

## **Resources for the National Call Out for Scientific Integrity**

We've repeatedly seen presidential administrations attempt to censor, suppress, or manipulate the science coming from federal agencies, especially if the information doesn't support the policies they want put forward. The Trump administration has taken these efforts to new heights. Thankfully, Senator Schatz (HI) and Representative Tonko (NY-20) have introduced the Scientific Integrity Act in Congress to put proactive safeguards in place at agencies to prevent more attacks on federal scientists and their critical work that benefits us all.

We have science champions in Congress working hard to build momentum for the bill—but they need our people power nationwide to showcase the value of scientific integrity and demand a real legislative solution. That's why we're grateful you're joining this "all hands-on deck" moment to make some noise, secure congressional co-sponsorships, and get the House Science Committee to move this important bill forward.

We hope these resources supports your participation in the National Call Out for Scientific Integrity (June 10-14). Here you will find everything you need to succeed: informational resources on the bill; draft actions, talking points, and promotional materials; and hands-on guides for planning events and actions.

Onward together,

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### ***List of Contents:***

1. Informational Resources about the Scientific Integrity Act
2. Driving Calls to Congress: Sample Action Alert and Call Scripts
3. Guide: Organizing a Call-In Day
4. Sample Talking Points and Guide: Getting A Letter to the Editor in Your Local Paper
5. How-to: Organizing a Letter Writing (or Calling) Party
6. Checklist for Organizing an Effective Event
7. How-to: Planning and Inclusive, Accessible Event
8. Sample Language to Promote Your Action

## **More Information About the Scientific Integrity Act**

- [Scientific Integrity Act - Bill Summary](#)
- [Handout: Attacks on Public Health and Safety that the Scientific Integrity Act Could Have Prevented](#)
- [Blog: The Scientific Integrity Act is Good for Science and Good for Government](#)
- [Fact Sheet on Attacks on Scientific Integrity](#)

## **Driving Calls to Congress: Sample Action Alert and Call Scripts**

This section will offer your organization all you need to easily send out a request to your networks to call their members of Congress.

### **Sample Action Alert:**

The Trump administration's relentless attacks on science are dangerous for our health, safety, and environment. It's time for a real solution that protects federal scientists' ability to do their do the critical work that benefits all of us—the Scientific Integrity Act.

We need to get this issue on Congress' radar to build momentum for the bill. **Join thousands of people during the “National Call Out to Protect Scientific Integrity” this week: Call your elected officials [or include name of specific officials if your message applies to a specific location] and tell them to support the Scientific Integrity Act now.**

### **How to Make the Call:**

Dial (202) 224-3121 to be connected with the United States Capitol switchboard. Inform them of your representative' or senators' name and they will connect you directly with the office you request.

If you reach voicemail, feel free to leave a message. Please leave your name and zip code to ensure your call is tallied.

### **Sample Call Script:**

1. Hi, my name is [name] and I'm calling from [city, state].
2. I'm calling to urge [name of elected officials] to be an active cosponsor of the Scientific Integrity Act and urge the House Science Committee to move this critical bill forward.
3. I want scientists to be able to follow their research wherever it leads—without political interference—and share their findings honestly to help inform governmental decisions on public health and safety.
4. Thank you for your time.

*Note to those organizing local call-in actions:*

You can see if your representatives and senators are already co-sponsors of the Scientific Integrity Act [here](#). If they are, simply adapt the second line to explicitly thank them for being a co-sponsor, and ask them to urge the House Science Committee to move the bill forward.

# Organizing a Call-In Day Campaign

Because the offices of all elected officials keep a record of constituent calls and the issues raised, creating a groundswell of calls on a specific day will make sure your representatives pay attention to your concerns, and offers an easy way for your peers and colleagues to take action.

Here are four steps for organizing an effective call-in day.

1. **Write a script.** Callers will need all the facts right there in front of them when they call. In just a few sentences, your script should:

- identify yourself as a constituent, and share any affiliations with local institutions;
- make a concrete “ask” (e.g., “Vote no on bill X”);
- tell your representative why you care and what the implications are for the local community; and
- thank them for their time.

You may also want to prepare a one-page fact sheet to help educate callers on the issue.

2. **Develop an outreach strategy.** Take stock of all the people and networks you know that may be interested in this issue, and any venues where you could publicize your call-in day.

- Are there relevant email lists or Facebook groups you could send your information to?
- Are there local chapters of organizations or school groups you could partner with to promote the call-in day?

- Could you set up a table on your campus or in your community to distribute scripts and connect with colleagues and/or the public?
- Are there relevant blogs, Facebook groups, or Twitter hashtags you can use to spread the word?

3. **Promote and publicize.** Create a brief pitch—just a few sentences—explaining why and how people should participate in the call-in day. Since many hands make for lighter work, ask some friends or colleagues to help you do the outreach. And if you want to track the results, you can create a collaborative document (e.g., a Google Doc) or email address for people to report whether they called.

4. **Follow up.** A few days after the call-in day, reach out to your elected officials and position yourself as a resource. Offer more information on the issue and ask if there is anything else you can do. Loop back with the venues or people who participated in the call to thank them and share how the activity went.

## Learn More

For your congressional representatives’ contact information and more tips for successful calls and sample scripts, go to [www.ucsusa.org/action/phone-calls.html](http://www.ucsusa.org/action/phone-calls.html).



When organizing a call-in day, prepare a script for participants so they have all the facts and talking points they need before they pick up the phone.

Sarah B. Brooks/Creative Commons (Flickr)

## **Writing a Letter to the Editor on The Scientific Integrity Act**

We've repeatedly seen presidential administrations attempt to censor, edit, or otherwise control information coming from federal agencies—especially if the information doesn't support the policies they want to put forward. And the Trump administration is taking these efforts to new heights.

Thankfully, members of Congress are showing renewed energy for their responsibility to hold the Trump administration accountable for its relentless attacks on federal scientists and attempts to undermine the role of science in policymaking. The Scientific Integrity Act is a comprehensive and proactive solution to not only protect science from continued attacks, but also put safeguards in place that strengthen scientific integrity standards at agencies to prevent future attacks.

One way to effectively put public pressure on your senators to support this critical legislation is to write a letter to the editor (LTE) of your local newspaper. Leveraging your standing as a technical professional and your voice as a constituent helps to show the support of the scientific community throughout the country and to connect the dots between scientific integrity, good governance, and the health and safety of our communities. Be sure to [let us know where you submitted your letter](#) so we can bring published letters with us when we meet with legislators. For more information on the Scientific Integrity Act and attacks check out this [blog post](#) and [fact sheet](#) (pdf).

### **Sample Talking Points:**

- When science is censored or manipulated, government decisions about our health, safety, and environment suffer. That's why scientists need to be able to follow their research wherever it leads—without political interference.
- There is a new path forward—some members of Congress recently introduced the Scientific Integrity Act.
- The bill is a comprehensive and proactive solution to not only protect science from continued attacks, but also put safeguards in place that strengthen scientific integrity standards at agencies, such as the Environmental Protection Agency and Food and Drug Administration, to prevent future attacks.
- This bill is a critical step to protect scientists' rights to share their research honestly with the public and the press and to prevent government officials from suppressing, altering, or creating misleading scientific findings by allowing scientists the right of last review when their work is used in a public statement.
- [Share an example of a local issue that is important to people's health and safety to showcase what benefits your state or district can gain when we are able to use science, free of political manipulation, to solve pressing problems.]
- Senators/Rep [name] need to support the Scientific Integrity Act and urge the House Science Committee to move this important bill forward.

# Writing a Letter to the Editor

Letters to the editor (LTEs) of your local or regional newspapers are an effective and easy way to get your message in front of a large audience. The editorial page is one of the most-read pages in any newspaper, and members of Congress keep a close eye on local media coverage, including LTEs, in order to “take the pulse” of issues important to their constituents.

Even if your letter is not published, it will help educate and persuade editors. The more letters they receive on a given topic, the clearer its importance to the community will become, resulting in more space dedicated to that issue—both on the paper’s editorial page and in news articles.

Here are the seven elements of writing an effective LTE:

1. **Respond to an article in the paper.** Your letter will have a greater chance of being printed if it is in response to an editorial, op-ed, or front-page story. Many papers even require you to reference a specific article, so begin your letter by citing the original story’s title, date, and author. Some papers do occasionally print LTEs that call attention to a lack of coverage on a specific issue; if this is the case with your topic, begin by stating your concern that the paper hasn’t adequately addressed this important issue.
2. **Follow the paper’s directions.** Information on how and where to submit an LTE is usually found right on the editorial page, often including guidelines on what the paper looks for in LTEs. If you can’t find the information, simply call the paper and ask how to submit a letter in response to a recently published article.
3. **Share your expertise.** If you have relevant qualifications on the topic you’re addressing (e.g., you are a Prius owner writing about hybrid cars), be sure to include that in your letter.
4. **Refer to the legislator, policymaker, or corporation you are trying to influence by name.** If your letter includes a legislator’s name, in almost all cases they will be given the letter to read personally. Government agencies and corporations also monitor the media, especially in areas

where they have offices or facilities. Be sure to use each legislator’s, policymaker’s, or corporation’s full name.

5. **Write the letter in your own words.** Editors, like all journalists, value authenticity and originality.
6. **Refute, advocate, and make a call to action.** Most LTEs follow a standard format. Open your letter by refuting the claim made in the original story, then use the next few sentences to back up your claims and advocate for your position. Try to focus on the positive, using data whenever possible. For example: “According to the Union of Concerned Scientists, investments in renewable energy would bring more than \$200 million to our state and create 36,000 jobs by 2020.” Then wrap your letter up by explaining what you think needs to happen now—your call to action.
7. **Include your contact information.** The paper will let you know if it is going to publish your letter, so be sure to include your name, address, and daytime phone number.

## Additional Tips and Resources

- Keep your letter short (150 words or fewer is best); letters longer than 200 words will likely be edited or not printed. Focus on one or two main point(s) at the most, and get to the point in the first two sentences. If possible, include interesting facts, relevant personal experience, and any local connections to the issue.
- Be timely. Respond to an article within two or three days of its publication.
- If your letter is published, and targets a specific legislator, policymaker, or corporation, clip out the printed letter and send it to the target with a brief cover note. This way you can be certain that the appropriate decisionmaker sees it.

If you have any questions as you draft your letter to the editor, or to learn more about the Union of Concerned Scientists Science Network, email [ScienceNetwork@ucsusa.org](mailto:ScienceNetwork@ucsusa.org).

# Checklist for Organizing an Effective Event

You may have already voiced your support for the role of science in policymaking by writing letters to the editor of your local newspaper. You may have emailed your senator or local congressional representative. You may have called their offices or even visited them in person. But how do you show there is a whole community standing up for science? You can plan an event.

Events can motivate both your neighbors and local decision-makers to take action—whether at a community festival or event where you can discuss the issues with your elected official, a letter-writing party targeting your elected official, or a film screening or teach-in designed to broaden your network of allies.

The following checklist covers five key elements of an effective event.

## 1. Set Your Goal and Strategies

- Brainstorm with your planning group, and agree on concrete outcomes and benchmarks for success

*Note: Remember that events can serve multiple purposes. They can be effective for attracting new members, raising funds, getting media attention, influencing policymakers, educating the public, and promoting dialogue on your issue. They can also serve as a springboard to direct action aimed at social or policy changes.*

- Draft the top two or three takeaways for attendees. (This will shape the program, as well as promotional language that will set expectations for the event.)
- Identify your key audiences
- Take inventory of assets and connections that could help shape or support a successful event. (Consider resources such as venue locations, relationships with local organizations, connections with related policymakers, access to a/v equipment, etc. within your planning group, institution, and community.)

*A well-organized event can motivate your neighbors and local decisionmakers to take action.*

## 2. Design a Compelling Program

- Map out the best format and tone to meet your goals (i.e., a panel, rally, training, or teach-in)
- Identify the best voices and messengers for an informative and authentic discussion
- Match the content of the event to your benchmarks for success
- Identify all the venues and supplies needed to ensure the event runs smoothly
- Confirm that the design of your materials and the message they convey are consistent with your objectives and intended audiences
- Develop a timeline that breaks down all tasks (recruitment, materials, publicity, media, content, coordination with presenters and partners, etc.) and identifies those responsible for them to ensure attendees stay engaged from start to finish
- Conduct a walk-through of the event with your core goals in mind

## 3. Ensure the Event Is Inclusive

- Take time to learn about the communities most affected by the issue being discussed and how they are organizing to address it
- Explore any authentic, meaningful opportunities to collaborate with groups that represent these communities, or to amplify their stories and work
- Invite diverse speakers and ensure the program incorporates the perspectives of the most affected communities
- Ensure the language, tone, and format of your recruitment efforts are accessible to all intended audiences

## 4. Recruit and Promote the Event

- Make a “publicity pack” including all the information and materials needed to easily promote the event
- Consider the “four Cs of recruitment:” **connect** with people in a friendly way, provide **context** for the event and the importance of the issue being discussed, ask for a **commitment**, and find **common ground** with your invitees

**Consider the “four Cs of recruitment”—connect, context, commitment, and common ground—to build excitement for your event and motivate people to attend.**

- Brainstorm all promotional venues and tasks
  - Online: listservs, Facebook, Twitter, blogs, posts on Patch.com or community-based sites
  - Offline: flyers, canvassing, banners or tables in high-traffic public spaces, presentations at related meetings, press advisories for local newspapers

- Target specific invitees, and send personal invitations through individual emails, calls, or meet-ups
- Expand your reach by tapping into the personal connections of the event team or your partners

## 5. Keep the Momentum Going by Following Up

- Design clear next steps or actions that attendees can take after the event
- Create a mechanism for obtaining your attendees’ names, contact information, and issues of interest
- Develop the tools (e.g., take-home handouts) needed for attendees to remain engaged on the issue
- Follow up with all attendees and express your gratitude to everyone involved in the planning, program, and promotion
- Share highlights of the event with policymaker staff, local media, institution leaders, or other stakeholders
- Last but not least, be sure to celebrate all the hard work you and your team accomplished!



# Planning an Inclusive and Accessible Event

Ensuring that people feel welcome and able to fully participate in any in-person event you're planning may take time, but it's essential to your success. The following checklist of best practices can get you started; for further advice see the list of resources at the end. Please share this information with your colleagues and partners, and let us know if you have suggestions or additions for future updates.

## Before the Event

Inclusivity should never be an afterthought. For a successful event, begin incorporating inclusivity and accessibility into the early stages of your planning.

### DEVELOPING THE PROGRAM

- Co-create promotional materials with partners to confirm their preferred language and terminology.
- If the event will be held outside your community, defer to local partners for speaker recommendations.
- Who is the audience you are trying to attract, and is your messaging appropriate for that audience?
- Invite speakers who are affected by the issue and who your audience will relate to.
- Ask for speakers' pronouns so you can properly introduce them on promotional materials and in person.
- Who will give opening remarks?
- Which colleagues or volunteers will join you and talk with attendees?

### EVENT MESSAGING AND INVITATIONS

- Avoid ableist language both in person and in your messaging.
- Promote the event on a variety of platforms and to a diverse audience.
- In the invitation, ask attendees about pronouns and food allergies, and whether they will need translation services, childcare, or transportation.
- Use simple language when describing the event.

### LOGISTICS

- Be sure to consider venues and catering companies owned by women and people of color.

- Choose a wheelchair-accessible venue.
- Every speaker should have a microphone, and should have the option to stand or sit as they prefer.
- Make sure to visit the venue at least a day before the event so you can provide directions and accessibility tips for attendees.
- Is there adequate public transportation to the event? Is there validation for parking?
- When possible, events should be free, and you should reimburse travel and parking.
- Offer childcare at the venue.
- Be sure the day you choose to hold the event does not conflict with a religious holiday.

*Ensuring that people feel welcome is critical for hosting a successful event.*

### LANGUAGE ACCESSIBILITY

- Identify people who have experience creating multilingual spaces.
- Do you need to hire an interpreter?
- Consider whether you need translation(s) of your invitation, promotional materials, and handouts.

### FOOD AND DRINK

- If you're hosting a happy hour, use messaging that welcomes people who don't drink alcohol.
- Provide food suitable for many diets and restrictions.
- Does the caterer use ingredients that are locally sourced, organic, pesticide-free, non-GMO, or antibiotic-free?
- Adjust food orders as you receive RSVPs to reduce food waste, and find a nearby food pantry that will accept any excess food.

## During the Event

- Invite people to share their pronouns and provide name tags that allow people to fill in their names and pronouns.

- Hold yourself accountable for respecting pronouns and correcting people who use the wrong pronouns.
- Have a plan for how you would defuse potentially tense situations involving racist, sexist, anti-gay, anti-trans, or classist language or behavior.
- Give each speaker in a panel discussion equal time. If you're facilitating a group discussion, give special attention to voices that need to be amplified.
- During Q&A sessions, allow a diverse group of attendees to ask questions.

## After the Event

- Follow up on action items that arise during the event (sending resources, connecting people, etc.).
- Thank your speakers, caterers, community partners, etc.
- Ask speakers and participants for feedback and have a plan for remaining connected.
- Reflect on the event:
  - o Who attended—did you have a diverse audience?
  - o Who were your speakers—did they represent different experiences?
  - o What would you do differently? Was there anything you were unprepared for, and should be included in this document?

## Additional Resources

For more information on how to incorporate inclusivity and accessibility into your communications, event planning, and event facilitation, we encourage you to visit the following academic and nonprofit resources:

- Ableism/Language ([www.autistichoya.com/p/ableist-words-and-terms-to-avoid.html](http://www.autistichoya.com/p/ableist-words-and-terms-to-avoid.html))
- Anti-Oppressive Facilitation for Democratic Process ([http://aorta.coop/portfolio\\_page/anti-oppressive-facilitation](http://aorta.coop/portfolio_page/anti-oppressive-facilitation))
- Diversity, Equity, and Inclusion: An OpenCon Report on Conference Planning (<https://sparcopen.org/wp-content/uploads/2017/07/Diversity-Equity-and-Inclusion-Report-July-10-V1-Release.pdf>)
- Fakequity (<https://fakequity.files.wordpress.com/2016/07/fakiequit5.pdf>)
- How to Build Language Justice ([http://antenaantena.org/wp-content/uploads/2012/06/langjust\\_eng.pdf](http://antenaantena.org/wp-content/uploads/2012/06/langjust_eng.pdf))
- Jemez Principles for Democratic Organizing ([www.ejnet.org/ej/jemez.pdf](http://www.ejnet.org/ej/jemez.pdf))
- A Progressive's Style Guide ([https://s3.amazonaws.com/s3.sumofus.org/images/SUMOFUS\\_PROGRESSIVE-STYLE-GUIDE.pdf](https://s3.amazonaws.com/s3.sumofus.org/images/SUMOFUS_PROGRESSIVE-STYLE-GUIDE.pdf))
- Pronouns ([www.colorado.edu/cisc/resources/trans-queer/pronouns](http://www.colorado.edu/cisc/resources/trans-queer/pronouns))

FIND THIS DOCUMENT ONLINE: [www.ucsusa.org/scientiststoolkit](http://www.ucsusa.org/scientiststoolkit)

 [TWITTER.COM/SCINETUCS](https://twitter.com/SCINETUCS)

 [FACEBOOK.COM/UNIONOFCONCERNEDSCIENTISTS](https://facebook.com/unionofconcernedscientists)

 [LINKEDIN.COM/GROUPS/8540478](https://linkedin.com/groups/8540478)

*The Union of Concerned Scientists puts rigorous, independent science to work to solve our planet's most pressing problems. Joining with people across the country, we combine technical analysis and effective advocacy to create innovative, practical solutions for a healthy, safe, and sustainable future.*

## Sample Promotional Language for Your Actions

*(Personal email, social media, and letter to the editor email templates)*

### Email to Promote a Call Drive or Event

Hi {{Insert FirstName or Name of Network}}

I am/We are joining thousands of science, health, and safety advocates in a nationwide push to get members of Congress to support the Scientific Integrity Act—and we need your help.

We've repeatedly seen presidential administrations attempt to censor or interfere with critical scientific information coming from federal agencies, especially if the information doesn't support the policies they want to put forward. The Trump administration has taken these efforts to new heights. But this can be avoided with laws and protections in place—and there is a new opportunity for just that through the Scientific Integrity Act.

**Right now, we need to get this on Congress' radar and urge them to support the growing momentum for the act!** Will you join us [date/time/location] to call our members of Congress? We will ask them to sponsor the Scientific Integrity Act and push to get it moving in Congress.

**This [your call action date], take two minutes to tell your member of Congress** that when federal scientists can do their research free from suppression or political manipulation—and share their findings honestly-- we all stand to benefit!

In solidarity,

{add Name/Org name}

Note: Include our sample call script in your email for those who can't attend, and use the "How to Host a Call-In" guide to plan your action. If you are organizing a local call party or setting up a table on campus for people to come make calls, simply add all the details of the location, date, and time for people to be able to attend.

### Social Media Promotion for Your Action

*Twitter*

Scientific integrity is vital for our ability to tackle the health, safety, and environmental issues communities across the country are facing. #StandUpforScience and call your members of Congress to urge them to support the Scientific Integrity Act <https://www.ucsusa.org/action/phone-calls.html>

The best way to prevent the relentless attacks on federal scientists and their research is by passing protections for scientific integrity at agencies. Join our call-in drive: tell your members of Congress to cosponsor the SI Act. #StandUpforScience <https://www.ucsusa.org/action/phone-calls.html>

With federal science consistently under attack, we must take action to protect its integrity. #StandUpforScience—call your members of Congress and tell them to support the Scientific Integrity Act <https://www.ucsusa.org/action/phone-calls.html>

### *Facebook*

Version 1:

We are joining thousands of people nationwide to push Congress to act on the Scientific Integrity Act. This bill would create permanent protections for federal scientists from censorship and manipulation of their research. Join our call-in drive [today/appropriate date]: Pick up the phone and tell your members of Congress to join as a cosponsor for the bill and demand it bill moves forward. <https://www.ucsusa.org/action/phone-calls.html>

Version 2:

The best way to prevent Trump administration's relentless attacks on federal scientists and their research is by protecting scientific integrity at agencies. The recently introduced Scientific Integrity Act does just that: Call your legislators & ask them to co-sponsor the legislation TODAY. <https://www.ucsusa.org/action/phone-calls.html>

## Email to Ask People to Write Letters to the Editor in Their Local Paper

Hi {{Insert FirstName or Name of Network}},

We are joining thousands of science, health, and safety advocates in a nationwide push to get members of Congress to support the Scientific Integrity Act—and we need your help.

We've repeatedly seen presidential administrations attempt to censor or interfere with critical scientific information coming from federal agencies, especially if the information doesn't support the policies they want to put forward. The Trump administration has taken these efforts to new heights. But this can be avoided with laws and protections in place—and there is a new opportunity for just that through the Scientific Integrity Act.

One important way to get members on board in support of this critical bills is to publicly spotlight the value of scientific integrity for the health and safety of the communities that your elected officials represent. **An excellent way to do that is by writing a letter to the editor on the Scientific Integrity Act in your local paper, calling on your members of Congress to sponsor the act and push to get it moving in Congress.**

I'm sharing a [hands-on guide](#) from the Union of Concerned Scientists to easily write an effective letter that will get the attention of your members of Congress about why we need the best available science informing policy.

It's time for our elected officials to hear directly from us, as their constituents, that we support the Scientific Integrity Act and believe scientific integrity is essential to address the health, safety, and environmental issues we face today!

In solidarity,

**{add Name/Org name}**