

# Research Saves Lives

## Campaign Overview

The Research Saves Lives campaign recognizes and champions the critical role of research. Without university research, scientific breakthroughs stall, and the lifesaving treatments of tomorrow are at risk. We know that discoveries come to life through the people they impact: people like our Johns Hopkins faculty and staff whose efforts are expanding the boundaries of knowledge, the students who will become the next generation of innovators, and the patients whose lives are changed through medical breakthroughs.

This campaign is about sharing their stories, amplifying what's at stake, and standing together to protect the future of research. To that end, the campaign graphics, hashtags and resources were intentionally crafted with universal use in mind. Whether you're affiliated with Johns Hopkins, another college or university, or are simply a proud supporter of university-based research, we want you to participate in sharing this important message

## Hashtag Strategy

The campaign's primary hashtag is: #ResearchSavesLives

- Use this hashtag in all related posts to increase reach and ensure campaign consistency.
- Encourage faculty, staff, and students to use this hashtag when sharing research stories.
- Do not use it in campaign graphics.

## Audience Strategy: Expanding Reach to Drive Public & Policy Impact

The Research Saves Lives campaign is not just about raising awareness within the Johns Hopkins community—it's about shifting public perception on research funding cuts and making them politically distasteful to policymakers by mobilizing their constituents.

## Target Audience: Policymakers' Constituents

Rather than speaking only to policymakers directly, this campaign focuses on reaching and influencing the people they serve—voters, patients, caregivers, families, and businesses who benefit from federally funded research. By humanizing the impact of research and illustrating what's at stake, we can build public pressure that makes cutting funding a political risk.

## How We Reach & Engage This Audience

- Speak Beyond the Hopkins Community – While JHU faculty, staff, and students are core advocates, our messaging should also resonate with patients, caregivers, families, business owners, and local community leaders who rely on the benefits of research.
- Highlight Real-World Impact – Avoid overly technical or academic language. Instead, share human-centered stories about how research changes lives, supports jobs, and leads to medical breakthroughs that people care about.
- Leverage Personal Testimonies – Stories from patients, caregivers, and researchers personalize the consequences of funding cuts and make them relatable to everyday people.
- Encourage Constituents to Speak Up – Amplify calls to action that encourage people to share the content and spread awareness of the campaign.

## Sharing & Amplification

- Engage with JHU’s main social media accounts—reshare their Research Saves Lives content to divisional pages.
  - Encourage faculty, staff, and students to share campaign content on personal pages.
  - If posting original research content, tag @JohnsHopkinsU (or the appropriate official university account) to help maximize visibility.
  - Cross-promote divisional posts by sharing relevant content from peer accounts within the university.
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## Key Messaging Guide

### Core Message:

Without university research, scientific breakthroughs suffer and lifesaving treatments of tomorrow are at risk. Discoveries come to life through the people they impact. People like you. Share to show your support. Share so we all understand what’s at stake. Share because research saves lives.

### Key Themes

Theme 1: **Cuts to NIH funding are cuts to critical** lifesaving medical research and medical care.

- *Note: Avoid discussing the question of “indirect” vs “direct” research costs unless we’re creating a piece of content that specifically focuses on that point.*

Theme 2: Cuts to research endangers health and extinguishes hope by slowing the development of treatments for diseases like Alzheimer's, cancer, diabetes, heart disease, and more.

Theme 3: Cuts to research undermines America's global economic competitiveness and our innovation ecosystem, making us more dependent upon other countries for new medicines and tech advances, and falling behind economic competitors.

Theme 4: Cuts to research will eliminate tens of thousands of jobs all across the country, including in Baltimore and Maryland.

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## Best Practices for Humanizing Research on Social Media

### 1. Make Research Personal & Relatable

Instead of:

*Johns Hopkins' CAPABLE program helps older adults live independently.*

Use:

*A Vietnam veteran longed to step outside and listen to birds. Thanks to CAPABLE, he walks on his own again. Research isn't just data—it's dignity, mobility, and life-changing moments.*

### 2. Use Powerful, Concise Storytelling

Instead of:

*NIH funding supports research at JHU, allowing us to conduct clinical trials in critical areas.*

Use:

*600+ clinical trials at Hopkins—each one a potential breakthrough, each one at risk if research funding is slashed.*

### 3. Keep Language Clear & Engaging

Instead of:

*The NIH budget reductions will have deleterious effects on ongoing biomedical research initiatives.*

Use:

*Cutting NIH funding means fewer cures, delayed treatments, and lost hope for millions.*

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## Sample Social Media Posts

### General Campaign Awareness

If you follow Johns Hopkins University, you know that university research is about more than data—it's about people. Research saves lives by bringing new treatments, cures, and hope to families everywhere. From transformative medical breakthroughs to innovations that shape tomorrow, the impact is real. Every future discovery starts with the work happening now. Share to show your support. Share so we all understand what's at stake. Share because research saves lives.

### Medical Research & Patient Impact

Prostate cancer is the most diagnosed cancer in U.S. men—for over 20 years, JHU's Karen Sfanos has researched what puts people at risk. But without NIH funding, this research could be in jeopardy. #ResearchSavesLives Read more: [Insert Link]

NIH funding powers 600+ clinical trials at Hopkins, from pediatric medicine to cancer treatments. Cutting funding means cutting life-saving research. #ResearchSavesLives

### AI & Innovation in Research

AI isn't just performing mundane tasks—it's transforming healthcare, engineering, and life-saving treatments. From diagnosing infections with a smartphone to training surgical robots, Johns Hopkins researchers are using AI to create real-world impact. <https://lnkd.in/e2A CK-p>

Behind every breakthrough is a researcher, a university, and a life forever changed—because [#ResearchSavesLives](#). Share to show your support.

AI research is changing lives and technology. Each year, approximately 7 million orthopedic surgeries are performed in the U.S. JHU researcher Mathias Unberath is harnessing AI-assisted medicine to make them safer, less invasive, and more effective. From helping athletes get back in the game to grandparents back to hugging sooner, this research is transforming recovery and redefining care. Read more:

<https://hub.jhu.edu/2025/02/24/mathias-unberath-nih-funding/> #ResearchSavesLives

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# Final Thoughts: A Unified Voice for Research

Every division, researcher, and communicator at Johns Hopkins plays a role in amplifying this campaign. By sharing consistent, human-centered messages, we can raise awareness, influence policymakers, and rally support to protect the future of research.

We encourage all divisions to:

- Use the hashtag #ResearchSavesLives in all related content.
- Share campaign posts from official JHU accounts.
- Tell human stories—highlight the real people behind research.
- Emphasize what's at stake—research funding is about lives, not just labs.
- Avoid talking about specific money numbers and where the money goes.

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*For the latest files and related assets visit:*

<https://brand.jhu.edu/applying-the-brand/campaigns/#research-saves-lives>

*Updated March 3, 2025*