

NIEHS Office of Communications and Public Liaison (OCPL)
June-August 2019 - Events, Outreach, and News Coverage
September 10-11, 2019

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I. EVENTS

Reddit Ask Me Anything – OCPL hosted a session on air pollution and pregnancy, August 15. Participants were Kim Gray from NIEHS, experts from the Eunice Kennedy Shriver National Institute of Child Health and Human Development, and Beate Ritz, Ph.D., a professor at the University of California, Los Angeles Fielding School of Public Health and an NIEHS grantee. They answered questions about air pollution exposures faced by parents before and during pregnancy and the health of children.

A Reddit AMA is a way to share expertise through an online question and answer session. Anyone with an internet connection can join the conversation and learn more about the topic.

Open session of the Council meetings can now be viewed live on YouTube, and a recording of the [June NAEHSC Council Meeting](#) has been posted to NIEHS website.

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

II. PUBLIC INFORMATION AND OUTREACH

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

NIEHS social media followership continues to steadily increase. From June 1 through August 29, the NIEHS:

- Twitter feed increased from 17,342 to 17,810 followers
- Facebook increased from 22,996 to 23,559 followers
- LinkedIn page increased from 3,481 to 3,717 followers

Social Media Highlights

OCPL used social media to promote NIEHS programs and research in conjunction with the national or international health observances.

- National Breastfeeding Month (August)
- National Cleft Palate and Craniofacial Awareness and Prevention Month (July)
- Alzheimer's and Brain Awareness Month. (June)
- World Oceans Day (June 8)

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

- PFAS chemicals move from mom to fetus at higher rate in women with gestational diabetes (National Science Foundation, 8-6-19)
- Hurricane Michael affected pregnant mothers (Tulane, 8-8-19)
- Citizen science study tests air quality near gas extraction sites (University of Kentucky, 8-9-19)
- Folic acid reduces risk of defects linked to dolutegravir (Baylor, 8-9-19)
- Researchers share Harvey health impact findings at symposium (Baylor, 8-12-19)
- Study finds link between long-term exposure to air pollution and emphysema (NIEHS, 8-13-19)
- Issues of the Environment: Water is Not Only Source of PFAS, Many Foods also Harbor Chemicals (Michigan via NPR, 8-16-19)
- Fluoride may diminish kidney and liver function in adolescents, study suggests (Mount Sinai, 8-21-19)
- Dr. Jani Ingram is the 2019 College of Science Alumna of the Year (University of Arizona, 7-2-19)
- Study finds electronic cigarettes damage brain stem cells (7-6-19, UC Riverside)
- A Community-Engaged Pilot Study Leads to EPA Site Investigation (Emory University, 7-10-19)
- Pesticide Exposure Linked to Teen Depression in Agricultural Communities (UC San Diego, 7-12-19)
- Folic acid reduces risk of defects linked to dolutegravir (Baylor, 7-23-19)
- New Arsenic-limiting law based on Dartmouth research (Dartmouth Superfund, 7-24-19)
- Molecular Sensor Scouts DNA Damage and Supervises Repair (Pittsburgh, 7-25-19)
- Drug Makes Tumors More Susceptible to Chemo (MIT, 6-8-19)
- Sleeping with Artificial Light at Night Associated with Weight Gain in Women (NIEHS, 6-10-19)
- Wildfire smoke worse for kids' health than prescribed burns (Stanford, 6-17-19)
- An Ounce of Prevention: Preoperative Management of Inflammation May Stave Off Cancer Recurrences (Beth Israel, 6-18-19)
- Sinai Researchers Find Link Between Exposure to World Trade Center Dust and Prostate Cancer (Mount Sinai, 6-20-19)

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

- OCPL crafted custom posts for Facebook and Twitter, spotlighting our WTP resources for earthquake responders in the wake of the California earthquakes. (7-8-19)

- NIEHS crafted numerous posts for Facebook and Twitter, promoting the arrival of our new Environmental Health Topics page on PFAS. (July)
- OCPL crafted custom posts for Facebook and Twitter promoting NIEHS' involvement in the 2019 Triangle Global Health Annual Conference. (July)
- NIEHS collaborated with numerous other agencies to promote World Oceans Day. OCPL compiled a flurry of posts for Facebook and Twitter which went out throughout the day. (June)
- OCPL crafted social media posts for Facebook and Twitter to share a wide range of stories and videos from major news outlets, which promoted the "Light at Night" study. (6-10-19)

Websites

- Three new web pages posted on PFAS
 - NIEHS landing page: <https://www.niehs.nih.gov/research/programs/pfas/index.cfm>
 - DERT: <https://www.niehs.nih.gov/research/supported/exposure/pfas/index.cfm>
 - NTP: <https://ntp.niehs.nih.gov/results/areas/pfas/index.html>
- New web page on Exposure Science
<https://www.niehs.nih.gov/health/topics/science/exposure/index.cfm>
- New web page on the Microbiome
<https://www.niehs.nih.gov/health/topics/science/microbiome/index.cfm>
- Updated web page on Alternatives to Animal Testing
<https://www.niehs.nih.gov/health/topics/science/sya-iccvam/index.cfm>
- Updated web page on Autoimmune Diseases
<https://www.niehs.nih.gov/health/topics/conditions/autoimmune/index.cfm>
- Updated web page on Children's Health
<https://www.niehs.nih.gov/health/topics/population/children/index.cfm>
- Updated web page on smoking:
<https://www.niehs.nih.gov/health/topics/agents/allergens/smoke/index.cfm>
- Updated web page on autism:
<https://www.niehs.nih.gov/health/topics/conditions/autism/index.cfm>

III. NEWS COVERAGE

NIEHS Press Releases

- August 26, 2019: [Graphene Shield Shows Promise in Blocking Mosquito Bites](#)
- August 13, 2019: [Study Finds Link Between Long-term Exposure to Air Pollution and Emphysema](#)
- June 10, 2019: [Sleeping With Artificial Light at Night Associated With Weight Gain in Women](#)

News Coverage of NIEHS Science, Researchers, and Activities

- August 2019 - 589 media stories
- July 2019 - 956 media stories
- June 2019 - 2,581 media stories