tr>
<td>Success rate of RPG apps.</td>
<td>19.1%</td>
<td>18.7%</td>
<td><strong>20.2%</strong></td>
</tr>
<tr>
<td>Average size of RPGs:</td>
<td>$499,221</td>
<td>$520,429</td>
<td>$535,239</td>
</tr>
<tr>
<td>Total amount of NIH funding that went to RPGs</td>
<td>$17,138</td>
<td>$18,321</td>
<td>$19,870</td>
</tr>
</tbody>
</table>


Every legislator you meet on Capitol Hill knows NIH. Do all Canadian MPs know CIHR?
Meanwhile in Canada

CIHR Grants and Awards budget
“Comparisons in funding remain germane. CIHR has a broader mandate than the U.S. National Institutes of Health (NIH). Moreover, the U.S. funds a significant fraction of applied research in healthcare innovation and healthcare quality through two other federal agencies with a combined operating budget of close to US$1.50 billion per year. In 2016-17 the NIH budget was US$30.62 billion, while the CIHR budget was C$1.03 billion, including its share of spending contained in the relevant tri-council programs. The thirty-fold difference contrasts with a nine-fold difference in population. Adjustments for GDP per capita or purchasing power have only a minor influence on such large discrepancies. “

Naylor et al. April 2017 http://www.sciencereview.ca
In every budget from 2011 to 2015 inclusive, all new funding for the CIHR was earmarked for SPOR (Strategy for Patient-Oriented Research).
CIHR Budget - other programs

Note:
Scale here is 1/10 of previous figure
Success rates - CIHR

OOG + Projects Grant Application Success Rates (%)
**CIHR grant application success rate**

**Fall 2018**

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of applications submitted</th>
<th>% of applications submitted</th>
<th>Number of applications funded</th>
<th>% of applications funded</th>
<th>Province-specific success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>278</td>
<td>11.2%</td>
<td>36</td>
<td>9.7%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Alberta</td>
<td>260</td>
<td>10.5%</td>
<td>36</td>
<td>9.7%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>42</td>
<td>1.7%</td>
<td>5</td>
<td>1.3%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Manitoba</td>
<td>80</td>
<td>3.2%</td>
<td>15</td>
<td>4.0%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Ontario</td>
<td>1,015</td>
<td>40.9%</td>
<td>154</td>
<td>41.5%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Québec</td>
<td>730</td>
<td>29.4%</td>
<td>112</td>
<td>30.2%</td>
<td>15.3%</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>8</td>
<td>0.3%</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>46</td>
<td>1.9%</td>
<td>6</td>
<td>1.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>2</td>
<td>0.1%</td>
<td>1</td>
<td>0.3%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>18</td>
<td>0.7%</td>
<td>6</td>
<td>1.6%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Unknown (not specified)</td>
<td>5</td>
<td>0.2%</td>
<td>0</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,484</strong></td>
<td></td>
<td><strong>371</strong></td>
<td><strong>14.9%</strong></td>
<td></td>
</tr>
</tbody>
</table>

An across the board reduction of 23.5% to the budgets of funded applications was applied to allow the organization to fund a larger number of highly ranked projects.

[http://www.cihar-irsc.gc.ca/e/51312.html](http://www.cihar-irsc.gc.ca/e/51312.html)
The description by a small group of leading U.S. bio-scientists in a landmark 2014 paper in the Proceedings of the National Academy of Sciences\(^1\) encapsulates much of what the Panel heard about CIHR and the health research scene in this country:

“Now that the percentage of NIH grant applications that can be funded has fallen from around 30% into the low teens, biomedical scientists are spending far too much of their time writing and revising grant applications and far too little thinking about science and conducting experiments. The low success rates have induced conservative, short-term thinking in applicants, reviewers, and funders. … Young investigators are discouraged from departing too far from their postdoctoral work, when they should instead be posing new questions and inventing new approaches. Seasoned investigators are inclined to stick to their tried-and-true formulas for success rather than explore new fields. One manifestation of this shift to short-term thinking is the inflated value that is now accorded to studies that claim a close link to medical practice.”

For CIHR, the sentiments described in the last sentence were reinforced by the Harper government. In every budget from 2011 to 2015 inclusive, all new funding for the agency was earmarked for SPOR (Strategy for Patient-Oriented Research).

You can influence the budget

- Members of Parliament listen to their constituents!
- Important to keep advocating. Every. Single. Year.

[can-acn.org/Advocacy]

@can_acn @SfNtweets #NeuroAdvocate #NeuroAdvocate
Activities That Have a Powerful Impact on Policymakers

- Grassroots approach
- What activities lawmakers report to have the largest impact
- Your turn to try some of these activities

SfN Advocates on Capitol Hill

SfN.org/advocacy  ||  #NeuroAdvocate
Effectively Impacting Lawmakers

According to congressional staffers, visits with constituents have the most influence on the legislative position held by a congressional member.

**How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?**

<table>
<thead>
<tr>
<th>Type of Communication</th>
<th>Very influential</th>
<th>Somewhat influential</th>
<th>Don't know/no opinion</th>
<th>Not very influential</th>
<th>Not influential at all</th>
<th>Total Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit in Washington, D.C. with constituents</td>
<td>36%</td>
<td>47%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>83%</td>
</tr>
<tr>
<td>Visits in a district/state office with constituents</td>
<td>34%</td>
<td>47%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>81%</td>
</tr>
<tr>
<td>Reports from prominent think tanks</td>
<td>22%</td>
<td>59%</td>
<td>7%</td>
<td>8%</td>
<td>0%</td>
<td>81%</td>
</tr>
<tr>
<td>Visits from lobbyists representing constituents</td>
<td>20%</td>
<td>55%</td>
<td>10%</td>
<td>7%</td>
<td>0%</td>
<td>77%</td>
</tr>
<tr>
<td>Town hall meetings</td>
<td>28%</td>
<td>45%</td>
<td>7%</td>
<td>15%</td>
<td>5%</td>
<td>73%</td>
</tr>
<tr>
<td>Op-eds in local and national newspapers</td>
<td>20%</td>
<td>49%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>69%</td>
</tr>
<tr>
<td>Lobby days on Capitol Hill</td>
<td>18%</td>
<td>54%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>72%</td>
</tr>
<tr>
<td>Phone calls from constituents</td>
<td>20%</td>
<td>57%</td>
<td>7%</td>
<td>15%</td>
<td>0%</td>
<td>77%</td>
</tr>
<tr>
<td>Postal mail from constituents</td>
<td>20%</td>
<td>60%</td>
<td>3%</td>
<td>14%</td>
<td>1%</td>
<td>80%</td>
</tr>
<tr>
<td>Emails from constituents</td>
<td>17%</td>
<td>60%</td>
<td>6%</td>
<td>13%</td>
<td>3%</td>
<td>77%</td>
</tr>
<tr>
<td>Policy-related advertising from associations and other groups</td>
<td>15%</td>
<td>43%</td>
<td>7%</td>
<td>31%</td>
<td>0%</td>
<td>58%</td>
</tr>
<tr>
<td>Letters to the editor in local and national newspapers</td>
<td>15%</td>
<td>46%</td>
<td>7%</td>
<td>26%</td>
<td>6%</td>
<td>61%</td>
</tr>
<tr>
<td>Social media postings from constituents</td>
<td>13%</td>
<td>44%</td>
<td>7%</td>
<td>28%</td>
<td>9%</td>
<td>57%</td>
</tr>
</tbody>
</table>

Source: Public Affairs Council 2019 survey of congressional staff and federal employees.

#NeuroAdvocate
Now it’s your turn!

- In-person
  - Invite your MP to a lab tours, meetings, public events you organize
  - In Ottawa – when opportunities arise
  - Meetings with staff are just as impactful

- Individualized contact
  - Phone calls
  - Emails
  - Social Media

- MPs read hometown media
  - Letters to the Editor
  - Op-Eds

- Follow-up!

#NeuroAdvocate
BREAK
Short history of Advocacy at SfN
How to Tell Your Personal Story

Pages 12-14 in handout

#NeuroAdvocate
How to Prepare and Craft Your Story

- Define your story
- Determine why *your* story is important
- Connect with your policymakers interests

https://openparliament.ca/
Your Story is CRUCIAL!

- You are a constituent
- Make it personal. Be the “face” of brain science and research.
  - “I count on federal research funding to... and that will make a difference in the life of every day people by...”
  - If appropriate, connect your story to a current piece of legislation
- Be concise
  - Prepare a 1–2 minute version
  - Write it down and rehearse
- Let’s practice!

#NeuroAdvocate

Canadian Advocates at Hill Day 2019
Personal Introduction vs Elevator Pitch to Policymaker
# Introduction

## Personal Introduction:
My name is Adam Katz, and I am the Grassroots Advocacy Specialist at SfN.

## Elevator Pitch:
My name is Adam Katz, and I am the Grassroots Advocacy Specialist at the Society for Neuroscience in Washington, D.C.

*SfN is the world’s largest organization of scientists and physicians dedicated to understanding the brain and nervous system.*

*We are 36,000 members across 95 countries.*
### Personal Introduction:

Before SfN... I worked in a human psychophysical research laboratory, I did behavioral phenotyping of rodent models of human disease at the National Institutes of Health, and did hippocampal-slice recordings in a functional neuroanatomy lab looking at pharmacological-positive AMPA-receptor modulators.

### Elevator Pitch:

Before SfN, I was studying functional neuroanatomy to better understand learning and memory.

*The majority of my funding came from NIH, NSF, and DARPA*

I studied healthy and genetic models of human conditions to rescue symptoms of disease as well as look for potential ways to create “superfighters”
## Incorporating Important the “ask”

<table>
<thead>
<tr>
<th>Personal Introduction:</th>
<th>Elevator Pitch:</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td><em>I left because I didn’t see the commitment from the Federal Government to promote neuroscience research.</em></td>
</tr>
<tr>
<td></td>
<td><em>I am here today to ask you to fund the biomedical research enterprise at robust levels meaning at least $39.3 billion for NIH and $8.45 billion for NSF in FY19.</em></td>
</tr>
</tbody>
</table>
Crafting Your Story!

- Introduce yourself as a constituent and say where you live
- Connect your work to your riding
- Associate your work with real impact on human lives
- Thank them if they are supportive of issues related to neuroscience
- Avoid using jargon or extremely technical terms
- Write it out and then practice!
Your Turn!

- Try crafting your story in the template in your workbook, page 13
How to Conduct a Successful Meeting with Your MP
Key Elements of a Meeting

• Constituency
• Your story
• Connection to the “ask”
• The “ask”
• Follow-up with thank you notes
• Proper preparation

SfN Advocates on Capitol Hill
How to Prepare to Meet with Your MP’s Office

1. Schedule a meeting with your MPs office (p.7)

2. Learn about your members of Parliament (p.8)
   • Committees
   • Institutional and personal interest

3. Use available online trainings, webinars, and resources

4. Practice telling your story

✓ can-acn.org/advocacy
✓ SfN.org/Advocacy
✓ Neuronline
✓ BrainFacts.org
Thank You and Follow-Up

- Be sure to thank the people you meet
- Specifically thank them for their attention to issues that are important to your research and science if they are on the record as supportive of science, research, or neuroscience
- Ask about their interest in a lab tour or other meeting
Q & A
The Role of Social Media in Advocacy

#NeuroAdvocate
The Role of Social Media in Advocacy

- Using your own social media to communicate with legislators
  - How do we know Members of Congress pay attention to Social Media?

- Following legislators
  - Find their social media streams on openparliament.ca or http://politwitter.ca/

- Crafting effective social media messaging
  - Best practices for using different platforms including Twitter, Facebook, LinkedIn, Instagram, and YouTube

- Leveraging your network to pull in other advocates and amplifying your message

#NeuroAdvocate
Using Social Media to Communicate with MPs

We know lawmakers are paying attention to social media and constituent sentiment and pushing agenda.
Using Social Media to Communicate with MPs

Your MP might be on twitter
Using Social Media to Communicate with Legislators

• How are lawmakers engaging on social media?

• Engaging constituents – direct 1:1 connection
• Listening to their constituents – staffers monitor feeds
• Listening for trending issues that affect their key demographics (ex. Budget 2019: the middle class, seniors, indigenous people)
Using Social Media to Communicate with Legislators

How are lawmakers engaging on social media?

Lloyd Longfield @LloydLongfield · 26 mars
Great discussion on the #NaylorReport with @DrJKhokhar from @UofGResearch today. Looking forward to more conversations about supporting science @KirstyDuncanMP

Jibran Khokhar @DrJKhokhar
En réponse à @LloydLongfield @UofGResearch et @KirstyDuncanMP
It was a pleasure chatting with you about how far we have come with supportthereport and how much there is left to go to really bring Canadian science to the forefront internationally! We spoke about the @NIH model and how boutique funding requests hurt all of us! Thank you!

Traduire le Tweet
7:36 PM · 26 mars 2019 · Twitter for iPhone
Using Social Media to Communicate with Legislators

How can you engage with your MP on social media?

My lab is delighted to receive a large @NSERC_CRSNG grant to further develop RF coils for human 7T MRI scanners. This field has only advanced because of taxpayer support for fundamental research. Thank you reviewers & funders!

#SupportTheReport @KirstyDuncanMP @pffragiskatos
Following Lawmakers

Openparliament.ca

- Lists all official social media accounts
- Searched for University of Toronto postal code
- Includes voting records
- See top issues for your MP
- Facebook and Twitter will give you heads up on upcoming events, town halls, campaign stops
Crafting Effective Social Media Messaging

- Timely
- Relevant
- Interesting
- Personal
- Consistent
- Share something they don’t know
- Share your discoveries

- Comment on a news story relevant to neuroscience
- Thank lawmakers for positive comments, votes, issue support
- Encourage lawmakers to see a different side of an issue, thoughtfully, reasonably
- Establish thought leadership

Tag your MP, @CDNScience, @KirstyDuncanMP, @JustinTrudeau @AndrewScheer @theJagmeetSingh @ElizabethMay ...
Crafting Effective Social Media Messaging

Kirsty Duncan
@KirstyDuncanMP

A big congratulations to the two incredible Canadian researchers who were part of the winning group to take home the #TuringAward for their ground-breaking work in #DeepLearning. Yoshua Bengio & Geoffrey Hinton - what a tremendous achievement!

13:53 - 27 mars 2019

20 Retweets 62 J’aime

How would you leverage this on your social media channel?
Crafting Effective Social Media Messaging

How would you leverage this on your social media channel?

Suzana Herculano-Houzel
Crafting Effective Social Media Messaging

• More frequent
• Immediate
• RT with relevant comment, tag
• Follow
• Tweet at policymakers, media
• Mention and # use (max 4)
• Do not overdo it
• Use images/graphics
• Selfies
Crafting Effective Social Media Messaging

- Once a day – a few times a week
- Longer message and short storytelling
- Use video to teach science, tell stories, whiteboard animations – YouTube

SfN.org/advocacy  ||  #NeuroAdvocate
Crafting Effective Social Media Messaging

The Society for Neuroscience (SfN)
@SfNTweets

Congressman @PeteSessions meeting with neuroscience students and researchers from Texas about securing @NIH and @NSF funding for biomedical research at #SfNHillDay. #NeuroAdvocate

6:40 AM - 8 Mar 2018

SfN.org/advocacy || #NeuroAdvocate

http://www.samanthayammine.com/
Crafting Effective Social Media Messaging

Selfies

“Scientists who selfie are viewed as warmer and more trustworthy and as no less competent than scientists posting photos of only their work”

“Our findings suggest that self-portraiture by STEM professionals on social media can mitigate negative attitudes toward scientists”
Support an Advocate Can Expect From CAN & SfN
We are Here to Help You

- SfN Available resources:
  - SfN Fact sheets
  - SfN Webinars
  - Neuronline (SfN)

SfN.org/advocacy  ||  #NeuroAdvocate

CAN-ACN
- Sign-up for our newsletter to hear about opportunities open to you
- Get involved with us
- Tag us
- Share your stories
Questions?
Continuing Your Advocacy Education and Next Steps

- What now?
- Takeaways

Rep. Ted Budd (R-NC) with SfN advocate at Neuroscience 2017
Rep. Jerry McNerney (D-CA) with SfN advocate John Morrison at Neuroscience 2017

#NeuroAdvocate
Next Steps: Be an Active Advocate

- Join the SfN Advocacy Network
- Learn about and engage your legislative offices
- Recruit new advocates
- Share advocacy ideas with CAN and SfN staff
- Tell others about this training
- Tag us online with your advocacy activities — CAN and SfN will retweet and share
  - @can_acn | @SfNtweets | #NeuroAdvocate
- Stay involved all year!

Jaideep Bains, Katalin Toth, Charles Bourque, Freda Miller Beverley Orser and Jason Tetro in the Parliament building to talk about neuroscience

#NeuroAdvocate
You’re the Expert

Confident countries are willing to invest in the future.

- Justin Trudeau

We looked for a quote by Andrew Scheer, too...
SfN’s NEW advocacy app offers the tools you need to advocate for neuroscience year-round. The app will provide you with:

- Key messaging and background information for your next congressional interaction
- Best practices for scheduling meetings, sharing your story, hosting lab tours, and more
- Customizable letters through the SfN Action Center
- Convenient access to your member of Congress’ contact information
- Important legislative dates and timely news
- Videos on the importance of neuroscience advocacy
- Social media resources to amplify your impact
- An easy way to share your advocacy experience to synergize our efforts

**Download our free app today!**

Go to sfn.org/advocacyapp for more information or search “SfN Advocacy” in the Apple/Android store.

#NeuroAdvocate
How to Reach Us
Advocacy Staff

At CAN

**Julie Poupart**
Chief Operating and Advocacy Officer
514-912-2405 | Julie.Poupart@can-acn.org

advocacy@can-acn.org

At SfN

**Michael E. Heintz**
Director of Advocacy & Training
(202) 962-4000 | mheintz@sfn.org

Reach the team at any time by emailing advocacy@sfn.org

#NeuroAdvocate
Thank You!
Resources / References

https://sfn.org/advocacy

https://can-acn.org/advocacy

Evidence for Democracy
https://evidencefordemocracy.ca

Federal budget toolkit
https://evidencefordemocracy.ca/sites/default/files/federal_budget_toolkit_-_e4d.pdf

Federal budget webinars
https://drive.google.com/file/d/1Dtxjpp10A_35dr-lgCVXrF0lH2X4rF1Y/view

The Obligation for Biologists to Commit to Political Advocacy
By Thomas D. Pollard in Cell 2:239 (2012) still relevant