

NIEHS Office of Communications and Public Liaison (OCPL)
October 2019 – January 2020 - Events, Outreach, and News Coverage
February 11-12, 2020

CONTENTS

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

I. EVENTS

- **Reddit Ask Me Anything (AMA) on botanicals and dietary supplements, Nov. 8.** NIEHS hosted an AMA with NTP's Cynthia Rider and scientists from NIH's Office of Dietary Supplements, NICCH, and the American Botanical Council. Analytics follow:
 - Comments: 354
 - % upvoted: 92% (akin to "likes" on Facebook)
 - Total votes: 5,014
 - Impressions: 2,282,800 (people potentially reached)
 - Views: 40.2k (people who clicked the link)
- **Apple Women's Health Study launched Thursday, Nov. 14.** The long-term study aims to advance understanding of menstrual cycles and their relationship to various health conditions, including polycystic ovary syndrome (PCOS), infertility, osteoporosis, and menopausal transition. Conducted in partnership with Harvard T.H. Chan School of Public Health and the NIH's National Institute of Environmental Health Sciences (NIEHS), the study will use iPhone and Apple Watch to collect study-specific data, like cycle tracking information, and use monthly surveys to understand each participant's unique menstrual experience. The study, which will last at least 10 years, seeks to analyze the impact of certain behaviors and habits on a wide breadth of reproductive health topics.

Open session of the 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

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 October 1, 2019 through January 15, 2020, the NIEHS:

- Twitter feed increased from 17,810 to 18,886 followers
- Facebook page increased from 23,559 to 24,860 followers
- LinkedIn page increased from 3,717 to 4,032 followers

Social Media Highlights

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

- National Breast Cancer Awareness Month (October)
- National Alzheimer's Disease Awareness and Prevention Month (November)
- Veterans Day (Nov. 11)
- Safe Toys and Celebrations Month (December)

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

- Pregnant Moms Who Breathe Dirty Air Have Children with Lower IQs, Study Finds (UW, USC, 10-1-19)
- Marti Lindsey, PhD, of the University of Arizona, to Be Honored as the Michael A. Cusanovich Arizona Bioscience Educator of the Year (10-3-19)
- Study links common chemicals to preterm births in Puerto Rico (Michigan, 10-6-19)
- How environmental toxins impair immune system over multiple generations (Rochester, 10-13-19)
- The EPA Is Changing How It Tests Agricultural Pesticides (Forbes, 10-15-19)
- Study reveals how mucus tames microbes (MIT, 10-17-19)
- Hygiene products associated with presence of chemicals in women's blood (Michigan, 10-17-19)
- New Flame Retardants, Old Problems: Replacement Flame Retardants Present Serious Risks (NTP, 10-23-19)
- New study examines how diet contributes to toxic exposure for pregnant women and children (USC, 10-26-19)
- Common chemical linked to rare birth defect in mice (Wisconsin, Nov 5)
- Smarter for Supplements (Consumer Reports, NTP cited, Nov 12)
- Harvard T.H. Chan School of Public Health and Apple Formally Launch Women's Health Study (Harvard, Nov 14)
- EPA's MESA Air Study Confirms that Air Pollution Contributes to the #1 Cause of Death in the U.S. (Nov 19)
- Permanent Hair Dye and Straighteners May Increase Breast Cancer Risk (NIEHS, 12-4-19)
- NIH taps Tulane neuroscientist to lead effort to standardize research in genetic aging (Tulane, 12-6-19)
- Ambitious Louisville study seeks to understand impact of trees on our health (PBS, 12-16-19)

- Masonic Cancer Center named to the National Institute of Environmental Health Sciences Study (Univ. of Minnesota, 12-16-19)
- Pregnancy Hypertension Risk Increased by Traffic-related Air Pollution (NIEHS/NTP, 12-17-19)
- Screen could offer better safety tests for new chemicals (MIT, 12-17-19)
- How Mucus Tames Microbes (NIH Director's blog, 12-19-19)

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

- NIEHS seeks new director. We attached a link to the webpage where candidates could apply and created a custom graphic via Adobe Spark to help draw attention to the announcement.
- Launched a new "Environmental Health Word Wednesday" social media campaign using social media graphics and the hashtag #EHWordWednesday to inform the public on topics related to environment health.
- NIEHS hair dye/breast cancer study. Posts linked to the press release as well as external coverage from CBS News and NPR, both of whom were tagged on each social network to expand reach.
- Joel Kaufman selected as the new Editor-in-Chief of EHP.

Health & Education web pages - updated and new content

- Biomarkers <https://www.niehs.nih.gov/health/topics/science/biomarkers/index.cfm>
- Breast cancer <https://www.niehs.nih.gov/health/topics/conditions/breast-cancer/index.cfm>
- Environmental health science basics <https://www.niehs.nih.gov/health/topics/science/index.cfm>
- Glyphosate <https://ntp.niehs.nih.gov/whatwestudy/topics/glyphosate/index.html>
- Lead <https://www.niehs.nih.gov/health/topics/agents/lead/index.cfm>
- Lung diseases <https://www.niehs.nih.gov/health/topics/conditions/lung-disease/index.cfm>
- NTP cell phone radiofrequency radiation FAQs <https://ntp.niehs.nih.gov/whatwestudy/topics/cellphones/index.html>
- Reproductive health <https://www.niehs.nih.gov/health/topics/conditions/repro-health/index.cfm>
- Sulfolane <https://ntp.niehs.nih.gov/whatwestudy/topics/sulfolane/index.html>
- Traffic-related air pollution and hypertensive disorders of pregnancy https://ntp.niehs.nih.gov/whatwestudy/assessments/noncancer/completed/pollution/index.html?utm_source=direct&utm_medium=prod&utm_campaign=ntpgolinks&utm_term=trap
- Worker's health <https://www.niehs.nih.gov/health/topics/population/workers/index.cfm>

Fact Sheets

- NIEHS four-page overview https://www.niehs.nih.gov/health/materials/niehs_overview_508.pdf
- Lung diseases https://www.niehs.nih.gov/health/materials/lung_disease_508.pdf
- NIEHS pocket card https://www.niehs.nih.gov/health/materials/niehs_pocket_card_508.pdf
- NTP pocket card https://www.niehs.nih.gov/health/materials/ntp_pocket_card_508.pdf
- NTP Chemical Effects in Biological Systems https://www.niehs.nih.gov/health/materials/chemical_effects_in_biological_systems_508.pdf
- Tox21 https://www.niehs.nih.gov/health/materials/tox21_508.pdf

III. NEWS COVERAGE

NIEHS News Releases

- December 4, 2019: [Permanent Hair Dye and Straighteners May Increase Breast Cancer Risk](#)
- December 16, 2019: [EHP Names New Editor-in-chief](#)
- December 18, 2019: [Pregnancy Hypertension Risk Increased by Traffic-related Air Pollution](#)

Grantee News Releases Promoted by NIEHS:

October 3, 2019: [NIH-funded Study Suggests High Lead Levels During Pregnancy Linked to Child Obesity](#)

October 9, 2019: [People Who Eat More Meals at Home Have Lower Levels of Harmful PFAS Chemicals in Their Bodies](#)

October 9, 2019: [Ex-Smokers, Light Smokers Not Exempt from Lung Damage](#)

October 14, 2019: [Study Reveals How Mucus Tames Microbes](#)

October 16, 2019: [Hygiene Products Associated With Presence of Chemicals in Women's Blood](#)

October 22, 2019: [New Study Examines How Diet Contributes to Toxic Exposure for Pregnant Women and Children](#)

October 23, 2019: [Common Chemical Linked to Rare Birth Defect in Mice](#)

November 12, 2019: [Flame-retardant Exposure Increases Anxiety, Affects Social Behaviors in Prairie Vole](#)

November 14, 2019: [Apple Launches Three Innovative Studies Today in the New Research App](#)

November 20, 2019: [USC Study Connects Air Pollution, Memory Problems and Alzheimer's-like Brain Changes](#)

December 5, 2019: [Potentially Harmful Air Contamination from New Bedford Harbor](#)

December 12, 2019: [Deforestation, Erosion Exacerbate Mercury Spikes Near Peruvian Gold Mining](#)

December 17, 2019: [Screen Could Offer Better Safety Tests for New Chemicals](#)

January 6, 2020: [Vaping Lung Injury Symptoms Have Been Reported Online for at Least Seven Years](#)

January 6, 2020: [Plasticizers May Contribute to Motor Control Problems in Girls](#)

January 13, 2020: [Participants in Environmental Health Studies Vulnerable to Re-identification](#)

January 16, 2020: [UF Health Researchers on Team Studying Possible Viral Link With Type 1 Diabetes](#)

News Coverage of NIEHS Science, Researchers, and Activities

- October 2019 – 1,024 media stories
- November 2019 - 1,410 media stories
- December 2019 – 1,131 media stories
- January 2020 – 1,411 media stories