A “disease” approach in life extension advocacy can facilitate communication with the general public

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Founded in 2015

Hosted 4 successful campaigns in support of aging and longevity studies

More than $200 000 collected for research

The results of one study have been already published*

Three studies are currently ongoing

MitoSENS Mitochondrial Repair Project
Engineering backup copies of mitochondrial genes to place in the nucleus of the cell, aiming to prevent age-related damage and restore lost mitochondrial function.

The Major Mouse Testing Program
Testing a new class of compounds, Senolytics, on their ability to extend healthy lifespan by clearing out dysfunctional cells in the body.

OncoSENS Control ALT Delete Cancer
High-throughput screening of a library of diverse drugs to find treatments for ‘ALT’ cancers, those which rely on Alternative Lengthening of Telomeres.

CellAge: Targeting Senescent Cells With Synthetic Biology
Designing better systems for detection and safe removal of dysfunctional “senescent” cells to improve health and treat age-related diseases.
We still need more data on the mechanisms of aging, but the basic science is underfunded.

Without studies on cells and mice it is impossible to get to the stage of clinical trials in humans.

State funding is more often allocated to mainstream areas, such as research on single diseases.

Business does not have much interest in basic science, because usually there is no final product yet that can be sold.
How to get more funding for gerontology?

Let’s become better at teaching!
Didactic principles we should not break

Active and conscious participation

Systematization

Accessibility and individual approach
Active and conscious participation: make the newcomer see the benefits

Don’t touch the fire:
For the newcomer, the expression “life extension” means extension of old age!
It also means “enhancement” which is often rejected.

Immortal people are pictured by pop culture as mad, morally inferior and bored.

Instead, make the benefits clear:
Addressing aging could lead to healthy life extension, and could allow us to cure or prevent age–related diseases.
**Systematization:** divide the material into small units and arrange them to follow the educational logic

**Begin with simple, move to more complex:**

Explain what aging is.

Explain the relationship between aging, damage accumulation and disease.

Explain how addressing aging mechanisms can lead to the extension of the healthy and youthful period of life.

[www.leafscience.org/aging](http://www.leafscience.org/aging)
Accessibility and individual approach: use simple language and discuss the concerns

Avoid being too technical, if you are not being understood then scientific terms do not matter.

www.leafscience.org/blog

Don’t refuse to discuss any concerns as people prefer to take into account the consequences before making important decisions about their values, health and money.

www.leafscience.org/education/concerns
Recommended papers to read


There are many more…
Going through a labyrinth: what typical biases can undermine your efforts?

Public support for rejuvenation technologies!
Typical biases you can face

- **Diffusion of responsibility**: someone else should help.
- **Identifiable victim effect**: no empathy for an undetermined group of people.
- **Scope neglect**: is aging really the main killer?
- **Zero risk bias**: better to focus on single diseases than to address the aging processes that cause it.
- **Status quo bias**: known conditions seem better than unknown/new ones.
- **Hyperbolic discounting**: the bigger the delay the less useful an offer seems, even if it is a cure to prevent age-related diseases.
Let’s talk about the extension of the healthy period of life more often, especially with new people.

Let’s explain to people that the technologies to address aging mechanisms will help treat and prevent age–related diseases.

Let’s be more systematic in our education activities.

Let’s openly discuss the concerns people have.

Let’s take into account that we humans can be biased.
Thank you!

If you have an interesting research project in mind to investigate the main mechanisms of aging or you would like to discuss other forms of partnership, you are welcome to contact us at info@lifespan.io

Welcome to www.lifespan.io to know more about our work

And you are welcome to subscribe to our newsletter!