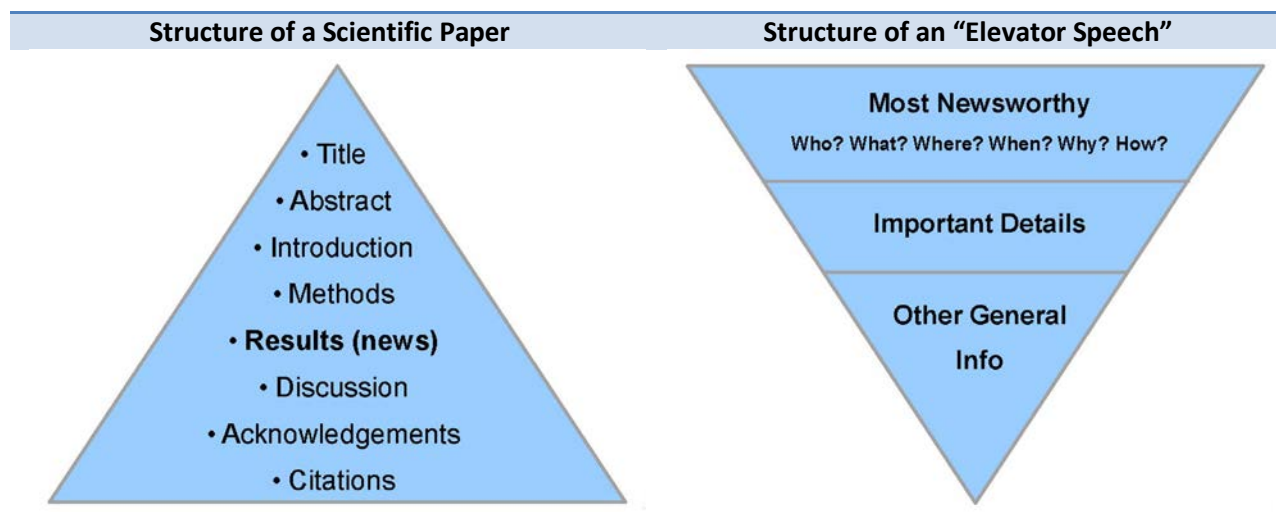


TALKING POINTS AND COMMUNICATION TIPS

Tailoring your message to fit your audience will improve your effectiveness in communicating science and delivering your message. Below are general communication tips as well as talking points for meeting with Members of Congress and their staff.

GENERAL COMMUNICATIONS TIPS

- Know your audience and tailor your message accordingly.
- Create an “elevator speech” that you can expand upon for longer discussions.
 - Avoid using acronyms, jargon, or abbreviations.
 - Below is a diagram that represents the differences between how to structure a scientific paper and how to structure your “elevator speech” for effective communication.



- Discuss the broader impacts of your research; be sure to connect your research to the district/state if possible.
 - Ask yourself: “Why would my grandparents care?”
- Be sure to include your “ask” (that is, what you want). For example, you may want a Member of Congress to support a particular bill, support specific funding levels for various federal agencies, sign letters of support (often referred to as a “Dear Colleague” letter), etc.

TALKING POINTS

Introduce Yourself

- State your name, title, and affiliation.
- Mention that you are a member of ESA as well.

Talk About ESA

- *“ESA is the largest organization in the world serving the professional and scientific needs of entomologists and individuals in related disciplines. Founded in 1889, ESA is a not-for-profit professional society, with nearly 7,000 members affiliated with educational institutions, health agencies, private industry, and government.”*
- *“Because of our membership’s extensive expertise and participation in the academic, industry, and government sectors, ESA is able to look at issues from different perspectives and be a balanced scientific resource.”*

Set the Tone

- *“We understand the difficult fiscal environment our nation faces and that difficult choices need to be made; however, it is also necessary to make strategic investments, such as in science. Such investments help address national priorities, foster economic growth, and create jobs.”*
- *“For example, entomology makes contributions to numerous different areas of national interests, such as food security, environment, and health.”* (NOTE: Make it personal; tell them about your work; tell a story with a good outcome.)
- Discuss your own work, how it is funded, and any connections you can make between your work and positive impacts to your state/district.

State Your “Ask”

- In meetings, you should focus primarily on funding support for federal research agencies that support entomology, such as the National Science Foundation (NSF), U.S. Department of Agriculture (USDA), Environmental Protection Agency (EPA), Centers for Diseases Control and Prevention (CDC), and National Institutes of Health (NIH). If a congressional office has a particular interest in a specific agency, then emphasize it. For example, *“Please support these agencies at the highest possible level. I receive funding from X agency and we are working toward solving Y problem.”*
- You may also ask for support of entomology in federal efforts to address the challenges of invasive species, pollinator health, and vector-borne diseases.
- Be sure to thank the staff when you leave and follow-up with a thank-you email.

Note: If the staff is particularly receptive or interested, stress the need for champions of science in Congress, specifically for entomology.

“ASKS”

Stress the importance of sustained funding for NSF, USDA, EPA, CDC, and NIH.

National Science Foundation

Provide sustainable funding increases for NSF, particularly for the Directorate for Biological Sciences, which supports important research studies and biological collections, enabling discoveries in the entomological sciences. Advances in basic biological sciences, including entomology, provide the fundamental knowledge that is the basis for overall scientific progress and the development of new technologies and strategies that address societal challenges related to economic growth, security, and human health and well-being.

U.S. Department of Agriculture

Provide sustainable funding increases for USDA, including for the National Institute of Food and Agriculture (NIFA) and its Agriculture and Food Research Initiative (AFRI), the Agricultural Research Service (ARS), and the U.S. Forest Service. Advances in the agricultural and forestry sciences, including the field of entomology, help to address some of our most pressing societal needs related to food security and safety and environmental and human health.

Environmental Protection Agency

Provide sustainable funding increases for EPA, including the Pesticides Licensing Program Area and programs supporting implementation of Integrated Pest Management (IPM) techniques. EPA utilizes scientific expertise and data, including knowledge gained from entomological sciences, to set maximum tolerated residue levels and to register pesticide products as effective and safe. EPA’s activities in this area also include the development of educational information and outreach to encourage the use of IPM and other reduced-risk methods of controlling pests.

Centers for Disease Control and Prevention

Provide sustainable funding increases for CDC, including strong funding for the Division of Vector-Borne Diseases (DVBD) within the core infectious diseases budget of CDC. DVBD seeks to protect our nation from the threat of pathogens transmitted primarily by mosquitoes, ticks, and fleas. DVBD’s mission is carried out by a staff of experts in several scientific disciplines, including entomology.

National Institutes of Health

Provide sustainable funding increases for NIH, especially for insect-borne disease research at the National Institute of Allergy and Infectious Diseases (NIAID). NIAID conducts and supports fundamental and applied research related to the understanding, prevention, and treatment of infectious diseases, including those from insect vectors.

If you have further questions, please contact Karen Mowrer at Karen@lewis-burke.com.