

NIEHS Office of Communications and Public Liaison (OCPL)

June 4-5, 2019

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I. EVENTS

- **Autism Awareness Month** – As part of a social media campaign, OCPL hosted an event, April 2, on Reddit Ask Me Anything with Rebecca Schmidt from UC-Davis and Cindy Lawler. Our autism webpage was updated. Information and activities were also promoted to target audiences via several different listservs. The autism fact sheet was updated for the Environmental Epidemiology of Autism Risk Network meeting in Montreal.
- **World Asthma Day** – OCPL worked with NHLBI and NIAID on the annual NIH statement for World Asthma Day on May 7. OCPL participated in a Twitter Chat on asthma with John Balbus serving as subject matter expert.
- **NTP Technical Reports – MCHM** (West Virginia Elk River Spill), and Dietary Supplement **Vinpocetine**. OCPL developed communication roll-out plans with key messages and Q&As, updated webpages, and updated fact sheets in preparation for the July 31 public release and peer-review.
- **Conferences** – NIEHS set up and operated an exhibit booth at these professional conferences: Society of Toxicology (March 11-13) and American Thoracic Society (May 17-22).

OCPL developed promotional materials and signage for other activities and events such as guest lectures.

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 Feb. 1 through April 30:

- The NIEHS Twitter feed increased from 16,335 to 16,613 followers
- The NIEHS Facebook page increased from 20,522 to 20,987 followers
- The NIEHS LinkedIn page increased from 3,085 to 3,141 followers

Social Media Highlights

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

- National Asthma Awareness Month (May)
- National Women's Health Week (May 13-17)
- National Autism Awareness Month and World Autism Day (April 2) - Multiple custom posts, and the Reddit Ask Me Anything results were very good:
 - Comments: 224 (number of questions and/or discussions)
 - Upvoted: 92% (akin to "likes" on Facebook)
 - Total votes: 4,761 (same as above)
 - Impressions: 1,240,020 (people who would have seen it in their Reddit feed)
 - Views: 47,200 (number who clicked on the link)
- World Cancer Day — Promoted the NIEHS Environmental Health Topics page on cancer (February 4)
- International Prenatal Infection Prevention Month — Promoted the prior NIEHS press release, "Prenatal Inflammation Linked to Autism Risk" (February)
- Facebook ads to recruit for NIEHS clinical research garnered eight volunteers for the e-cigarette study
- National Nutrition Month (March)
- National Poison Prevention Week (March 18-22)

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

- How to minimize exposures to hormone disrupters (Mount Sinai via the New York Times)
- LSU Health Study Reports Continued PTSD in Women Exposed to Deepwater Horizon Oil Spill
- LSU vet professor awarded \$2.7 million grant for lung research
- New method for evaluating cancer risk of chemicals is quick, precise, inexpensive (Boston University)
- Salk scientists uncover how high-fat diet drives colorectal cancer (Salk Institute, March 3)
- VIDEO: Why underestimating the health effects of vaping is a bad idea (UNC, March 8)
- NIEHS-funded researcher Brian Smith understands the culture of Detroit and how best to work with community partners to help residents protect their health. (Wayne State, March 12)
- NIEHS-funded researchers partnered with others in Asia to organize/host an international workshop focused on reducing the disease burden of environmental exposures (University of Iowa, March 3-14)
- Hammock/Hashimoto/RIKEN research could lead to drug to prevent or reduce disabilities associated with autism, schizophrenia (UC Davis, March 20)
- Hurricane Katrina's aftermath included spike in heart disease hospitalizations (MSU, Feb. 4)
- Research links fire retardant exposure to hormone-related DNA modifications (Emory, Feb. 2-4)
- Cholesterol Molecule Yields Insights into Distressed Lungs (NIH IRP, Feb. 6)
- A better way to measure cell survival (MIT, Feb. 6)
- No link - phthalates and increased breast cancer risk (University of Massachusetts, Amherst, Feb. 12)
- Exposure to chemical in Roundup increases risk for cancer (University of Washington, Feb.13-20)

- Uncovering a “smoking gun” of biological aging (Harvard University, Feb.14)
- Prenatal exposure to plasticizers linked to motor skill deficiencies at age 11 (Columbia, Feb. 22)

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

- A weeklong social media campaign, in collaboration with NHLB, NIMH, CDC, and others, about National Women’s Health Week, featuring the hashtag #NWHW (May 13-17)
- The 2019 Spirit Lecture with Germaine Louis of George Mason University (March)
- Bill Suk’s Fulbright US Scholar Program award (March)
- A NIH Twitter chat on rare diseases featured NIEHS research (Feb. 22)
- Facebook ads for the CRU promoting the smoker and myositis/military studies

Websites

- Updated webpage on pollen:
<https://www.niehs.nih.gov/health/topics/agents/allergens/pollen/index.cfm>
- Updated webpage on pet allergens:
<https://www.niehs.nih.gov/health/topics/agents/allergens/pets/index.cfm>
- Updated webpage on emergency response:
<https://www.niehs.nih.gov/health/topics/population/response/index.cfm>
- Updated webpage on autism: <https://www.niehs.nih.gov/health/topics/conditions/autism/index.cfm>
- Coordinated with the Office of Information Technology to create messaging and graphics for the Data Center Outage.
- Developed video for the EMS Awareness Training module, which won an award by HHS Green Champions: preview reel <https://www.youtube.com/watch?v=3wWXnbhkAOc&feature=youtu.be>
- Hosted Council webcast on the YouTube Live platform, a first for NIEHS
- Updated Environmental Health Topics Emergency Response webpage --
<https://www.niehs.nih.gov/health/topics/population/response/index.cfm>
- Merged the Epigenomics Core and DNA Sequencing Core Laboratory --
<https://www.niehs.nih.gov/research/atniehs/facilities/dna-epi/> --
<https://junction.niehs.nih.gov/divisions/dir/resources/dna/dna-epi/>
- Updated webpages for Clinical Research Branch
--<https://junction.niehs.nih.gov/divisions/dir/labs/clinical/index.htm> [Junction]
--<https://www.niehs.nih.gov/research/atniehs/labs/crb/staff/index.cfm> [public]
--<https://www.niehs.nih.gov/research/clinical/patientprotections/index.cfm> [OHRC public]
- OCPL website manager is participating in the NIH working group for implications of the H.R.5759 - 21st Century Integrated Digital Experience Act on HHS websites
- New format for fact sheets was added to health topics pages to make browsing easier, for example:
<https://www.niehs.nih.gov/health/topics/conditions/cancer/index.cfm>
- The [Congressional Justifications for 2020](#) were posted
- Launched [“News for OM Employees”](#) newsletter
- Set up webpage and promotions for SOT 2019

New NIEHS Environmental Factor Podcast

OCPL is producing a new Environmental Factor podcast to begin summer 2019. Each month, the podcast will advance NIEHS' mission by spotlighting intramural and extramural research and researchers, the work of NTP, and our environmental health outreach efforts.

Optimize NIH Initiative, FOIA

The OCPL Director and FOIA Supervisor have taken active roles in Optimize NIH and the FOIA Working Group, attending and participating in weekly meetings, data calls, and plan reviews. They provided specific recommendations for optimizing NIH-wide FOIA operations. NIH will implement agency-wide software to be used by all NIH ICs.

NIEHS Information Technology Strategic Planning

OCPL Director is heavily involved with the Cyberinfrastructure Leadership Council and developing the first NIEHS Informatics & IT Strategic Plan. The roadmap report was posted to the website in April.

https://www.niehs.nih.gov/...ology_strategic_roadmap_508.pdf

Facility Renovation

Rodbell Auditorium will be renovated this fall to meet fire safety codes. Conference Room F193 will handle some meetings normally held in Rodbell. OCPL staff have provided input to OM and the Office of Research Facilities on audiovisual layout, wiring, and equipment needed for the renovations. OCPL is arranging remote webcasting for meetings relocated to off-site spaces.

III. NEWS COVERAGE

Press Releases

- February 22: [Older Biologic Age Linked to Elevated Breast Cancer Risk](#)
- March 8: [Vitamin D May Protect Against Pollution-associated Asthma Symptoms in Obese Children](#)
- April 16: [Healthy Hearts Need Two Proteins Working Together](#)

News Coverage of NIEHS Science, Researchers, and Activities

- May 2019 – 585 (as of 5/26)
- April 2019 – 739 media stories
- March 2019 – 377 media stories
- February 2019 – 336 media stories