

March for Science: Messaging Frame

We unite as scientists and science supporters, teachers and parents, global citizens and policymakers, in a grassroots movement to champion science's role in society and in informing the policies that shape our present and future. We all must work to help science thrive -- as a science community and a global public.

That's why on April 22, people will come together at more than 500 locations across the world to participate in the first-ever March for Science.

We are marching because science affects all people around the world, regardless of nationality or political party. **We are uniting** because we share a commitment to the same principles and goals. **We are affirming** that scientific inquiry serves the common good, and that it is the duty of all political leaders and policymakers to apply science in their decision-making in order to serve the public interest. **We are advocating** for science because without science our future is at risk – science protects our water and air, extends our lives and improves our health, protects our planet, and brings our imagination to life. |

As supporters of the march for science, we are committed to shared guiding principles:

- A. **Research is one of our society's best investments:** Revolutionary advances from publicly funded research have created new understanding of and better treatments for cancer, Alzheimer's and unexpected health threats like Zika and Ebola. Basic research forms the building blocks of the exciting discoveries that shape our world and health -- without it, all scientific progress is at risk.
- B. **When we don't invest in STEM education and a 21st century workforce, we hurt our ability to discover, invent and create:** Technology and engineering are driving new advancements and fueling economic growth -- improving everything from everyday tasks to global needs. We must ensure that all people have access to a quality STEM education, and the pipeline of opportunities that creates the scientists, engineers and scientifically-educated public of tomorrow.
- C. **Science is for all of us, and should include all of us:** As we move the field of science forward, we must expand science to include a greater diversity of voices, broadening the questions that we ask about the world and the communities we serve.
- D. **Science must be part of the policymaking process at the local, state, national, and international levels.** We must hold all policymakers, on both sides of the aisle, accountable for implementing policies based on sound science and also demand that they work closely with the scientific community.
- E. **There is no more pressing issue for sustained action than protecting our planet from the worst impacts of climate change:** We've just lived through the three hottest years on record. We need to protect our planet by accepting the overwhelming scientific consensus of climate change and using scientific evidence to protect our environment and preserve our planet for future generations. We must protect our air and water by crafting policies based on scientific discoveries and understanding.
- F. **We cannot allow the silencing of scientists and assault on on the critical work of scientific agencies:** Federal agencies like the EPA and the NIH are critical assets in protecting our lives and the future of our planet. Ideology should not be prioritized over facts.