

Advocacy Training

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

Michael E Heintz
*Director, Advocacy and Training
Society for Neuroscience*

1969–2019



sfn.org/advocacy

Melanie A Woodin
Advocacy Committee Chair

Julie Poupart
*Chief Operating and Advocacy Officer
Canadian Association for Neuroscience*



CAN-ACN

CANADIAN ASSOCIATION FOR NEUROSCIENCE
ASSOCIATION CANADIENNE DES NEUROSCIENCES

can-acn.org/advocacy

Introductions



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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

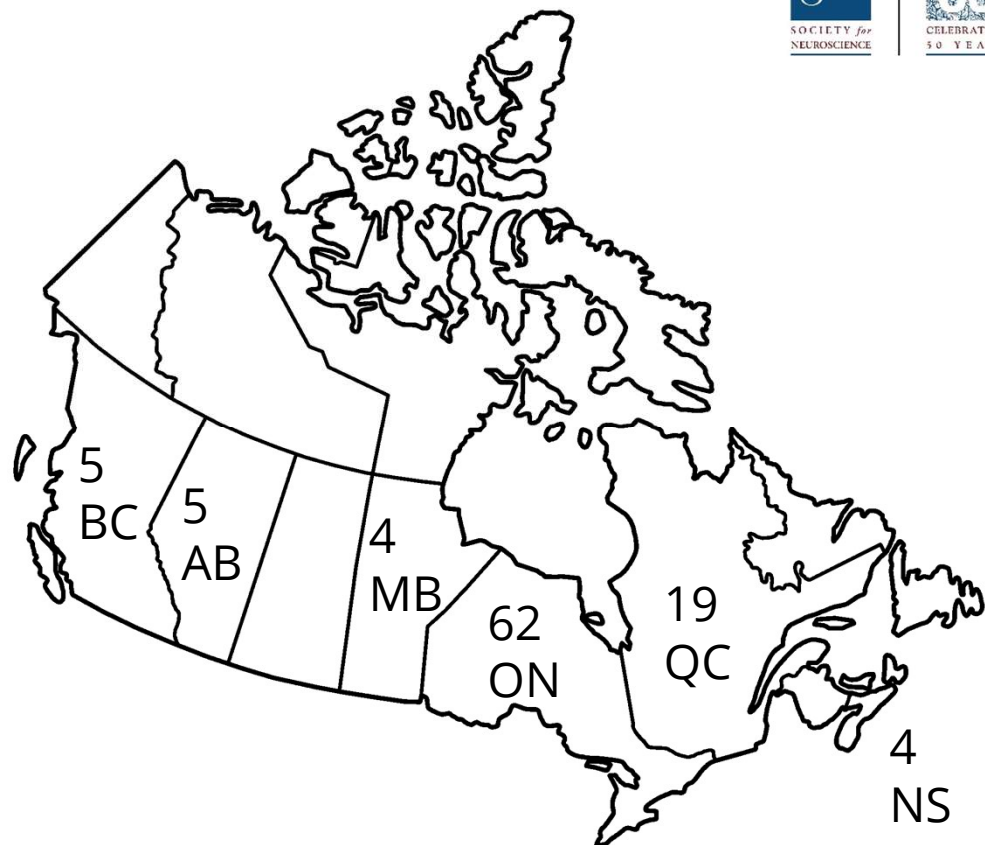
(now what?)



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+ Australia, Mexico, USA

What topics would you like us to address today?



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- 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



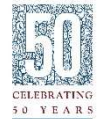
- Why advocacy matters
- What *you* can do to make an impact
- How informing lawmakers can advance neuroscience priorities
- Review the Canadian budget process
- How CAN and SfN can be your resources
- Identify your next activity as a #NeuroAdvocate!



In Your Workbook...



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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

You're the Expert



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We Engage in Advocacy Because...



- 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.



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)

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

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

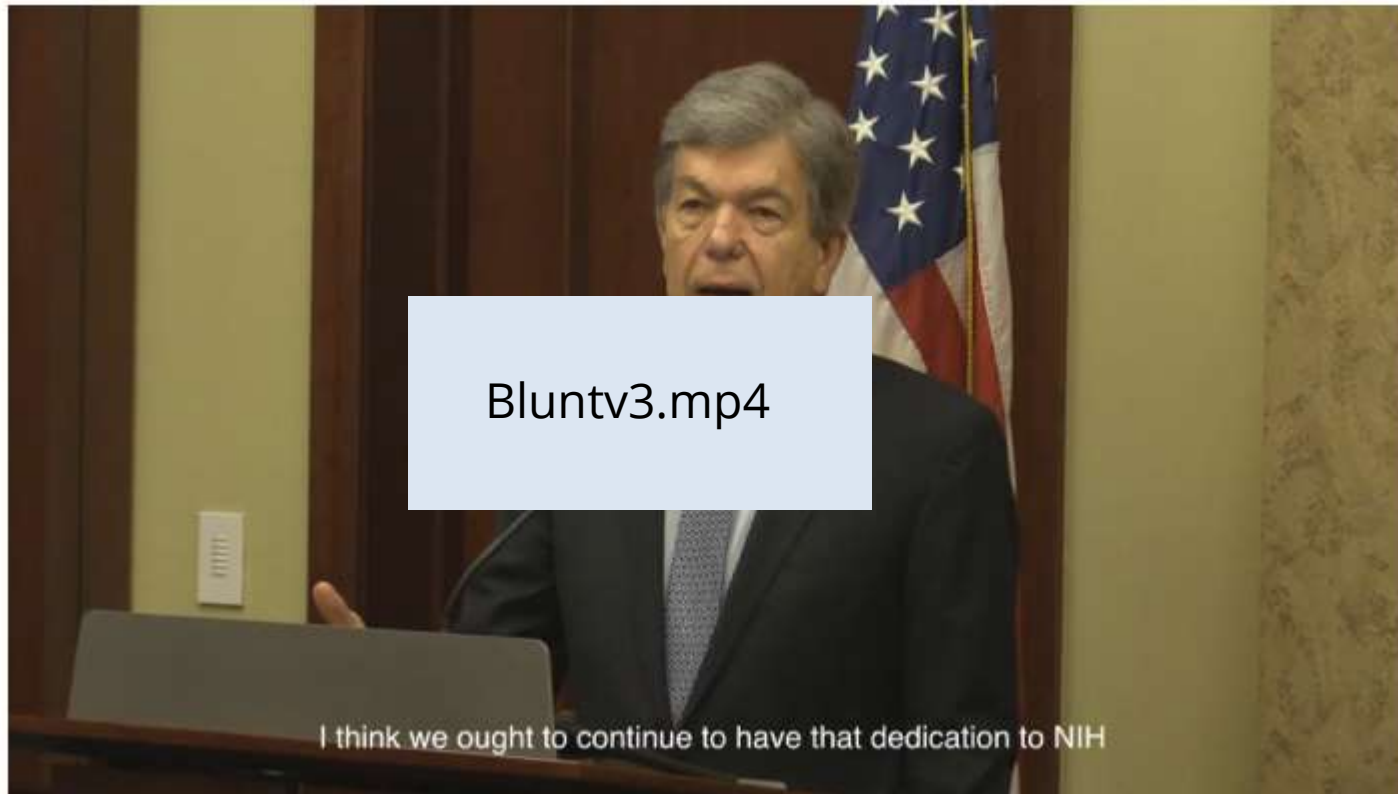
Full house at the Neuroscience luncheon on Parliament Hill in 2017

Parliamentary Health Research Caucus & Research Canada

Beverley Orser and Charles Bourque presented their research



Building support for CIHR



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>



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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?



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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?



Screenshot of the Parliament of Canada website showing the 'MEMBERS OF PARLIAMENT' section.

The page displays the following navigation links: [Parliamentary Business](#), [Members](#), [Participate](#), [About the House](#), [Employment](#).

The 'MEMBERS OF PARLIAMENT' section includes tabs for: [Members of Parliament](#), [Speaker and Other Presiding Officers](#), [Ministry \(Cabinet\)](#), [Parliamentary Secretaries](#), [Constituencies](#), and [Election Candidates](#).

The 'CURRENT MEMBERS OF PARLIAMENT' section shows a list of members with their names, photos, and political affiliations. The list is filtered to show results 1 - 20 of 333.

Members shown:

- Ziad Aboultaif (Conservative, Edmonton Manning)
- Dan Albas (Conservative, Central Okanagan - Similkameen - Nicola)
- Harold Albrecht (Conservative, British Columbia)
- John Aldag (Liberal, Ontario)
- Omar Alghabra (Liberal, Mississauga)

Refine Your Search:

- PARLIAMENT
 - Current Members (42nd Parliament, 2015.12.03 - 41st Parliament, 2011.06.02 - 2015.08.02)
- POLITICAL AFFILIATION
 - Liberal: 180
 - Conservative: 96
 - NDP: 40
 - Bloc Québécois: 10
 - Independent: 4

<https://www.ourcommons.ca/Parliamentarians/en/members>

Get to Know Your Representatives

<https://openparliament.ca/>

openparliament.ca MPs Bills Debates Committees About Labs search


HOME / MPS / ONTARIO / KIRSTY DUNCAN

Kirsty Duncan

Liberal MP for Etobicoke North (Ontario)

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

Search Kirsty Duncan in Parliament



House of Commons photo

Track Kirsty

- Get e-mail whenever she speaks in House debates
- Subscribe to feeds ([learn more](#)) of
 - recent activity or
 - statements in the House

Your Say

- Contact Kirsty

In Parliament

- Speeches in House debates

Elsewhere

- Her site
- On the [Parliament](#) site
- Twitter (and Twitter messages to her)

Today

Posted on Twitter One in five Canadians will suffer from mental illness at some point in their lifetime. One of the biggest barriers... <https://t.co/JiVdPDuQ05>

Posted on Twitter Un Canadien sur cinq souffrira d'une maladie mentale dans leur vie. L'un des plus grands obstacles pour ceux qui so... <https://t.co/UdvcjMdfIJ>


Posted on Twitter @queensprincipal Thank you for a wonderful visit, lovely to spend time with you all!

Posted on Twitter @christinecmoon @SSHRC_CRSH @queensu Lovely to meet you Christine and hear about your PhD. Congratulations!

Posted on Twitter At @queensu with @SSHRC_CRSH to announce \$141 million to support nearly 3,000 of Canada's most talented social scie... <https://t.co/EmizY6cCq5>

Posted on Twitter Ravie d'être à @queensu avec @SSHRC_CRSH pour annoncer un investissement de \$ 141 millions pour appuyer près de 3 0... <https://t.co/OkWEEwofOu>

Yesterday



Word cloud topics: important, college, review, million, largest investment, innovation, canada's, equity and diversity, billion, national research council, first research excellence, investing, infrastructure, chief science adviser, across, come, budget 2017, discovery, chairs, scientists, work, around the world, universities, persons with disabilities, know, social sciences, climate change, support, funding, put in place, build, fundamental, heart, young, women, we've, research, artificial intelligence.

Current Neuroscience Policy Issues

Key Neuroscience Policy Priority



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Tri-council funding



Why invest in basic research?

Handout page 9

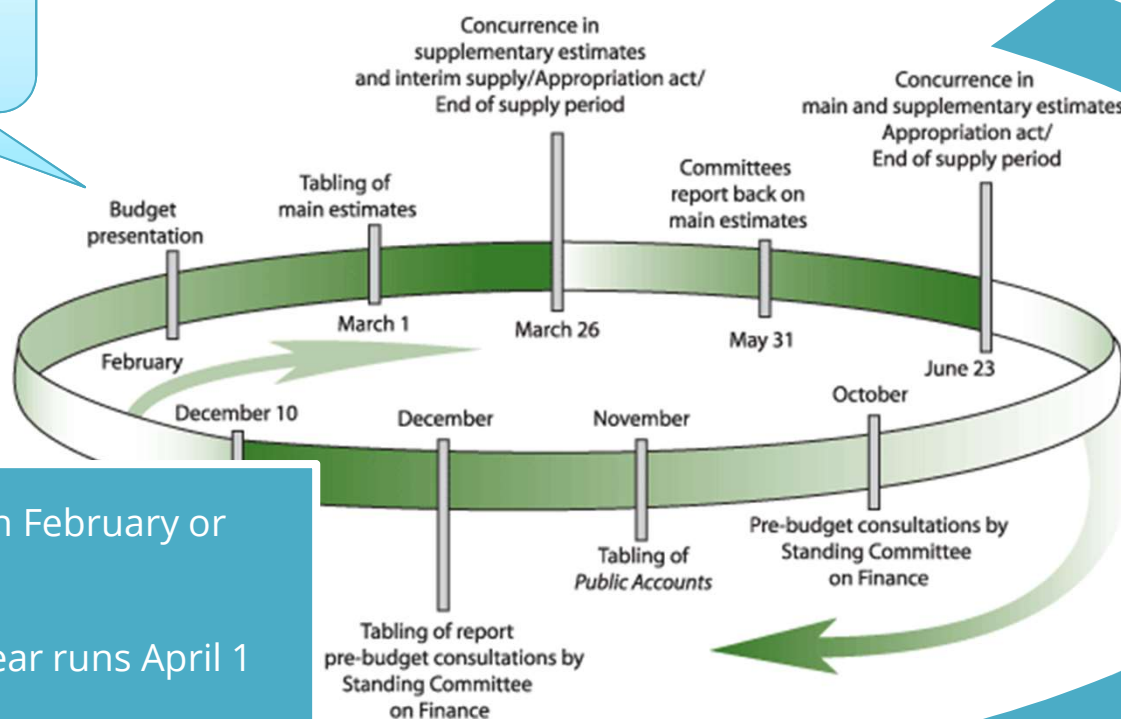
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Overview of the Budget Process

House of Commons – Financial cycle

What we hear
about in the
news

When we can
influence the
budget



Budget is tabled in February or March

Canadian Fiscal Year runs April 1 – March 31

Budget engagement process begins at the **end of summer**

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.

<http://www.ourcommons.ca/DocumentViewer/en/42-1/FINA/news-release/9928791>

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](https://evidencefordemocracy.ca/sites/default/files/federal_budget_toolkit_-_e4d.pdf)

Engage with FINA – Part 2



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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.

Department of Finance



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

Department of Finance & the Finance Minister

<https://www.fin.gc.ca/fin-eng.asp>

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

www.budget.gc.ca/pbc

Themes are defined – best to show how the proposed suggestions fit with these themes.



Department of Finance Canada



Canada



BRATING
YEARS

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[Home](#) > [News](#) > [Government of Canada Launches Pre-Budget Consultations](#)

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/pbc>.

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



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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.

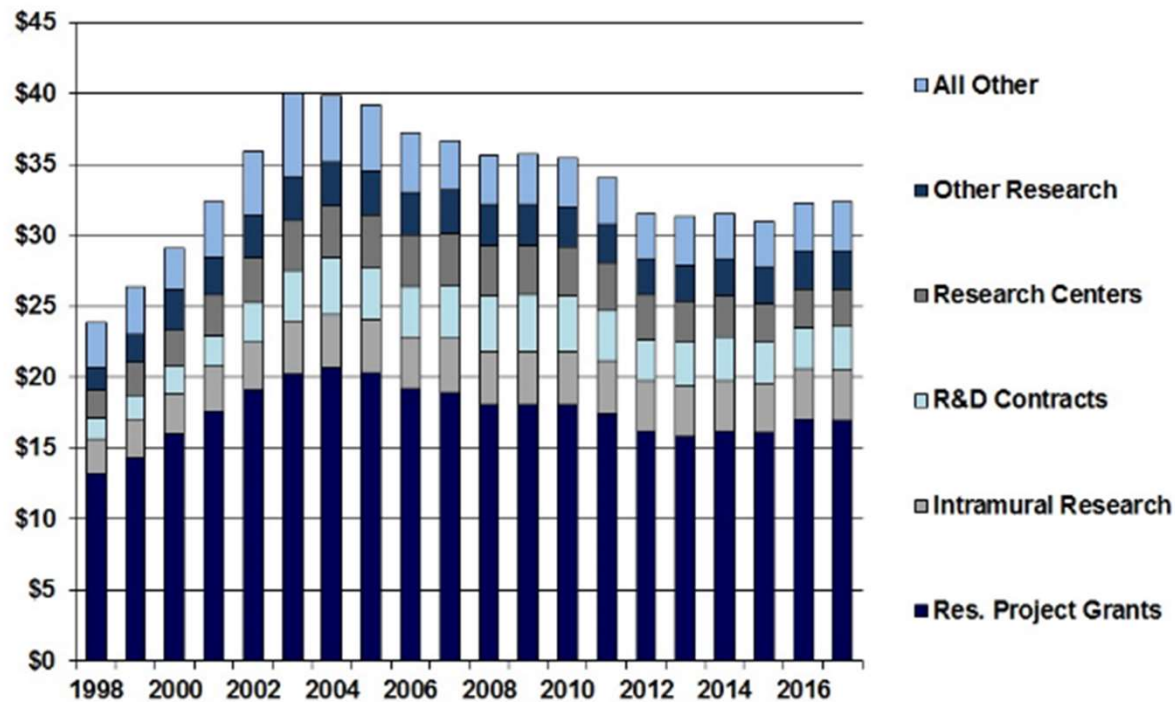
View handout, pages 7-12, how to connect with your MP.

Have you met with your MP?
What is your experience?

Advocacy Works – US example

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

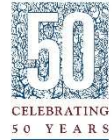


Source: AAAS Report: Research and Development series and agency budget documents. FY 2016 figures are latest estimates, FY 2017 is the President's request. © 2016 AAAS

NIH grant application success rate



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Research Project Grants	2016	2017	2018
Number of research project grant (RPG) applications:	54,220	54,005	54,834
Number of new or renewal (competing) RPG awards:	10,372	10,123	11,071
Success rate of RPG applications:	19.1%	18.7%	20.2%
Average size of RPGs:	\$499,221	\$520,429	\$535,239
Total amount of NIH funding that went to RPGs (both competing and non-competing): (in million)	\$17,138	\$18,321	\$19,870

<https://nexus.od.nih.gov/all/2019/03/13/nih-annual-snapshot-fy-2018-by-the-numbers/>

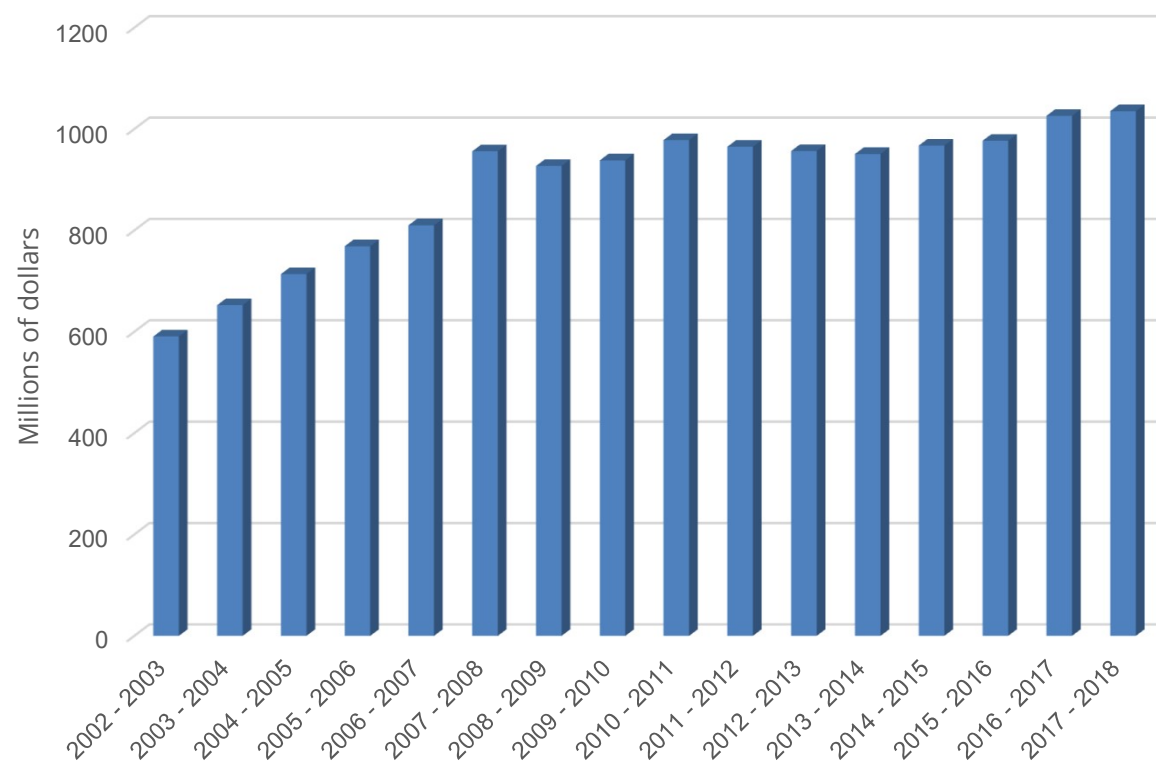
Every legislator you meet on Capitol Hill knows NIH.
Do all Canadian MPs know CIHR?

Meanwhile in Canada

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CIHR Grants and Awards budget



From Canada Fundamental Science Review

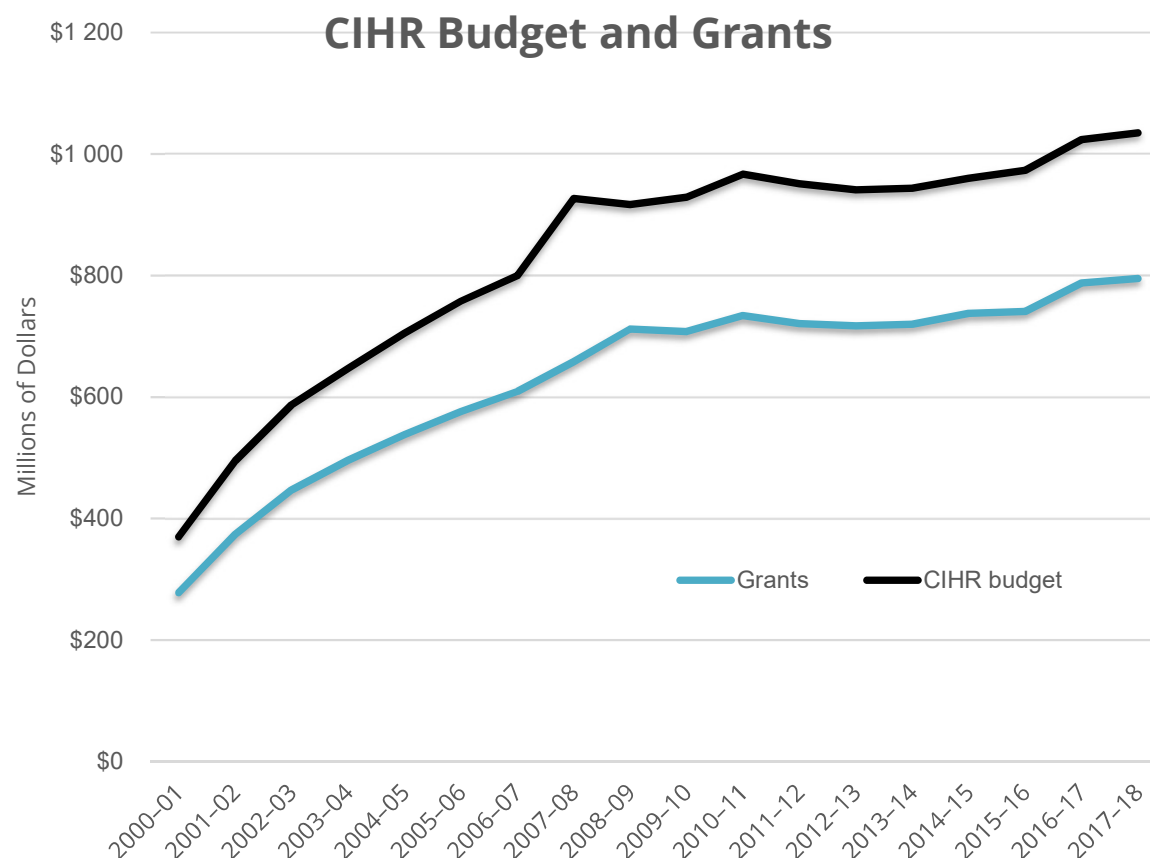
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“Comparisons in funding remain germane. CIHR has a broader mandate than the U.S. National Institutes of Health (NIH). Moreover, the U.S. funds a significant fraction of applied research in healthcare innovation and healthcare quality through two other 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>

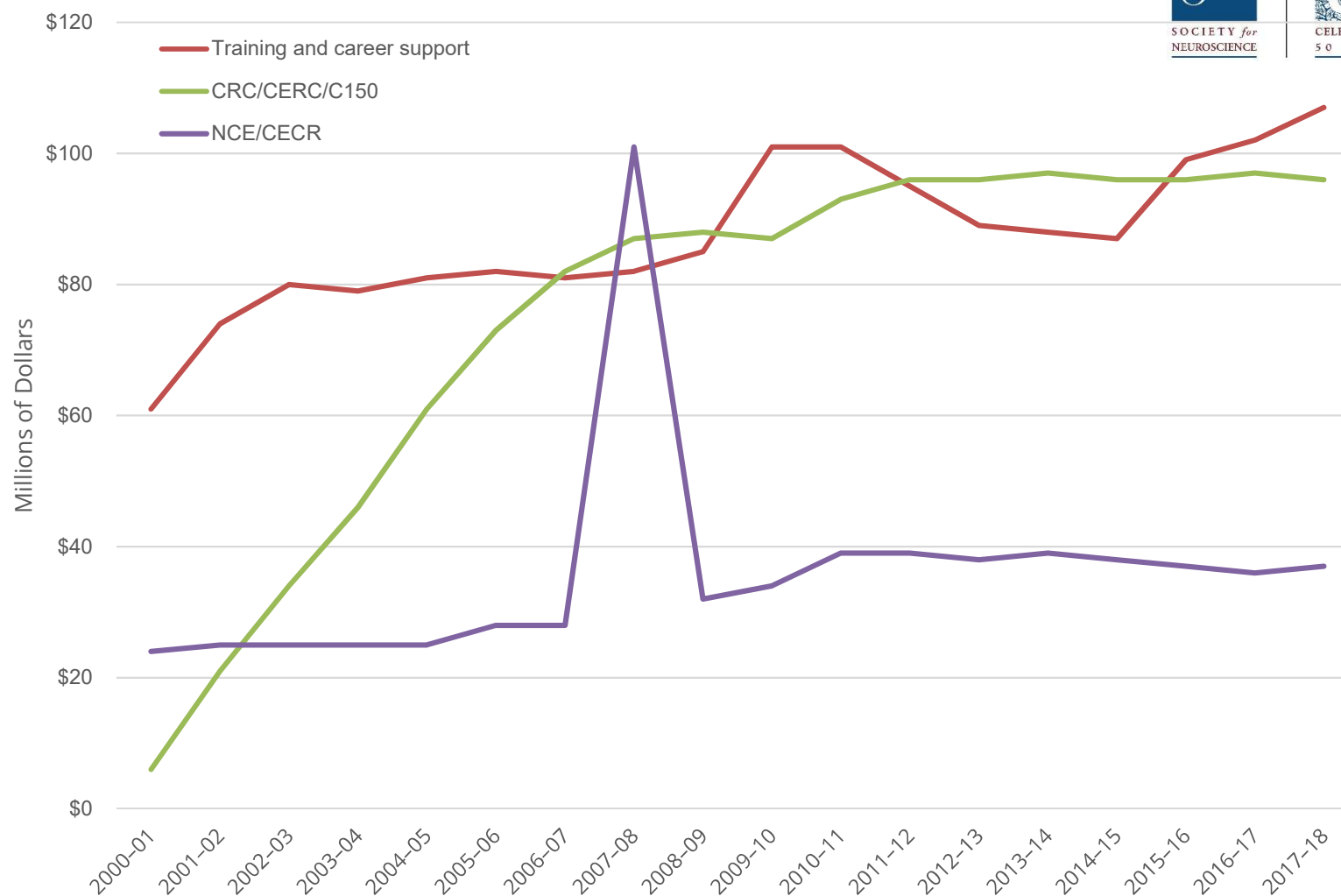
CIHR stats 2000-2018



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

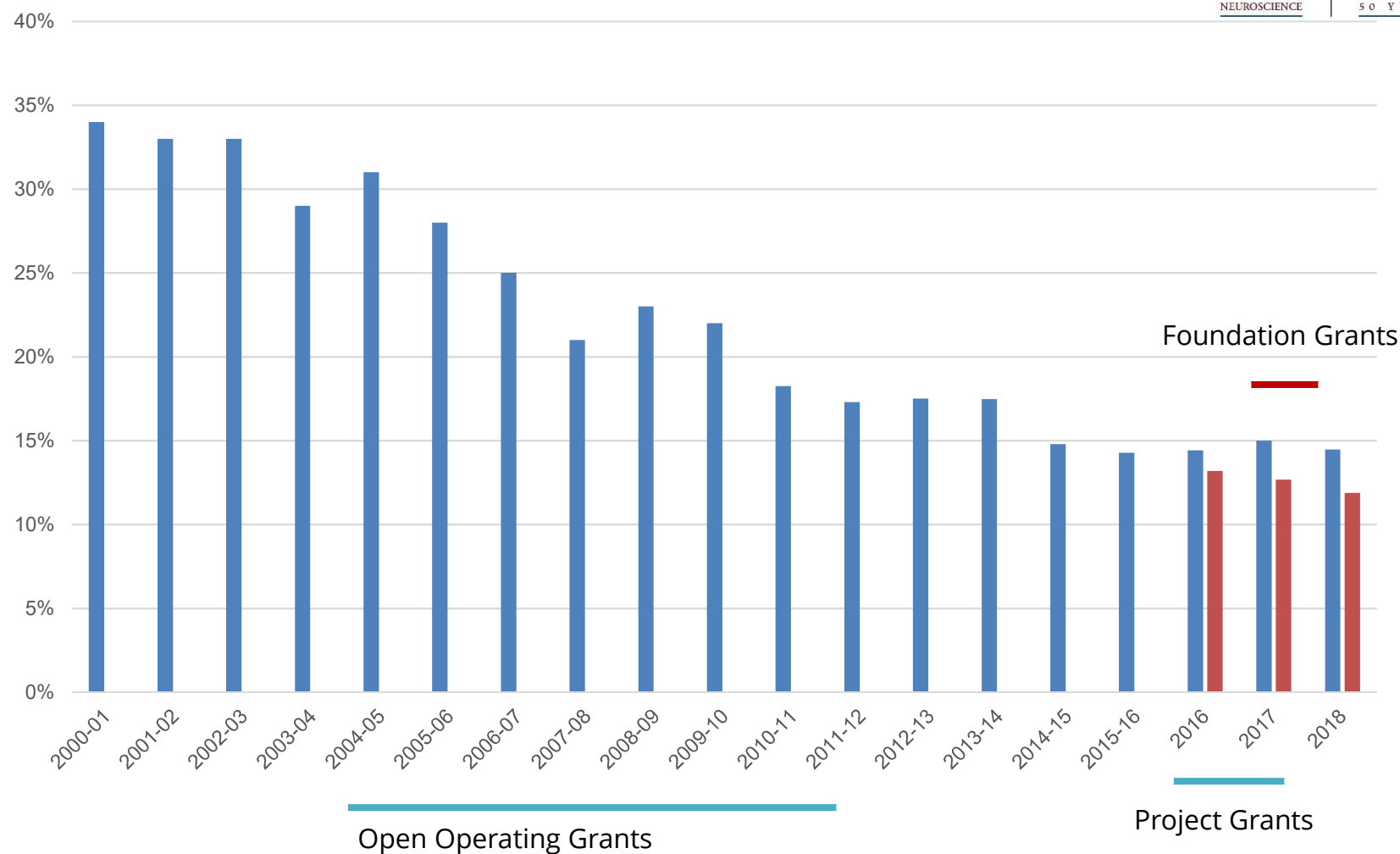
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Note:
Scale here
is 1/10 of
previous
figure

Success rates - CIHR

OOG + Projects Grant Application Success Rates (%)



CIHR grant application success rate

Fall 2018

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

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.cihr-irsc.gc.ca/e/51312.html>

Quote from Sciencereview.ca



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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 Sciences¹ 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).

1. Alberts, B., Kirschner, M.W., Tilghman, S., Varmus, H. Rescuing US Biomedical Research from its Systemic Flaws. Proc Natl Acad Sci U S A, 2014; 111(6): 5773-5777. doi: 10.1073/pnas.140440211

You can influence the budget

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



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@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

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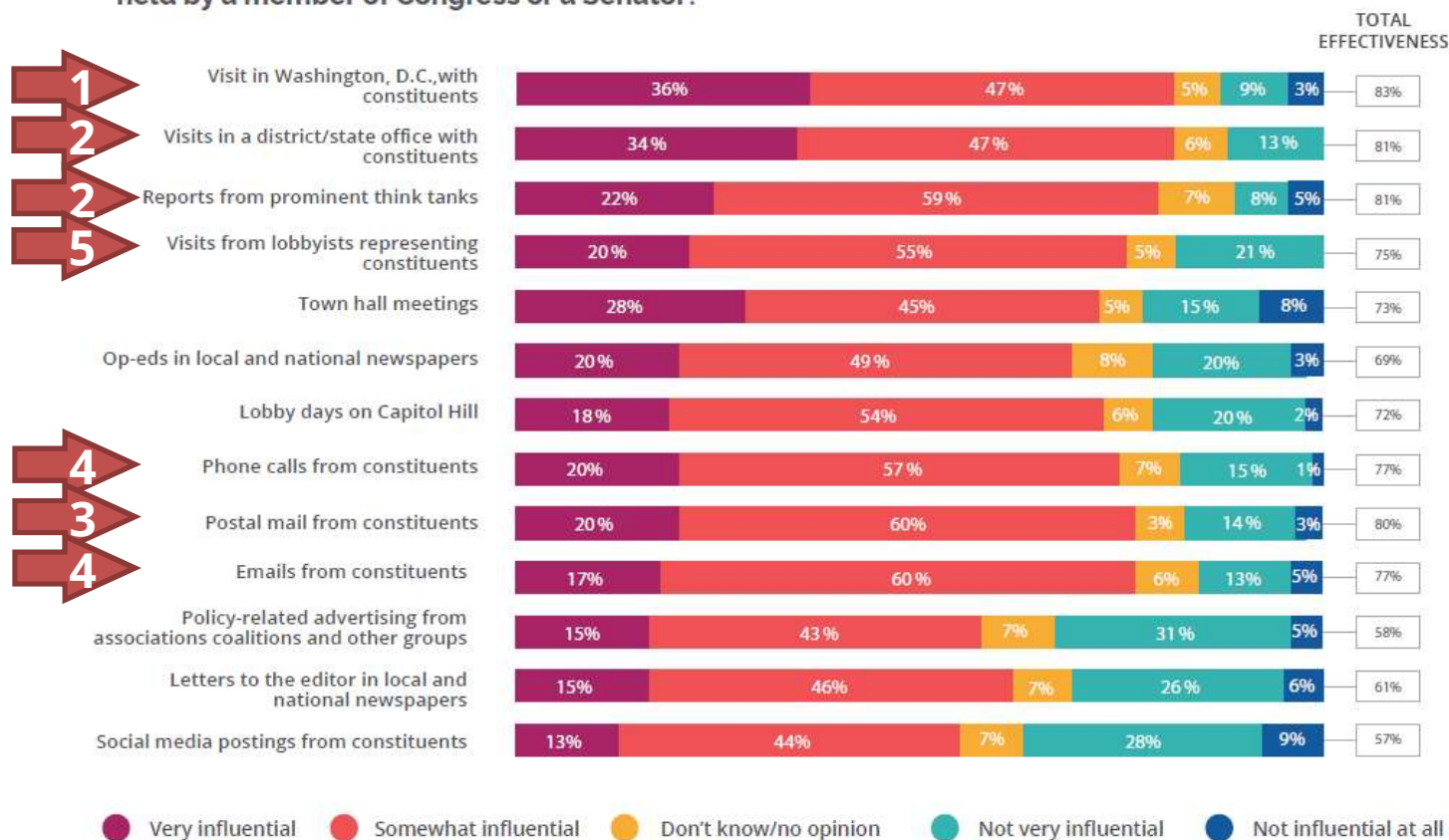


SfN Advocates on Capitol Hill

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?



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!



BREAK



#NeuroAdvocate



Short history of Advocacy at SfN



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How to Tell Your Personal Story

Pages 12-14 in handout

How to Prepare and Craft Your Story

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


openparliament.ca **MPs** Bills Debates Committees About Labs search 


HOME / MPS / ONTARIO / MARILYN GLADU

Marilyn Gladu

Conservative MP for Sarnia—Lambton (Ontario)

Won her last election, in 2015, with 39% of the vote.

Search Marilyn Gladu in Parliament 



House of Commons photo

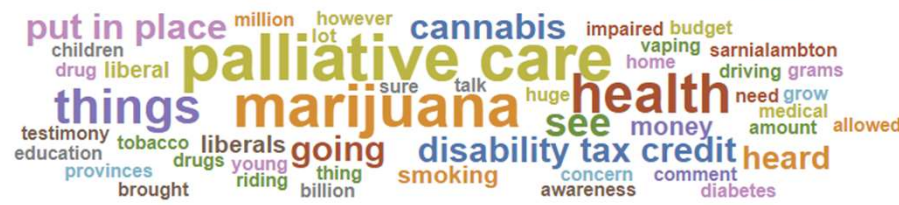
Track Marilyn

- Get e-mail whenever she speaks in House debates
- Subscribe to feeds ([learn more](#)) of
 - recent activity or
 - statements in the House

Yesterday

Didn't vote on [Vote #1279](#) on [Bill C-420](#) Amend the Canada Labour Code, the Official Languages Act and the Canada Business Corporations

Didn't vote on [Vote #1278](#) Motion to proceed to Orders of the Day



Word cloud terms: put in place, million, however, lot, cannabis, impaired, budget, children, drug, liberal, palliative care, home, vaping, sarnialambton, driving, grams, things, marijuana, sure, talk, huge, health, need, grow, medical, amount, allowed, testimony, education, tobacco, liberals, going, disability, tax, credit, heard, provinces, drugs, young, riding, thing, billion, smoking, concern, awareness, comment, diabetes.

<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!



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.



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Avoiding Jargon While Informing

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"



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Incorporating Important the “ask”

Personal Introduction:

N/A

Elevator Pitch:

I left because I didn't see the commitment from the Federal Government to promote neuroscience research.

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.

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!



SfN Advocates on the Hill

Your Turn!

- Try crafting your story in the template in your workbook, page 13

How to Conduct a Successful Meeting with Your MP



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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 MP's 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



SfN Advocates on Capitol Hill

- 
- ✓ can-acn.org/advocacy
 - ✓ SfN.org/Advocacy
 - ✓ Neuronline
 - ✓ BrainFacts.org

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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



SfN Advocates on Capitol Hill

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

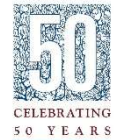


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Using Social Media to Communicate with MPs

We know lawmakers are paying attention to social media and constituent sentiment and pushing agenda.

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The screenshot displays a Twitter search results page for the hashtag #supportthereport. The interface includes a top navigation bar with links to Home, Moments, Notifications, and Messages, along with a search bar and a Twitter logo. The search results are filtered by the hashtag #supportthereport. The main content area shows a list of tweets, including one from Dr. Christine Chambers (@DrCChambers) and another from Dr. Swayne (@dr_swayne). The left sidebar features a 'Who to follow' section with profiles like Fabien Loszach (@Floszach) and Chris Salmon (@cksalmo), and a 'Trends for you' section with topics like #GreenShirtDay and #LoganBouletEffect.



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Using Social Media to Communicate with MPs

Your MP might be on twitter

1969–2019



Home Moments Notifications Messages Search Twitter Tweet

Members of Parliament

A public list by In the Chamber

List of Members of Parliament who are on Twitter

Members 327 Subscribers 127

Subscribe

Tweets >

List members >

List subscribers >

More lists by @HoCChamber.
View all

Members of Parliament

List members

	Scot Davidson @ScotDavidsonMP Member of Parliament for York-Simcoe	Follow
	Richard Martel @richardmartelpc Député fédéral du Parti conservateur du Canada pour Chicoutimi-Le Fjord.	Follow
	Richard Hébert @RHebertPLC Député fédéral pour la circonscription de Lac-Saint-Jean 🇨🇦 Secrétaire parlementaire, ministre de la Petite Entreprise et de la Promotion des exportations.	Follow
	Marilyn Gladu @MPMarilynGladu MP for Sarnia-Lambton, Shadow Minister of Health for Her Majesty's Official Opposition, First female engineer elected to Parliament; Mother.	Following
	Simon Marcil @SimonMarcilQc Député de Mirabel	Follow
	Bob Benzen @BobBenzen Member of Parliament for Calgary Heritage, Deputy Shadow Minister for Treasury Board and Digital Government. A proud, long-time Calgarian.	Follow
	Dominic LeBlanc @DLeBlancNB Ministre des Affaires intergouvernementales et du Nord et du Commerce intérieur. // Minister of Intergovernmental and Northern Affairs and Internal Trade.	Follow
	Glen Motz @GlenMotz	Follow

Recently added members

all

	Scot Davidson @ScotDa...	Follow
	Richard Martel @richar...	Follow
	Richard Hébert @RHeb...	Follow
	Marilyn Gladu @MPMar...	Following

© 2019 Twitter About Help Center Terms Privacy policy Cookies Ads info Brand Blog Status Apps Jobs Advertise Marketing Businesses Developers

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)



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Using Social Media to Communicate with Legislators

1969–2019



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](#)



2



5



21



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](#)



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Using Social Media to Communicate with Legislators

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How can you engage with your MP on social media?



Ravi Menon
@northernthrux

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](#) [@pfragiskatos](#)

[Traduire le Tweet](#)

7:52 AM · 19 avr. 2019 · [Twitter for iPad](#)

Following Lawmakers



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openparliament.ca

[MPs](#) [Bills](#) [Debates](#) [Committees](#) [About](#) [Labs](#)

search [HOME](#) / [MPS](#) / [ONTARIO](#) / [CHRYSTIA FREELAND](#)

Chrystia Freeland

Liberal MP for University—Rosedale (Ontario)

Won her last election, in 2015, with 50% of the vote.



House of Commons photo

Track Chrystia

- **Get e-mail** whenever she speaks in House debates
- Subscribe to feeds ([learn more](#)) of  **recent activity** or  **statements in the House**

Your Say

- **Contact Chrystia**

In Parliament

- **Speeches** in House debates

Elsewhere

- Her site
- On the Parliament site
- Twitter (and Twitter messages to her)



Yesterday

Posted on Twitter Many of today's greatest challenges are global and they can only be solved when we work together. That is why Canada... <https://t.co/CkyyJ4xdFJ>

Posted on Twitter Plusieurs des plus grands défis actuels sont mondiaux et ne peuvent être résolus que lorsque nous travaillons ensem... <https://t.co/Zx3l0XOIFk>

Two days ago

Posted on Twitter The @G7 offers us the opportunity to work with countries that share Canadians' values and priorities. In an era whe... <https://t.co/i3crJ9Ddvd>

Posted on Twitter Le @G7fr nous offre l'occasion de collaborer avec des pays partageant les valeurs et les priorités des Canadiens. À... <https://t.co/P4eXmnOS6L>

Posted on Twitter In Dinard and Saint-Malo, the birthplace of Jacques Cartier, for @G7 meetings with our partners. Thank you,... <https://t.co/PrjZrpPo8X>

Posted on Twitter À Dinard et à Saint-Malo, la ville natale de Jacques Cartier, pour les réunions du @G7fr avec nos partenaires. Merc... <https://t.co/5XLvMiyfDD>

- Openparliament.ca
Lists all official social media account
- 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

1969-2019



- 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 ...



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Crafting Effective Social Media Messaging

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Kirsty Duncan

@KirstyDuncanMP

Abonné



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!

Traduire le Tweet

13:53 - 27 mars 2019

20 Retweets 62 J'aime



20

62



Tweeter votre réponse

How would you leverage this on your social media channel?



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Crafting Effective Social Media Messaging



Suzana Herculano-Houzel

How would you leverage this on your social media channel?

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 over do it
- Use images/graphics
- Selfies



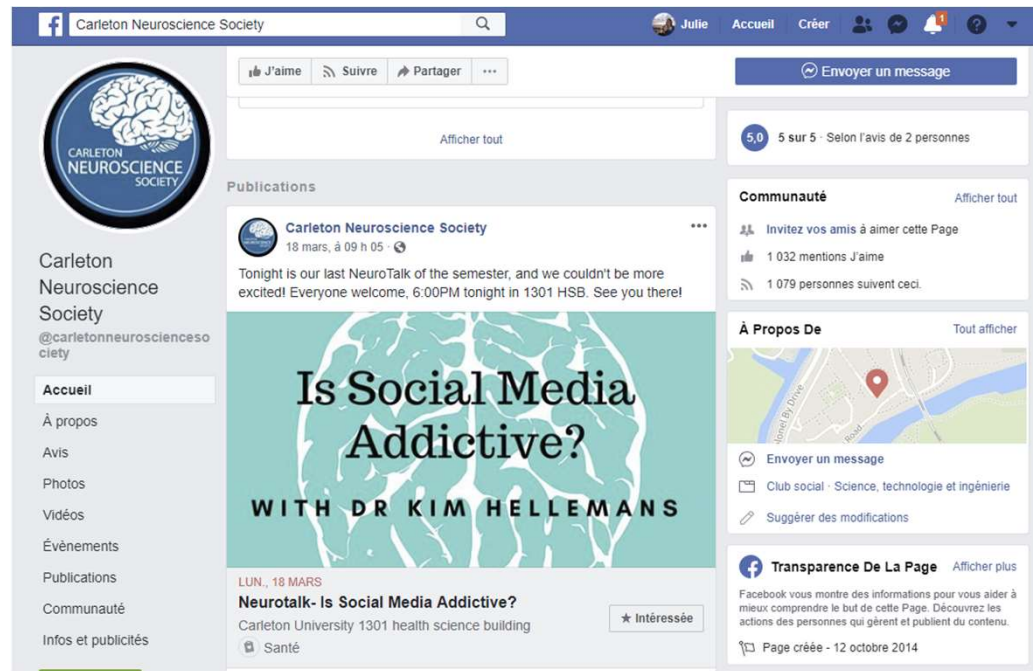
Crafting Effective Social Media Messaging



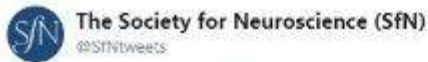
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- Once a day – a few times a week
- Longer message and short storytelling
- Use video to teach science, tell stories, whiteboard animations – YouTube



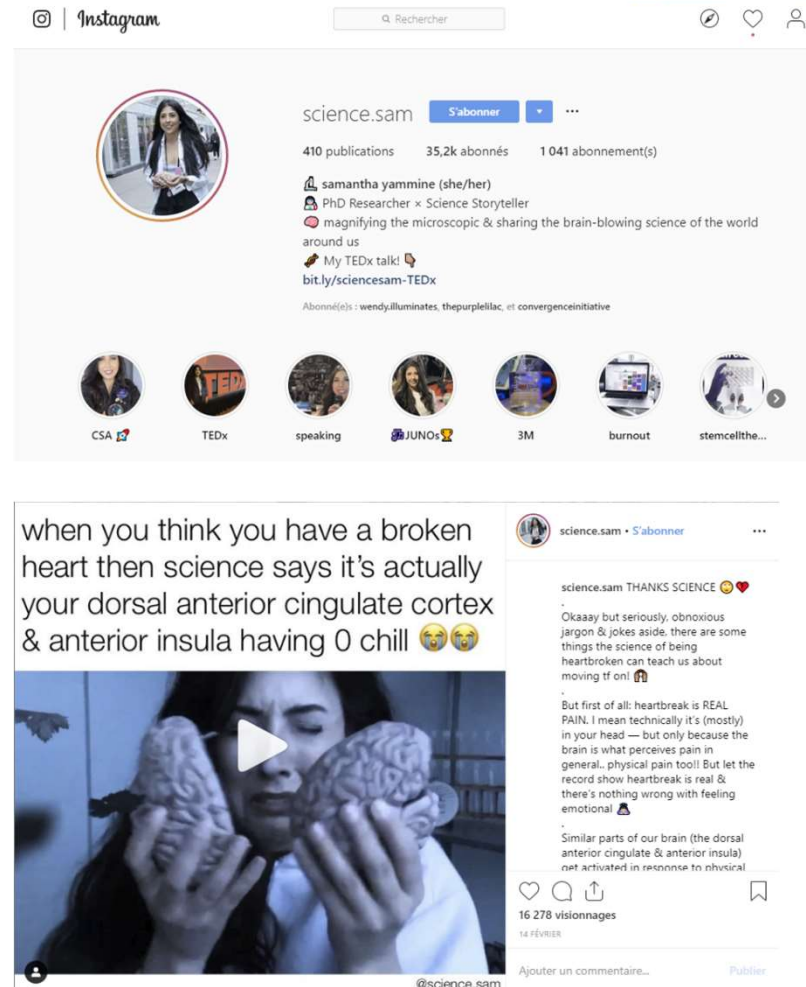
Crafting Effective Social Media Messaging



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



Crafting Effective Social Media Messaging

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Selfies

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



PLOS ONE PUBLISH ABOUT BROWSE

OPEN ACCESS PEER-REVIEWED
RESEARCH ARTICLE

Using selfies to challenge public stereotypes of scientists

Paige Brown Jarreau, Imogene A. Cancellare, Becky J. Carmichael, Lance Porter, Daniel Toker, Samantha Z. Yammine

Published: May 10, 2019 • <https://doi.org/10.1371/journal.pone.0216625>

Article	Authors	Metrics	Comments	Media Coverage
Abstract	Abstract			

“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



SfN.org/advocacy || [#NeuroAdvocate](https://twitter.com/NeuroAdvocate)



We are Here to Help You



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- SfN Available resources:

- SfN Fact sheets
- SfN Webinars
- Neuronline (SfN)

[SfN.org/advocacy](https://www.sfn.org/advocacy) || [#NeuroAdvocate](https://twitter.com/NeuroAdvocate)



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- Sign-up for our newsletter to hear about opportunities open to you
- Get involved with us
- Tag us
- Share your stories

Questions?



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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

Next Steps: Be an Active Advocate



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

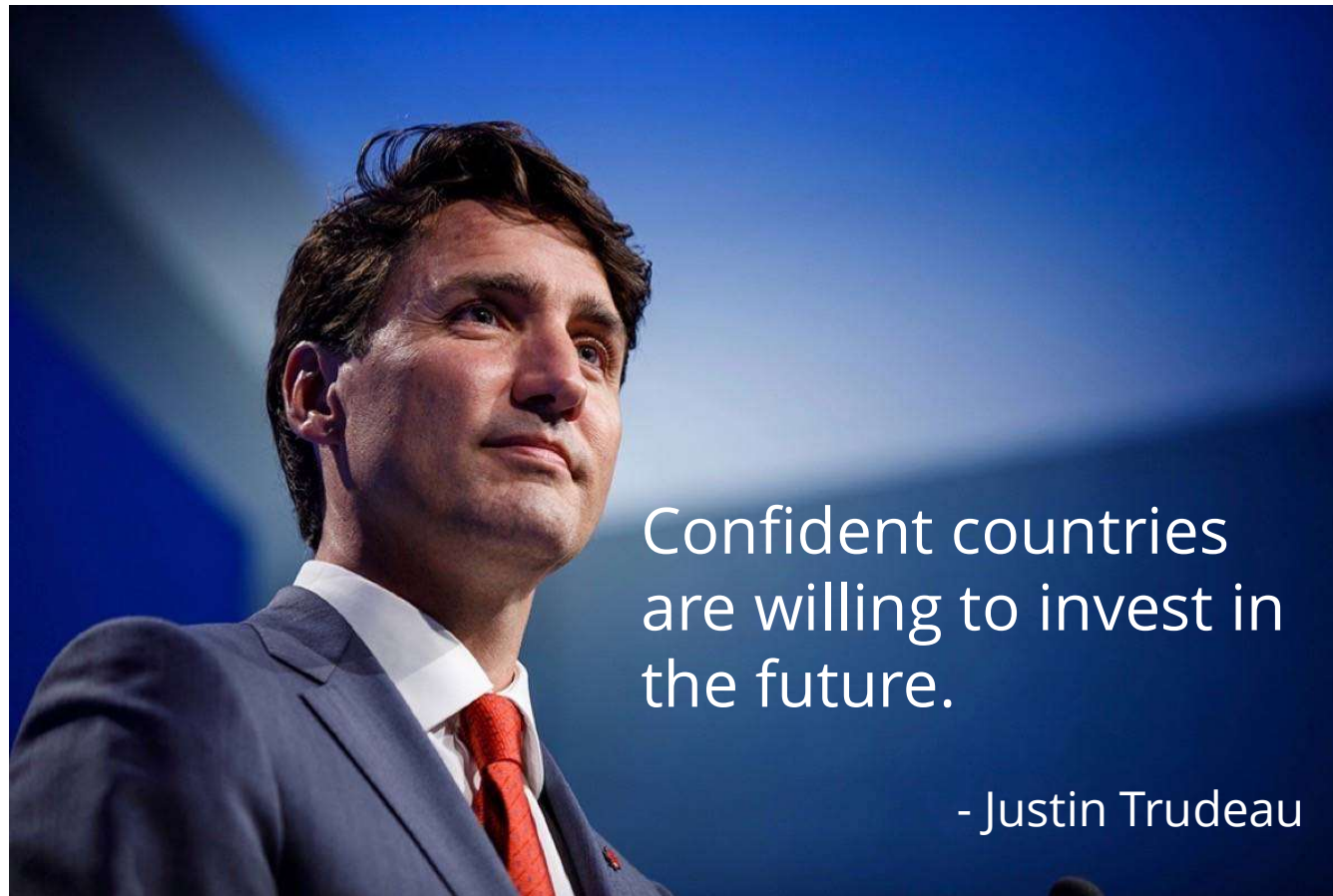
- Join the SfN Advocacy Network
- Learn about and engage your legislative offices
- Recruit new advocates
- Share advocacy ideas with CAN and SfN staff
- Tell others about this training
- Tag us online with your advocacy activities — CAN and SfN will retweet and share
 - @can_acn | @SfNtweets | #NeuroAdvocate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

#NeuroAdvocate

You're the Expert



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We looked for a quote by Andrew Scheer, too...

#NeuroAdvocate



BE A #NEUROADVOCATE

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



SfN.org/advocacy || [#NeuroAdvocate](https://twitter.com/NeuroAdvocate)



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@SfNtweets
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#NeuroAdvocate

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

#NeuroAdvocate



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Thank You!



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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

<https://www.sciencedirect.com/science/article/pii/S0092867412011701>