Science Advocacy & Communication in and beyond Pittsburgh
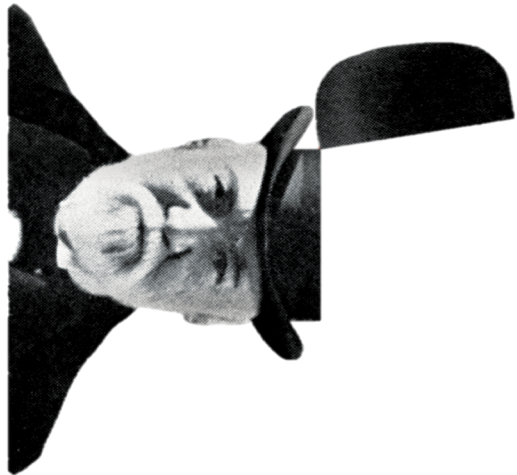
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Center for the Neural Basis of Cognition
Society for Neuroscience Early Career Policy Ambassador

Carnegie Mellon University

CNBC
CENTER FOR THE NEURAL BASIS OF COGNITION

Science Advocacy beyond Pittsburgh

Rally for Medical Research
September 2018

Capitol Hill Day
February 2018

SfN

SOCIETY for
NEUROSCIENCE

Science Advocacy in Pittsburgh

Psychology/Neuroscience Advocacy Network
- Email list and group of science advocates who meet to discuss issues surrounding U.S. science policy and federal funding for basic science
- Send out Calls to Action
- Graduate students & postdocs in CMU's Psychology Department

Future goals:
- Expand to multi-university Center for the Neural Basis of Cognition
- Host lab tours for members of Congress
- Schedule meetings with local Congressional offices

Action Network: Calls to Action

- Many are based on information from SfN's Advocacy Action Center to amplify the message
- Emphasize immediate action and specific asks
- **Example:**

About the proposed changes to graduate student tuition waivers in the **Tax Cuts and Jobs Act of 2017**: Call your members of Congress **today!** Use the sample call script below to share how you will be impacted by this proposed bill. "Hello, my name is (your name). I am a constituent and (graduate student/etc.) at Carnegie Mellon University and I am calling today to express to (member of Congress's name) that the House version of the Tax Cuts and Jobs Act will have adverse impacts on graduate students. [Describe how this affects graduate students]. I strongly urge the Representative to voice concern to Chairman Brady of the Ways and Means committee about this provision and actively work on having this provision dropped going into the Conference with the Senate. Thank you!"

Effective Advocacy workshop with students, faculty, staff, and postdocs

- Explain importance and motivation: these are scientists, they want evidence that advocacy works!
- Emphasize immediate action
- Teach personalization and story telling

Future goals:

- Give this workshop to faculty in multiple departments
- Adapt the workshop material to be given annually in one department

What can you do right now?

- Congress just approved an increase in NIH funding of $2 billion for Fiscal Year 19.

  - Contact your members of Congress today and thank them for their support of basic science and tell them to keep scientific research a priority by finishing the appropriations process for bills in the continuing resolution to avoid a partial government shutdown on December 7.

  - Share with them how the work in your lab benefits from federal funding—what have you been able to do because of this funding?

Mike Doyle
Representative PA-14
412-390-1499

Pat Toomey
Senator
412-803-3501

Bob Casey
Senator
412-803-7370

Audiences of science communication: Legislators

Adapted from my Cognitive Psychology Research Methods course lecture on Science Communication, October 2018

Science Outreach & Communication

What we do: We visit classrooms and host events where we present interactive half-hour workshops that cover four different areas of psychology.
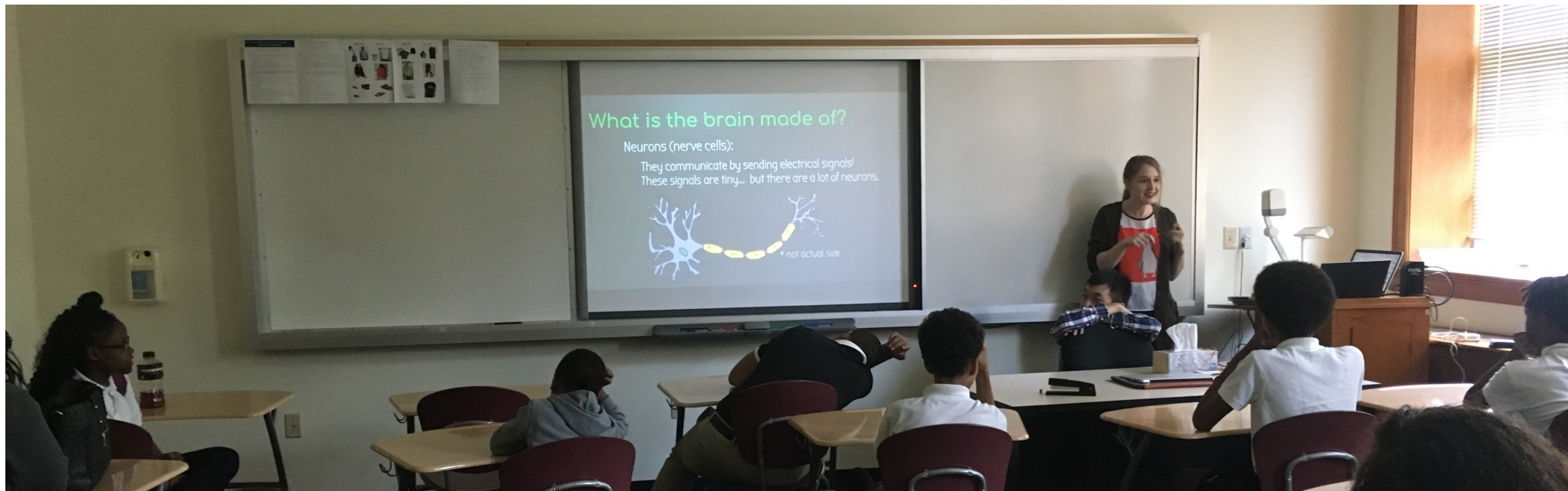**Our goal:** Getting students—who otherwise wouldn't know about psychology—excited about our science!
Time commitment: Flexible! We do a handful of events each semester, and most events only need a few students at a time to present.

Cognitive Neuroscience: Studying the Human Brain

Developmental Psychology
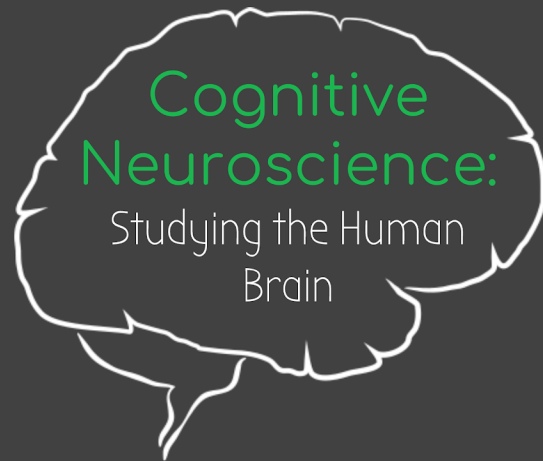
COGNITIVE PSYCHOLOGY

What is **Social Psychology**?

Sci-tech High School - We have presented to Mr. Antonucci's psychology class 6 times

Breakthrough Pittsburgh - We hosted a tuition-free, academic enrichment organization for a "Super Saturday" event last December

Teen Lead - We hosted students from the McKeesport Area School District on March 23rd, 2017 for a Friday event to present workshops and give tours of lab spaces

Fund for Advancement of Minorities through Education (FAME) Pittsburgh – We presented workshops to students on Saturday program at Shady Side Academy on October 6, 2018

ASSEMBLE Learning Party – We will present the Cognitive Neuroscience workshop to elementary school students on November 16, 2018