

PROTECT WISCONSIN

PROTECT NIH FUNDING

National Institutes of Health (NIH) research saves lives. It helps prevent and treat cancer, obesity, heart disease, diabetes, and other chronic diseases. Half of U.S. adults suffer from one or more chronic diseases.

NIH research helps the economy. Every \$1 in NIH funding generates about \$2.21 in local economic growth. NIH-supported research adds \$69 billion to our annual GDP and supports 7 million jobs.

But funding for NIH research is threatened. Inflation and sequestration have cost the NIH more than \$6 billion in purchasing power since 2004. Less funding for research means:

- Slowdowns in developing new cancer drugs and finding effective strategies for preventing chronic diseases.
- The United States could lose its position as a world leader in science and technology. Scientific competitors like China are currently increasing their investments in research.
- Fewer jobs in every state in the nation and the loss of promising researchers to other career paths.

NIH FUNDING BENEFITS WISCONSIN

The National Institutes of Health (NIH) pumps millions of dollars into Wisconsin's economy and creates necessary medical research jobs.

Wisconsin received \$420 million NIH dollars in 2017, supporting 904 research projects.

Society of Behavioral Medicine members in Wisconsin received NIH funding for:

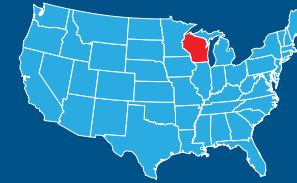
- An investigation into how cancer patients' moods influence their recovery of immunity following stem cell transplants. Immunity is reduced following transplants and must be recovered to resume normal activities. This research is a critical step in improving post-transplant quality of life.
- Research to determine whether increased physical activity improves breast cancer survival. One in eight U.S. women will develop breast cancer, and sedentary behavior is associated with an increased risk of breast cancer recurrence.



Make NIH funding a national priority. Let's move forward—not backward.

The Society of Behavioral Medicine is a 2,400-member organization of scientific researchers, clinicians, and educators. They study interactions among behavior, biology, and the environment, and translate findings into interventions that improve the health and well-being of individuals, families, and communities.

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PROTECT WISCONSIN

PROTECT PREVENTION FUNDING

The health care system usually treats people after they become sick. More, however, can be done to *prevent* disease onset.

The nonpartisan Society of Behavioral Medicine and National Prevention Council are shifting the focus to prevention. The council's National Prevention Strategy seeks to "improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness."

We need more than a strategy. Prevention funding, like the U.S. Prevention and Public Health Fund, must be protected and increased. The public agrees—76% of Americans support increased funding for prevention programs.

86% of America's health care dollars are spent treating preventable chronic conditions—yet only 3% of health care dollars go toward prevention.

The Prevention Fund supports services and programs that reduce tobacco use, increase physical activity, and improve nutrition, sparing millions of Americans the suffering and loss of life associated with obesity, diabetes, heart disease, cancer, and other preventable diseases. But more must be done—such preventable diseases continue to cause 70% of U.S. deaths and cost \$1.3 trillion in treatment costs and lost productivity every year. **Lives—and dollars—can be saved through prevention.**



Protect prevention funding—American lives depend on it.

WISCONSIN NEEDS PREVENTION

Many Wisconsin adults suffer from preventable chronic conditions:

- 31% are obese.
- 33,000 get diagnosed with cancer annually.
- 8% have diabetes.
- 30% have high blood pressure.

The U.S. Prevention Fund is helping!

Statewide the fund is improving access to vaccines, helping smokers quit, and ensuring more women get breast and cervical cancer screenings.

Local communities are benefiting too.

- Manitowoc County received \$460,000 to serve local farm produce in schools, to start after-school fitness programs for students, and to encourage multi-unit apartment buildings to go smoke-free.
- An elementary school in Bangor received \$10,000 to establish a vegetable garden that will provide fresh produce for school lunches.