

**NIEHS Office of Communications and Public Liaison (OCPL)**  
**May 2017 – September 2017**

**CONTENTS**

- I. EVENTS
- II. NEWS COVERAGE
- III. PUBLIC INFORMATION AND OUTREACH

**I. EVENTS**

**Upcoming Meetings/Conferences.** OCPL will be exhibiting at the International Society of Exposure Science conference October 15-19 in Research Triangle Park, as well as the American Public Health Association meeting November 4-8 in Atlanta.

**Promotional Materials were developed for the following NIEHS events/activities:**

- Keystone Lecture Series seminar on Large Scale Text Analysis – May 1
- Big Picture, Small Talk on The Turf War: Is Crumb Rubber Safe? – May 25
- Public Service Recognition Week – May 7-13
- Genomics Day – May 11
- Keystone Lecture Series seminar on Reversible DNA and RNA Methylation in Gene Expression Regulation – May 15
- Rodbell Lecture “How Chemical and Synthetic Biology Are Revolutionizing Biomedical Science” by Bryan Roth Hill – May 16
- Epigenetics, Stem Cells, and Environmental Health Symposium and Workshop – June 1-2
- Feds Feed Families – June-August
- OD Seminar on The Critical Role of Human Tissue in Environmental Health Sciences Research – July 17
- Big Picture, Small Talk – Summer Student Challenge: So, what did you do this summer? – July 21
- Keystone Lecture Series seminar on The Disaster Worker Resiliency Training Program: Results From a Randomized Clinical Trial – July 25
- Student Internship Program Poster Session – July 27
- OD Seminar on The Dynamic Interplay Between Cancer and Aging – August 7
- Wetterhahn Award Lecture on Prenatal Arsenic Exposure and Sexual Epigenetic Dimorphism: Sexual Dimorphism of 5-Methylcytosine Alterations in Newborn Cord Blood From the BEAR Cohort – August 8
- Creating Effective Web Content and Section 508 Training – August 15-18
- Keystone Lecture Series seminar on Place, Culture, and Health: Risk and Protection in Native Americans – August 17
- 4th International Symposium on Systematic Review and Meta-Analysis of Laboratory Animal Studies – August 24-25
- Keystone Lecture Series seminar on Assessing Telomere Length and Telomerase Activity in Twin and Unrelated Astronauts – September 5
- Global Environmental Health Day – September 15

See the monthly newsletter [\*Environmental Factor\*](#) for a comprehensive report of institute events.

## II. NEWS COVERAGE

### Press Releases

May 1, NIEHS joined with NHLBI and NIAID to put out a press release, [NIH Research Improves Health for People with Asthma](#), for Asthma Awareness Month, which highlighted NIH research.

June 1, NIEHS-funded study published in Nature Communications, [Baby Teeth Link Autism and Heavy Metals, NIH Study Suggests](#).

August 17, joint study by NIEHS and Baylor College of Medicine, Houston, on [Female Mouse Embryos Actively Remove Male Reproductive Systems](#).

### News Coverage of NIEHS Science, Researchers, and Activities

May 2017 — 387 news stories

June 2017 — 829 news stories

July 2017 — 679 news stories

August 2017 – 838 news stories (as of August 18)

### Highlights from Newspapers, Trade Papers, and National Magazines (see full stories at end of report)

August 16, **Everyday Health** wrote “Insecticides and Autoimmune Disease: What Women Should Know.” Christine Parks, Ph.D., of DIR was quoted.

August 15, **U.S. News & World Report** wrote “Researchers to Study Chemical Contamination of US Waters,” about NIEHS funding of a new center at the University of Rhode Island that will study PFCs.

August 14, Ginger Guidry, Ph.D., from OCPL, and Kim Gray, Ph.D., from DERT, outlined how environmental health science can help identify potential hazards in a child’s environment, in an **Adjacent Government** story.

August 5, **National Law Review** mentioned an Environmental Health Perspectives article, written by Linda Birnbaum, Ph.D., on updating the NIEHS strategic plan.

August 2, **Undark** discussed an interview conducted with Jack Taylor, M.D., Ph.D., of DIR, in “The Great Soy Formula Experiment.” Andy Rooney, Ph.D., was also mentioned.

July 27, **The New York Times** wrote “Dr. Herbert Needleman, Who Saw Lead's Wider Harm to Children, Dies at 89.” It included quotes from Birnbaum.

July 20, Birnbaum was quoted in the **Popular Science** article “How worried should I really be about carcinogens?”

July 19, **Forbes** referenced a 2015 NIEHS podcast on chemicals in “Beware Of The 'Food Babe Fallacy' In Your Mac And Cheese.”

July 18, Bill Suk, Ph.D, is quoted in the **PNAS** article “Core Concept: Phytoremediation advances in the lab but lags in the field.”

July 14, a **Bloomberg BNA** story on “Chemical Makers Urge EPA to Accept Non-Animal Safety Data” mentioned NIEHS.

July 13, **Parents Online** noted NTP in the story “Could Toxic Chemicals During Pregnancy Harm Your Great-Grandchildren?”

July 12, NIEHS-funded research was highlighted in an **MIT News Office** article on “Antibiotic nanoparticles fight drug-resistant bacteria.”

July 11, a **Charleston Gazette-Mail** story on “Research on mountaintop removal health effects adequate, panel told” quoted Abee Boyles, Ph.D., formerly with NTP and now with DERT.

July 10, John Bucher, Ph.D., NTP associate director, was quoted in a **Vice Tonic** article on “We Are All Lab Rats in a Massive Cell Phone Study.”

July 7, a **Reader's Digest** story, “Warning: Your Favorite Antibiotic Soap Could Be Dangerous to Use—Here's Why,” highlighted a statement on triclosan signed by over 200 scientists and medical professionals from around the world that was published in EHP.

July 7, the **National Organization for Rare Disorders** announced a new report in an article “NORD Publishes New Rare Disease Report on Bosma arhinia microphthalmia (BAM) syndrome.” The report was developed in collaboration with Natalie Shaw, M.D., from the Clinical Research Branch.

July 6, Birnbaum was quoted in the **Bloomberg News** story “On U.S. Rivers, Teflon's Old Cancer Ties Are Stoking New Fears.”

July 5, a town hall meeting in June in Chester, Pennsylvania, was highlighted in the **Penn Medicine News** story “Science in the Service of the People.” Birnbaum was part of a panel discussion at the meeting and was quoted in the article. June 20, Birnbaum was also quoted in another story about the town hall meeting in the **Delaware County Daily Times**.

July 2, the **Philadelphia Enquirer** noted a 2008 NIEHS study on lead in the article “River ward residents want city, others to protect kids from lead in soil.”

June 17, an **Intercept** article “New Teflon Toxin Found in North Carolina Drinking Water” quoted Birnbaum.

June 13, a **USA Today** story “Toxic dust and asthma plague Salton Sea communities” highlighted an NIEHS-funded study by the University of Southern California.

June 12, **North Carolina Health News** mentioned a 2012 NTP study in the story “Reinvesting in Lead Poisoning Prevention.”

June 8, the story, “Report: Toxins from nonstick chemicals in drinking water of 15M nationwide,” in **USA Today**, mentioned a study by NTP, EPA, and UNC.

June 2, an NIEHS press release was highlighted in the **U.S. News & World Report** story “Health Buzz: Baby Teeth May Hold Clues to Autism Risk, Study Says.” Cindy Lawler, Ph.D., and David Balshaw, Ph.D., both of DERT, were quoted. A story also ran June 9 in **Reader's Digest**, “Researchers Think Baby Teeth

Could Offer a Clue Into What Causes Autism,” and June 3 in **Parents Online** “Baby Teeth Offer Amazing Insight Into Children's Autism Risk, Says NIH Study.”

May 25, **Chemical Watch** wrote “US federal agencies to guide development of non-animal tests,” which quoted Warren Casey, Ph.D., of NTP.

May 16, a co-funded study by NIEHS and Autism Speaks was highlighted by **TODAY** in “Lifestyling Your Way to a Healthy Family.”

May 16, **The New York Times** ran a story on PBDEs, “The mystery of the wasting house-cats,” which quoted Birnbaum.

May 8, Morgan Murphy, a former intern at NIEHS, was highlighted in the story “Grad's internship changes career path” in the **New Castle News**.

### III. PUBLIC INFORMATION AND OUTREACH

In accordance with popular trends, NIEHS continues to expand its use of social media in effort to reach new audiences with its environmental health messages. At present, NIEHS posts content through the following platforms:

- [Facebook](#) (targeted to a more general audience)
- [Twitter](#) (targeted to both the general public and science community)
- [LinkedIn](#) (targeted primarily to those in the environmental health career field)

#### Social Media Growth Trends

The spring months of 2017 saw continued growth in NIEHS social media followership.

- From May 1 to August 22, 2017, the NIEHS Twitter feed (@NIEHS) saw its followership grow from 13,786 to 14,136.
- During that time, the NIEHS Facebook page saw its followership grow from 17,739 “likes” to 18,133.
- Finally, the NIEHS LinkedIn page saw its followership grow from 2,018 to 2,192.

#### Social Media Highlights

OCPL promoted several NIEHS programs, initiatives, and personnel, including:

- Spring Council Meeting Webcast — Crafted three posts each for Facebook and Twitter promoting the NAEHSC public session and providing a link to the webcast for those who wanted to watch live.
- NIH 2017 #HeatHealth Campaign — Joined other NIH ICs in promoting Heat Health awareness, by posting facts and resource links to Facebook and Twitter.
- Health Education Spotlights — Crafted custom Facebook and Twitter posts spotlighting multiple NIEHS health education resources, such as fact sheets, brochures, and the Environmental Health Topics webpages.

OCPL also used social media to promote NIEHS programs and research during the following national observances:

- National Asthma and Allergy Awareness Month (Asthma Environmental Health Topics page) — May
- Air Quality Awareness Week (Air Pollution Environmental Health Topics page) — May 1-5
- National Women’s Health Week (Women’s Health Environmental Health Topics page) — May 14-20
- National Alzheimer’s and Brain Awareness Month (Neurodegenerative Diseases Research) — June
- National Safety Month (Worker Training Program) — June
- Men’s Health Week (Reproductive Developmental Biology Group) — June 12-16
- National Breastfeeding Month (Environmental Factor article on iodine supplements for breastfeeding women) — August

#### **Web**

- Working with NIH to create a way for NIEHS scientists to add and update their information on the [NIH Intramural Researchers website](#).
- Reviewed, updated, and re-sorted [Environmental Health Topics webpages](#), and removed broken or outdated links.
- Launched [survey pages for the new Strategic Plan](#).
- Added meta description fields to NIEHS top 25 webpages, improving Google results display
- Corrected NIEHS address listings in Google Maps and Mapquest to improve navigation for visitors
- Web Team conducted annual Section 508 and CMS training for NIEHS staff and contractors.

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