

NIEHS Office of Communications and Public Liaison (OCPL)
February - May 2020 - Events, Outreach, and News Coverage
June 2, 2020

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I. Events

- **Coronavirus communications.** The OCPL director led developing and editing the NIEHS communication plan. She also coordinated with NIH OD, HHS, and the White House on internal and public communications concerning policies and procedures for the COVID-19 response.
- **World Asthma Day, May 5.** OCPL led writing the statement and press release for NIH.
- **Guests from Bangladesh.** OCPL hosted an informational session March 5 for a delegation of 50 government officials from Bangladesh. They visited the U.S. as part of a short-term training program at the Duke University Center for International Development. DERT staff presented on NIEHS grant-supported research in Bangladesh on arsenic and children's health.

Open session of Council meetings can be viewed live on YouTube, and recordings of prior meetings are posted to the NIEHS website.

See the monthly newsletter [Environmental Factor](#) for more information about institute events.

II. Public Information and Outreach

Website: Updated and new content for Health & Education and other webpages

- Assisted with design and code for [COVID19 PVI Index](#) application. Wrote and edited the [quick start guide](#) for the new COVID-19 PVI dashboard.
- [Kidney Diseases](#) new webpage
- [Inflammation](#) new webpage
- [Cosmetics and Your Health](#) updated webpage
- [NTP PFAS webpage](#) updated with PFOA chronic studies report released May 5
- [Climate Change and Human Health Literature Portal](#) updated
- Integrating NLM content (ToxTown) with NIEHS pages, where appropriate

Fact Sheets

- [Endocrine Disruptors and Your Health](#) (update)
- [Autoimmune Diseases and Your Environment](#) (new)
- [Cosmetics and Hair Dye](#) (update)
- [Reproductive Health in Females and Males](#) (new)

Social Media Accounts

In accordance with popular trends, NIEHS continues to use social media to reach new audiences with its environmental health messages. Content is regularly posted through these platforms:

- [Facebook](#) (targeted to a general audience)
- [Twitter](#) (@NIEHS - targeted to both lay audience and science community)
- [LinkedIn](#) (targeted to people working in the environmental health field)
- [YouTube](#) (targeted to both lay audience and science community)

Social Media Growth Trends

Social media followership continues to steadily increase. From January 2020 to May 20, 2020, the NIEHS:

- Twitter feed increased from 18,886 to 19,769 followers
- Facebook page increased from 24,860 to 26,958 followers
- LinkedIn page increased from 4,032 to 4,432 followers

Social Media Highlights

- World Autism Month (April) — Promoted the health topics page on autism.
- National Public Health Week (April 6-12) — Promoted subscribing to the Environmental Factor.
- Earth Day 2020 (April 22) — Promoted the live webcast of the NIEHS Earth Day 2020 presentation and the NIEHS “Climate Change and Human Health” webpage.
- National Environmental Education Week (April 20-24) — Shared the NIEHS Citizen Schools video.
- National Nutrition Month (March) — Promoted a PEPH resource on nutrition and the environment.
- International Prenatal Infection Prevention Month (February) — Shared the 2016 EHP article “Infant Infections and Respiratory Symptoms in Relation to in Utero Arsenic Exposure in a U.S. Cohort.”
- World Cancer Day (February 4) — Promoted the NIEHS Environmental Health Topics page for cancer.

OCPL also promoted the following NIEHS and grantee news through social media:

- Custom tweet promoting a YouTube video about a new NIEHS SRP study which found an electrochemical system can break down tetrachloroethylene in groundwater. (April)
- Researchers Seek to Develop Antiviral Membrane Mask (UK, 4-6-20)
- New sensors could offer early detection of lung tumors (MIT, 4-6-20)
- Autoimmunity May Be Rising in the United States (NIEHS, 4-9-20)
- Iowa Superfund Research Program receives \$11.4M from NIH to continue study of airborne PCBs (Iowa, 4-21-20)
- Connecting Your World with Your Health (NC State, 3-11-20)
- Video: The Molecular Toxicology Interdepartmental Program at UCLA (SOT TV, 3-16-20)
- Welcome to the Rutgers Virtual Pharmacology and Toxicology Conference 2020! (Rutgers, 3-19-20)
- Researchers develop tool to help communities access environmental risk data (Texas A&M, 3-26-20)
- Engagement with a Range of Stakeholders Can Lead to Environmental Health Solutions (Univ. of Rochester, 2-5-20)

- Common water disinfecting method may result in toxic byproducts, study finds (Johns Hopkins, 2-6-20)
- A High-Fiber Diet May Counteract the Harmful Health Effects of Pollutants (Kentucky Superfund, 2-7-20)

Other NIEHS and NIH projects and events were promoted through social media:

- Shared posts to Facebook and Twitter promoting NIH's participation in the Ken Burns PBS documentary, "The Gene: An Intimate History." (April)
- Promoted new NIEHS resources, including the autoimmunity factsheet and health topics pages on inflammation as well as kidney disease. (April)
- Created a custom post for Twitter promoting a new funding opportunity for the NIEHS Revolutionizing Innovative, Visionary Environmental-health Research (RIVER) program.
- NIH Careers Twitter Chat — OCPL coordinated with OSED to promote and participate in this event about the NIEHS Summer Internship program, Scholars Connect Program, and NIH Pathways Program.
- NIH ORWH Facebook Live Event — OCPL compiled custom posts for Facebook and Twitter, promoting this event and its goal to provide mentoring advice and expertise for women researchers of color.

Social media projects related to the coronavirus:

- COVID-19: Demand grows for free groceries, but packing and distributing them safely can be tricky (Cincinnati Interfaith Worker Training Program via ABC Local News, 4-10-20)
- Shared posts on FB and Twitter promoting the CDC's COVID-19 self-checker system, Clara. (April)
- Shared posts on FB and Twitter promoting an NIH blog post on COVID-19 and mental health from Francis Collins and Joshua Gordon. (April)
- COVID-19 Workers Get Training to Protect Their Own Health (NIEHS, 3-23-20)
- Shared posts on FB and Twitter promoting the CDC's parent resource for answering children's questions about COVID-19. (April)
- Coordinated with other ICs to distribute multiple NIH and CDC resources to the public via social media regarding COVID-19 research, safety tips, and other recommendations for promoting public health.
- Coordinated with NIH to create a comprehensive COVID-19 web resource, which includes a link to the Worker Training Program's resource page for protecting first responders from the virus.
- Coordinated with NIH to promote an Instagram Live conversation between NIAID Director Anthony Fauci and three-time NBA champion Stephen Curry.
- Penned custom posts sharing Anthony Fauci's "Coronavirus Facts 101" interview with The Daily Show.

III. News Coverage

NIEHS News Releases

- May 5, 2020: [NIH Statement on World Asthma Day 2020](#)
- April 8, 2020: [Autoimmunity May Be Rising in the United States](#)
- March 23, 2020: [COVID-19 Workers Get Training to Protect Their Own Health](#)

Grantee News Releases Promoted by NIEHS:

- May 19, 2020: [Scientists find evidence of link between diesel exhaust, risk of Parkinson's](#)

- April 23, 2020: [Commonly Used Chemicals Associated With Miscarriage, Yale School of Public Health Study Finds](#)
- April 2, 2020: [UK Researchers Seek to Develop Antiviral Membrane Mask](#)
- April 1, 2020: [Preeclampsia Linked to Neurologic Disease in Full-Term Babies](#)
- April 1, 2020: [New Sensors Could Offer Early Detection of Lung Tumors](#)
- March 18, 2020: [Using “organs-on-a-chip” to Model Complicated Diseases](#)
- March 16, 2020: [Texas A&M Researchers Develop New Tool to Help Communities Access Environmental Risk Data](#)
- March 16, 2020: [Health Benefits for Kids Outweigh Risks of Eating Fish During Pregnancy](#)
- March 5, 2020: [The Complex Biology Behind Your Love \(or Hatred\) of Coffee](#)
- February 26, 2020: [Women Firefighters Face High Exposure to Toxic ‘Forever Chemicals’](#)
- February 20, 2020: [Think All BPA-free Products Are Safe? Not so Fast, Scientists Warn](#)
- February 6, 2020: [Cancer-causing Culprits Could Be Caught by Their DNA Fingerprints](#)

News Coverage of NIEHS Science, Researchers, and Activities

- May 1-17, 2020 - 192 media stories
- April 2020 - 412 media stories
- March 2020 - 398 media stories
- February 2020 - 735 media stories

NIEHS in the News

Media stories ran in many different outlets and feature a variety of topics. See table on next pages.

Date	Headline	Source	People Likely Reached	URL
Major Outlets				
14-May-20	What is the ACE2 receptor, how is it connected to coronavirus and why might it be key to treating COVID-19?	Yahoo! News	28,980,179	https://www.yahoo.com/news/ace2-receptor-connected-coronavirus-why-120449692.html
8-May-20	Navajo Nation residents face coronavirus without running water	CBS News	28,196,319	https://www.cbsnews.com/news/coronavirus-navajo-nation-running-water-cbsn-originals/ https://www.timesnownews.com/health/article/wh
7-May-20	What is Styrene gas and how can it affect your health?	Times Now (IN)	7,036,682	at-is-styrene-gas-and-how-can-it-affect-your-health/588356
30-Apr-20	Complications during a woman's first pregnancy linked to increased risk of future premature births	Yahoo! News	45,005,762	https://news.yahoo.com/complications-during-womans-first-pregnancy-linked-increased-risk-101935099.html
30-Apr-20	How to Eat Less Plastic	Consumer Reports	2,832,540	https://www.consumerreports.org/health-wellness/how-to-eat-less-plastic-microplastics-in-food-water/
19-Apr-20	A Decade Later, Gulf Residents Suffer From BP's Toxic Legacy	The Huffington Post	30,336,909	https://www.huffpost.com/entry/bp-oil-spill-10-years-deepwater-horiz_n_5e99bd62c5b6c45259d5aa12
17-Apr-20	Rates of Autoimmunity Rise in US	Everyday Health	14,235,974	https://www.everydayhealth.com/autoimmune-diseases/autoimmunity-rates-on-the-rise-in-the-united-states-study-says/
13-Apr-20	Asthma Hospitalizations Dropped after Louisville Power Plants Retired Coal or Installed Better Emission Controls	Yahoo! Finance	34,929,025	https://finance.yahoo.com/news/asthma-hospitalizations-dropped-louisville-power-151400043.html
7-Apr-20	Does 5G cause or spread the coronavirus? Here's what experts say	Fortune	5,041,693	https://fortune.com/2020/04/07/5g-coronavirus-health-cancer-radiation-studies-safely-use-cellphone/
30-Mar-20	COVID-19 and Autoimmune Disease: What You Need to Know	Health Central	1,078,082	https://www.healthcentral.com/article/coronavirus-and-autoimmune-disease
26-Mar-20	Workers at Risk for COVID-19 Exposure Can Access Online Training	Drugs.com	31,324,623	https://www.drugs.com/news/workers-risk-covid-19-exposure-can-access-online-training-89224.html
25-Mar-20	What is BPA? The dangerous chemical found in 10% of canned foods	INSIDER	26,163,319	https://www.insider.com/what-is-bpa https://m.dailyhunt.in/news/india/english/hastaksh-ep+english-epaper-
13-Mar-20	Lavender oil linked to early breast growth in girls	DailyHunt English (IN)	10,782,437	wth+in+girls+study-newsid-171352230
6-Mar-20	Experts Question Evidence Linking Fluoride to Lower IQ	Medscape	13,076,260	https://www.medscape.com/viewarticle/926346

6-Mar-20	The Connections Between Autoimmune Diseases and Cancer	US News & World Report: Health	345,264	https://health.usnews.com/conditions/autoimmune-disease/articles/connections-between-autoimmune-diseases-and-cancer
4-Mar-20	Six things to know about the coronavirus funding package	Politico	17,596,122	https://www.politico.com/news/2020/03/04/coronavirus-funding-package-121209
12-Feb-20	Inside Louisiana's horrifying 'Cancer Alley,' an 85-mile stretch of pollution and environmental racism	Business Insider	68,636,020	https://www.businessinsider.com/louisiana-cancer-alley-photos-oil-refineries-chemicals-pollution-2019-11
11-Feb-20	Stricter Clean Air Laws Could Save Thousands of Lives a Year: Study	US News & World Report	25,922,487	https://www.usnews.com/news/health-news/articles/2020-02-11/stricter-clean-air-laws-could-save-thousands-of-lives-a-year-study
10-Feb-20	FDA Report Continues to See No Link Between Cell Phones and Cancer	Bloomberg	22,814,473	https://www.bloomberg.com/news/articles/2020-02-10/fda-report-continues-to-see-no-link-between-cell-phones-cancer
7-Feb-20	What is mercury poisoning? Janelle Monae recovering from fish-rich pescatarian diet	Today.com	16,840,152	https://www.today.com/health/what-mercury-poisoning-janelle-monae-recovering-fish-rich-pescatarian-diet-t173351
4-Feb-20	FDA holds rare public meeting on asbestos testing in talc	Reuters	20,120,416	https://www.reuters.com/article/us-health-fda-talc/fda-holds-rare-public-meeting-on-asbestos-testing-in-talc-idUSKBN1ZY0IX?il=0
Specialty, Regional, and Local Outlets				
15-May-20	Bacterial contaminants found in Juul vaping products	Healio	2,082,723	https://www.healio.com/pulmonology/smoking-and-tobacco/news/online/%7B9e18717b-7435-43c7-ab63-124001b8d953%7D/bacterial-contaminants-found-in-juul-vaping-products
30-Apr-20	A better evil? Evaluating the risk of GenX pollution in Cincinnati	WCPO	1,102,863	https://www.wcpo.com/news/local-news/i-team/a-better-evil-evaluating-the-risk-of-genx-pollution-in-cincinnati
3-Apr-20	Researchers seek to develop antiviral membrane mask	Phys.org	4,621,343	https://phys.org/news/2020-04-antiviral-membrane-mask.html
2-Apr-20	Preeclampsia during pregnancy increases risk for neurodevelopmental disorders among offspring	Healio	1,724,321	https://www.healio.com/psychiatry/add-adhd/news/online/%7B341d3ef9-e709-4ae4-b79e-7e6fc0c8f9a6%7D/preeclampsia-during-pregnancy-increases-risk-for-neurodevelopmental-disorders-among-offspring
1-Apr-20	Endocrine-disrupting chemical exposure during pregnancy influences obesity across two generations	Healio	1,724,321	https://www.healio.com/endocrinology/obesity/news/online/%7B2dfe9c24-d179-4f37-ab3d-d040527ca3d6%7D/endocrine-disrupting-chemical-exposure-during-pregnancy-influences-obesity-across-two-generations
24-Mar-20	Climate change: A growing threat to children's health	Healio	1,972,040	https://www.healio.com/pediatrics/practice-management/news/print/infectious-diseases-in-children/%7B5d25ccbb-ec75-42e5-906b-f8d76fb084a7%7D/climate-change-a-growing-threat-to-childrens-health

22-Mar-20	Those with weakened immune systems take social distancing to an extreme	The Boston Globe	4,208,081	https://www.bostonglobe.com/2020/03/22/metro/those-with-weakened-immune-systems-take-social-distancing-an-extreme/
18-Mar-20	Using 'organs-on-a-chip' to model complicated diseases	ScienceDaily	6,777,350	https://www.sciencedaily.com/releases/2020/03/200318143758.htm
10-Mar-20	Study: Evidence does not support classifying fluoride as cognitive neurodevelopmental hazard	American Dental Association	485,692	https://www.ada.org/en/publications/ada-news/2020-archive/march/evidence-does-not-support-classifying-fluoride-as-hazard
6-Mar-20	New drugs aim to disarm the immune system's 'atomic bomb' cells	Science	6,356,830	https://www.sciencemag.org/news/2020/03/new-drugs-aim-disarm-immune-system-s-atomic-bomb-cells
6-Mar-20	The complex biology behind your love (or hatred) of coffee	Neuroscience News	387,431	https://neurosciencenews.com/coffee-biology-15871/
3-Mar-20	Imaging technique reveals 3D forces exerted by tiny cell clusters	ScienceDaily	6,547,254	https://www.sciencedaily.com/releases/2020/03/200303140153.htm
26-Feb-20	Comparing PFAS exposures in female firefighters and office workers	American Chemical Society	3,087,982	https://www.acs.org/content/acs/en/pressroom/newsreleases/2020/february/comparing-pfas-exposures-in-female-firefighters-and-office-workers.html
20-Feb-20	Toxic groundwater forces closure of Oakland high school	The Mercury News	4,956,632	https://www.mercurynews.com/2020/02/20/toxic-groundwater-forces-closure-of-oakland-high-school/
19-Feb-20	Why Liquid Mercury Is So Damn Weird	Popular Mechanics	7,693,881	https://www.popularmechanics.com/science/a30997623/liquid-mercury-facts/
19-Feb-20	Duke study finds not all 'in-home' water filters remove toxic chemicals	WECT TV6	259,610	https://www.wect.com/2020/02/20/duke-study-finds-not-all-in-home-water-filters-remove-toxic-chemicals/
18-Feb-20	Think all BPA-free products are safe? Not so fast, scientists warn	University of Missouri	690,877	https://news.missouri.edu/2020/think-all-bpa-free-products-are-safe-not-so-fast-scientists-warn/
7-Feb-20	'Plan ahead, be prepared' at Texas A&M disaster readiness event	KBTX	209,405	https://www.kbtv.com/content/news/Plan-ahead-be-prepared-at-Texas-AM-disaster-readiness-event-567672421.html
7-Feb-20	Prenatal vitamin D supplementation failed to prevent asthma in at-risk children	Healio	1,782,665	https://www.healio.com/pulmonology/asthma/news/online/%7B4f209971-d191-4ef7-ad1b-84f5a7744c63%7D/prenatal-vitamin-d-supplementation-failed-to-prevent-asthma-in-at-risk-children
3-Feb-20	You can save money by dyeing your hair at home. But should you?	The Seattle Times	3,936,805	https://www.seattletimes.com/explore/shop-northwest/you-can-save-money-by-dyeing-your-hair-at-home-but-should-you/
3-Feb-20	Up in Smoke: Tracking the Dangers of Vaping	Louisiana State University	607,215	https://www.lsu.edu/vetmed/vet_news/vaping.php