

FASEB NIH Advocacy PowerPoint Presentations: Guide for Use

http://opa.faseb.org/pages/Publications/NIH_PPT.htm

The customizable and state level slide presentations are designed to be used by scientists in their own advocacy efforts to raise awareness of the valuable role NIH plays in funding medical research. Aimed at the general public and / or policymakers, who may have very little awareness of what NIH is, how science is funded, or from where medical breakthroughs arise, the slides illustrate the importance of basic and clinical research in building the foundation upon which medical advances are made. Below are some tips for using and distributing this information:

- **Customization:** Even the state-specific slides may benefit from customization with data from your own research institution or area of research. Are you speaking to a group of seniors? You may want to include more information on age-related illnesses like Alzheimer's disease or osteoporosis. Are you a cancer researcher? You may want to discuss potential future applications of your own research. Do you know of a public-private partnership involving NIH funds that is bringing jobs or impacting the economy of the region? The slides should ultimately reflect both the audience and the presenter. That being said, if you don't have the time to dedicate, the slides are also ready made to be used "as-is".
- **Presenting the slides:** There is no wrong audience for these slides: all biomedical researchers would benefit from greater public awareness of NIH's role in research. Many citizens and even policymakers are unaware that NIH funds research outside of its Bethesda campus! These slides are suitable for presentation at community groups (such as Rotary clubs or service organizations), to patient advocates, at health fairs, to local policymakers, or at university open houses.
- **Using the slides as a handout:** Although ideally you would be able to present the slides to your members of Congress or their staff, most Congressional meetings do not allow enough time for a seminar. In this case, printing off the slides and using them as needed or leaving them behind for informational purposes is entirely appropriate. If you do not have a visit scheduled, faxing or emailing the slides to members of Congress with a cover letter from you, identifying yourself as a constituent and a researcher, is another possibility. Finally, if you're a clinician or involved in any educational activities, you may wish to use the slides as handouts to patients or students, even if that means just leaving a stack in a waiting room or in among other materials.
- **Feedback is welcome:** Have you improved upon the original slides or used them for NIH advocacy? FASEB would love to hear about it and perhaps incorporate your suggestions into the current slide set. Please contact the FASEB Office of Public Affairs at (301) 634-7650 or opa@faseb.org

