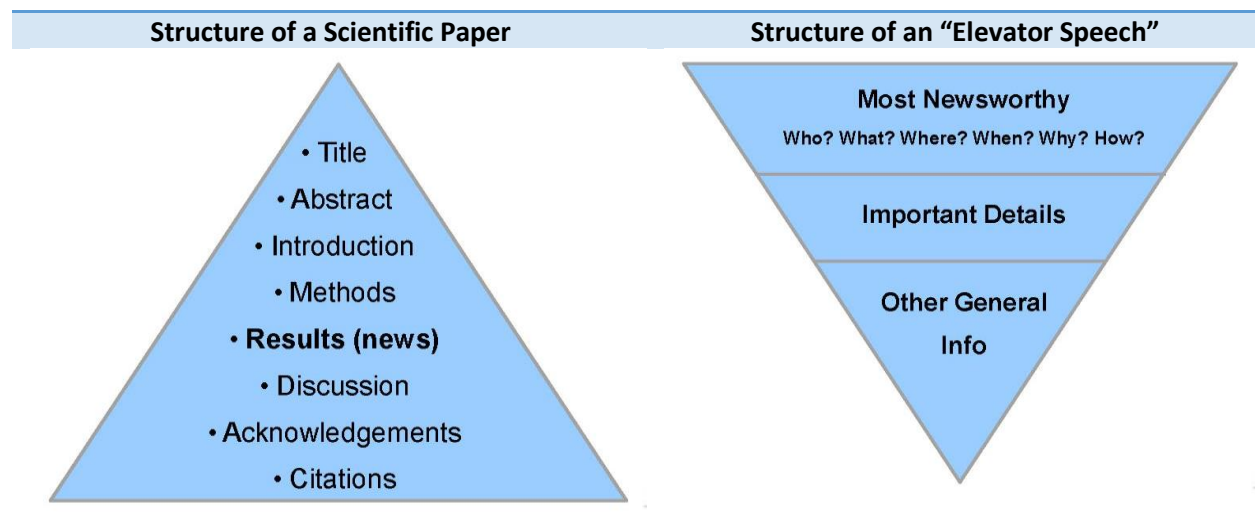


TALKING POINTS AND COMMUNICATION TIPS

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

General Communication 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 parents/grandparents/neighbors 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.

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 over 6,000 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 looks at issues from different perspectives and position itself as 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 in areas of domestic and global concern. Such investments help address national priorities, foster economic growth, and create jobs.
- For example, entomology makes valuable contributions to numerous areas of national significance, such as food security, environment, and health.
- You can use the ESA Fact Sheet to help talk about some of these areas of high impact.
- Discuss your own work, how it is funded, and the positive impacts your research may have on your state or district.
- NOTE: Make it personal; tell them about your work; tell a story with a good outcome.

State Your "Ask"

- In meetings, you should focus primarily on the importance of continued 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.
- Other possible asks:
 - Ask the Representative to join the Congressional Invasive Species Caucus if they aren't already a member (the list of current members is available here: https://www.ciclt.net/sn/pol/poc_detail.aspx?P_ID=&ClientCode=nclm&LegComID=22441)
 - Ask the Representative to support *HR 5411, Areawide Integrated Pest Management (AIPM) Act of 2018* (more information on the bill is available here:

LEWIS–BURKE

ASSOCIATES LLC

<https://www.congress.gov/bill/115th-congress/house-bill/5411>, there is no companion bill yet in the Senate)

- Ask the Representative to support *HR 1310, Strengthening Mosquito Abatement for Safety and Health (SMASH) Act* (more information on the bill is available here: <https://www.congress.gov/bill/115th-congress/house-bill/1310?q=%7B%22search%22%3A%5B%22smash+act%22%5D%7D&r=1>; it passed the Senate last year)
- If the staff is particularly receptive or interested, stress the need for champions of science in Congress, specifically for entomology.
- Be sure to thank the staff when you leave and follow-up with a thank-you email.