WHAT’S THE PROBLEM, AGAIN?

It takes 14 years (on average) to get something from the lab into the real world to help people. We think that’s bonkers, don’t you?

Part of that slowdown is because people don’t have the info or access to health research studies—we’re all running races and hashtagging causes and raising money, but the big, huge, wild missing piece to combating diseases?

All of us participating in health research studies.
BACK TO HEALTH RESEARCH—
WHAT EXACTLY IS IT AND WHY SHOULD I HOP ON BOARD?

Let’s break it down. We’ve all been sick at some point, or had people we love struggle with diseases, right? The purpose of health research (also goes by the nickname, ‘medical research’) is to learn how our bodies work, why we get sick, and what we can do to get and stay well. Put another way, health research is the thing that’s working behind the scenes to help find new cures, treatments, and discoveries to help you, your family, and friends (and the rest of the world, too) live better, longer, healthier lives.

Research answers big questions like, What causes cancer? How can we better treat Alzheimer’s? What kind of foods could prevent dementia? How can yoga or playing with dogs reduce stress? How much sleep should I get? The medical care and medicine we all get is all based on—and improved by—health research. It’s not the same as routine medical care you’d get, but it finds ways to boost it. Each study tries to answer specific questions with the goal of leveling-up your life overall. That sound you just heard was us chanting health research’s name!
SO, WHY SHOULD YOU PARTICIPATE IN HEALTH RESEARCH?

People do so for lots of different reasons. Most everyone (whether healthy as a horse, or with a medical condition) wants to help others live healthier, longer lives. People with medical conditions could also benefit from getting a new potential treatment.

Participating in research also gives you the chance to have your voice heard. We geek out over making sure that treatments and cures are designed for EVERYONE, and health research empowers all of us to make that happen no matter who we are, where we live, what our skin color is, or how much money we make. We think that’s pretty cool.

Whatever your reason for getting involved, your participation will do some dang impressive things like:

— Create a better understanding of diseases so we can tackle it.
— Improve the medical system and how things work.
— Change policies related to health (because we can’t do squat without more data...and we’re all pretty much walking data. *mind is blown*)

...AND HELP YOU LIVE YOUR BEST LIFE!
WHY IS THIS THE NEW NORMAL™ THING SO COOL AND HISTORIC?

We’re glad you agree that this is a big deal. Because The New Normal™ (TNN) movement is making health research accessible to everyone at a huge scale for the first time in history, with tons of different people and organizations coming together. **And who doesn’t want to be a part of history?**

TNN is all about sending out the Bat Signal to get everyone to rally for social change. People of all ages and backgrounds, academic medical centers, hospitals, researchers, corporations, nonprofits, everyone is coming together for one cause: to improve human health faster.

Another reason it’s cool? Health research isn’t limited by geography. So, someone with diabetes in L.A. can benefit from a discovery or new treatment that health research found in Chicago. Plus, some studies you can do remotely from anywhere in the world with Internet access or mail. The more we know about ourselves as humans when we’re healthy and when we’re sick adds pieces to the puzzle for finding cures and new treatments.

All it takes is easily registering The New Normal™ Matchmaking Portal to connect with things you care about. As we say, **every little bit healths™**! Welcome to the front lines.
WHO ARE YOU PEOPLE, ANYWAY?

First of all, hi! Second of all, we’re going to flip the script and start off by telling you who we’re not. (Ooh, provocative!) We’re not a pharmaceutical company, and we don’t make money on this. It’s all free to you and the researchers you team up with. We’re funded by grants from the government, academic medical centers, and donations.

Speaking of those heavy hitters, here’s some of the team championing The New Normal™ campaign: the Institute for Translational Medicine (ITM), a partnership between the University of Chicago and Rush in collaboration with Advocate Health Care, the Illinois Institute of Technology (Illinois Tech), Loyola University Chicago, and NorthShore University HealthSystem, as well as the Northwestern University Clinical and Translational Sciences (NUCATS) Institute and the University of Illinois at Chicago Center for Clinical and Translational Science (CCTS). The ITM, NUCATS, and CCTS are fueled by nearly $80 million from the National Institutes of Health (NIH) National Center for Advancing Translational Science (NCATS) Clinical and Translational Science Awards (CTSA) Program. The New Normal™ movement is also supported by the Chicago Department of Public Health and other regional and national partners who believe in empowering everyone to get involved in making discoveries to improve human health.

*Bangs a giant drum* A very special, very huge thanks to University of Michigan for being a critical partner in sharing their technology with us.

Who are we on a deeper level? We’re people like you who want to live healthy, incredible lives and give that gift to our friends, and family. We’re also the folks giving you a platform to champion the things YOU care about—whether it’s how to optimize your health or athletic performance, or finding a cure for diabetes and heart disease, accelerating your nonprofit’s cause, or simply helping make the world a better place. (Or all of the above!) We’re honored to give the public a voice, share their stories, and leave a legacy that can help everyone live their best life.
HOW DO I JOIN THE MOVEMENT?

We’re so glad you asked. There are tons of ways to get involved—ranging from a super easy click of a button to showing up and participating in a research study to putting on a block party. And all make a huge difference!

HERE’S THE RUNDOWN OF HOW TO GET INVOLVED:

REGISTER
Visit the Matchmaking Portal and follow the registration steps (it only takes 2 minutes!) This will kick you off to connect with opportunities in the things you already care about.

PARTICIPATE
Once you’re registered, you’re officially considered a VIP (Very Important Participant) and you’ll start to get notifications of studies that you’re a great match for. You can check out your matches, find something you love, and participate—and earn that P in VIP! Bonus: some studies are as easy as something you can do from home.

SHARE
To keep the movement, well, moving, take a photo of your VIP-self in action at the study or afterward, share it on social, and tag us @BeTheNewNorm so we can give you a shout-out. This is also where you can ask us any questions, raise awareness of your story, hear ours, and pass on any breakthroughs/info you think would be helpful to friends and family.

BECOME A VIP CHAMP
Yes, that’s like a Very, Very Important Participant. Sign up for our newsletter, get involved in our fests and events, and be the go-to source in your social group for all things TNN.

BINGO, BANGO YOU’RE CHANGING THE WORLD.

GOT AN IDEA? WE’D LOVE TO HEAR IT!
DROP US AN E-LINE AT ASK@BETHENEWNORMAL.ORG.