

**NIEHS Office of Communications and Public Liaison (OCPL)**  
**February - May 2013**

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**I. EVENTS**

**Interagency Breast Cancer and Environmental Research Coordinating Committee Report.** The report of the Interagency Breast Cancer and Environmental Research Coordinating Committee ([IBCERCC](#)) was released Feb. 12 with a press release and media teleconference led by the committee chairs. There were more than 90 media stories about the report and 8,374 views of the NIEHS IBCERCC Web page as of May 1.

**National Toxicology Program (NTP) related activities.** NTP sponsored several high-profile events in early 2013.

**Peer Review.** March 21-22, the NTP held a public meeting to [peer review](#) the draft Report on Carcinogens monographs for 1-bromopropane and cumene. Several media outlets reported on the topic.

- March 18, **BNA** reported “Industry disputes cancer classifications for cumene, 1-bromopropane”
- March 25, **Chemical Regulation Reporter** wrote “NTP peer reviewers back listing of cumene, 1-bromopropane in Report on Carcinogens.”
- OCPL developed a [story](#) about the meeting for the NIEHS Environmental Factor.

**Pentachlorophenol (PCP) Webinar.** April 11, NTP held a [Web-based](#) meeting to bring experts and members of the public together to discuss PCP exposure and cancer. Several stories were developed.

- BNA’s Daily Environment Report reported March 8, “First webinar for Report on Carcinogens analysis.”
- OCPL developed a [story](#) for the NIEHS Environmental Factor.

**Technical Report on Ginkgo.** In March, NTP released its [technical report](#) on Ginkgo biloba extract. OCPL worked with NTP to develop a [fact sheet](#), and developed graphics on the NIEHS and NTP websites to bring attention to the studies. Cynthia Rider, Ph.D., lead scientist for the NTP studies, served as media spokesperson. She conducted a number of interviews, and stories appeared in several outlets.

- April 18, the **Center for Science in the Public Interest** wrote “Consumers urged to avoid Ginkgo in wake of new cancer concerns.”
- An industry outlet, **Nutraingredients-USA.com** wrote April 18, “Ginkgo cancer results flawed because extract used is not representative, observers say.”

- **Bevnet.com** reported April 23, “New report ties ginkgo to cancer.”
- April 26, **Food Safety News** compiled a story, “Ginkgo biloba linked to cancer” that included quotes from Rider.
- April 29, **New York Times** health reporter wrote, “New doubts about Ginkgo biloba,” which included quotes from Rider.

**GuLF STUDY Recruitment.** OCPL continued its efforts to work with the GuLF STUDY team on messaging and recruitment efforts. Recruitment ended at the end of March, with nearly 33,000 participants enrolled. Home visits have been completed for about 11,100 people from Gulf states. Dale Sandler, Ph.D., lead scientist for the study, and her colleagues continue to conduct media interviews to answer questions about the study and provide updates.

**Press Release.** April 15, NIEHS issued a press release, “[Vitamin D may reduce risk of uterine fibroids, according to NIH study,](#)” about a DIR finding. The finding was mentioned in more than 50 media outlets, including the **New York Times** story April 19, “Low vitamin D tied to fibroids” that included quotes from lead scientist for the study Donna Baird, Ph.D. An HHS **HealthBeat** podcast also highlighted the finding, by developing an audio clip.

## II. NEWS COVERAGE

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

February 2013 — 799 stories

March 2013 — 866 stories

April 2013 — 410 stories

May 2013 — 351 stories (as of May 5)

### Highlights from Newspapers, Trade Papers, and National Magazines

Jan. 14, the **Philadelphia Inquirer** wrote an article, “We’re in contact with uncontrolled substances,” which includes quotes from NIEHS and NTP Director Linda Birnbaum, Ph.D.

Jan. 20, the **New York Times** included a lengthy piece with images titled “Warnings from a flabby mouse” that highlights work being done by NIEHS and NTP, and papers published in EHP.

Jan. 22, **Times-Picayune** wrote “BP Deepwater Horizon spill: Scientists say seafood safe, but health effects being measured.” The story included quotes from Richard Kwok, Ph.D., of DIR, providing an update on the GuLF STUDY.

Several different stories about BPA occurred over the first few months of the year.

- Jan. 25, **Environmental Health News** focused on work conducted by NTP in the story, “California intends to declare BPA a reproductive hazard.”

- Jan. 28, Birnbaum did a podcast with RadioMD on "[The ongoing dangers from the chemical BPA.](#)"
- Feb. 20, a story, "Study finds newborns get more Bisphenol A from some medical procedures than others," in **BNA's Daily Environment Report**, included quotes from Kristina Thayer, Ph.D., of NTP.
- **Scientific American** quoted Birnbaum and several grantees Feb. 20 in the story, "Do low doses of BPA harm people?"
- March 2, **CBS This Morning** highlighted work by NIEHS grantees, in its segment, "BPA linked to increased asthma risk."
- April 3, the **San Francisco Chronicle** wrote, "BPA may be labeled 'toxicant' by state" that included references to work supported by NIEHS and NTP.
- Apr. 12, the **Los Angeles Times** article, "California adds BPA plastics chemical to warnings list," included mentions of NTP.

An article in **Scientific American** Feb. 4, "Human health impacts of climate change demand attention," highlighted a meeting that NIEHS helped sponsor and participated in. In other climate related news, NIEHS Senior Advisor John Balbus, M.D., testified at a hearing on the topic and was quoted in several media outlets covering the hearing.

During the first few months of the year, several news stories appeared in the trade press (**Risk Policy Report, Inside EPA, Daily Environment Report**, etc.) providing updates about the National Academy of Sciences' upcoming review of the NTP listing of formaldehyde and styrene in the 12th Report on Carcinogens.

Feb. 27, the **East Bay Express** included quotes from Suzanne Fenton, Ph.D., of NTP, in their story, "Toxics in the womb."

The March 2013 issue of **The Nation's Health** included an in-depth interview with Birnbaum, "Q&A with NIEHS Director Linda Birnbaum: Looking toward the future of new environmental research."

March 6, the health outlet **Rodale** included a story, "Testing Shows Widespread Contamination in Food" that features an interview with Linda Birnbaum.

Serena Dudek, Ph.D., of DIR, was quoted in the March 7 **LiveScience** article, "Caffeine gives bees a memory boost."

March 13, a lengthy article in **New Scientist**, "Inside the villages of the damned," focused on mesothelioma and included quotes from Aubrey Miller, M.D., from OD.

March 19, the **Durham Herald-Sun** wrote, "Federal agencies with RTP presences plan for federal budget cuts," which quoted NIEHS and NIH spokespeople.

April 3, **Forbes** wrote an article, “Is a popular dietary supplement a killer or a scapegoat?” that included information about NTP studies on Aloe vera.

April 14, the **Durham Herald-Sun** developed a story, “The certainty of pollen and taxes” that provides NIEHS information about allergies.

Birnbaum continues to serve as a leading national expert on flame retardants. A few of her recent media interviews follow.

- April 15, the **Washington Post** developed a lengthy piece, “Flame retardants in consumer products are linked to health and cognitive problems” that included quotes from Birnbaum and NIEHS grantees.
- April 17, KQED-TV **Quest** ran the piece, “Fire safety without harm,” which included quotes from Birnbaum.
- The **Chicago Tribune** ran a story April 22 about flame retardants, “EPA probes flame retardants but lacks power to ban,” which included quotes from Birnbaum.
- In April, Birnbaum appeared as a guest on the **PBS show “[To the Contrary](#).”** The segment also included an interview with Arlene Blum, Ph.D., executive director of the Green Science Policy Institute.

April 24, the **Charleston Gazette** ran an article, “Bill seeks independent review of mining health impacts” that mentions NIEHS.

### III. PUBLIC INFORMATION AND OUTREACH

#### New logos for NIH and Institutes

NIH recently changed logos, which required new logos for all 27 Institutes and Centers, including NIEHS. Following are the new logos.



OCPL has updated designs for PowerPoint slides, posters, fact sheets, Web pages, etc., in accordance with the new logo requirements and color scheme, and have made them readily available to NIEHS staff.

## Social Media Efforts

NIEHS continues to expand its use of social media and other outlets to reach a broad audience, including:

[Facebook](#)

[Flickr](#)

[Twitter](#)

[YouTube](#)

[Email lists](#)

[RSS News Feeds](#)

During the final week of March, NIEHS marked a [social media milestone](#), as the number of its Facebook likes exceeded 1,000.

## NIEHS Exhibit

- In March, NIEHS and NTP staff led numerous [science-related activities](#) at the annual Society of Toxicology (SOT) meeting in San Antonio. The combined NIEHS, NTP, and Environmental Health Perspectives (EHP) exhibit was a focal point for attendees to get information, and receive hands-on experience with NTP databases, including the DrugMatrix and ToxFX toxicogenomic database and analysis tools, the Chemical Effects in Biological Systems (CEBS) database, and sessions on using tools for systematic reviews of literature.
- OCPL managed the exhibit at the American Association for the Advancement of Science (AAAS) conference in Boston in February.

## Web and Materials Development

Since February, OCPL has worked with subject matter experts to develop or update new informational materials.

- [Mold](#) fact sheet created.
- [NIEHS pocket card](#) updated, using the new logo.
- [Ginkgo](#) fact sheet updated.
- 2014 [Congressional Justification](#) placed on NIEHS website.

All fact sheets, pocket cards, and brochures are available on the NIEHS website at <http://www.niehs.nih.gov/health/materials/index.cfm>.

## **Online Newsletter**

The NIEHS monthly online newsletter, the [Environmental Factor](#), highlights NIEHS research, staff accomplishments, and ongoing activities. Many of the stories in the Environmental Factor are selected and used by other publications, including the **NIH Record**, **NIH Catalyst**, **NTP Update**, and others.

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