

# NIEHS Office of Communications and Public Liaison (OCPL) Report for June - August 2020

## Public Information and Outreach

Please see the monthly newsletter [Environmental Factor](#) for institute news.

### Communications about the coronavirus and COVID-19

Christine Flowers, the OCPL director, continued to lead execution of the NIEHS communication plan related to the coronavirus. She also coordinated with NIH OD, HHS, and the White House on internal and public communications concerning policies and procedures for the COVID-19 response.

OCPL staff led development and continual updating of internal website pages (see a screenshot to the right) devoted to sharing information with staff about the coronavirus and COVID-19. OCPL staff also assist leadership in communicating across NIEHS about safety measures, COVID-19 testing, and plans for returning to work on campus.

OCPL created many safety signs, posters, and flyers for employees who are working on campus. Here are a few examples.



OCPL helps promote and encourages participation in the asymptomatic COVID-19 testing program on campus.



OCPL promotes NIEHS coronavirus-related projects through social media, as shown in these examples:

 **NIEHS** @NIEHS · Aug 27  
JOIN A STUDY: NIEHS is seeking healthy, adult volunteers from the Research Triangle Park area of North Carolina for participation in the #COVID19 Antibody Detection Study.

Learn more and sign up at [joinastudy.niehs.nih.gov/studies/antibo...](https://joinastudy.niehs.nih.gov/studies/antibo...)



 **NIEHS** @NIEHS · Aug 17  
"This approach will allow us to find out who has been exposed to and infected with the #coronavirus so far. We will then be able to identify how many additional people turn positive over the span of a year." — CRU Medical Director Stavros Garantziotis, MD [factor.niehs.nih.gov/2020/8/communi...](https://factor.niehs.nih.gov/2020/8/communi...)



This list is a sample of news stories about our work related to COVID-19 from the Environmental Factor:

[COVID-19 antibody study launched by NIEHS](#) (August)

[COVID-19 testing technologies boosted by new funding](#) (August)

[COVID-19 disparities tackled by National Institutes of Health](#) (July)

[Fighting COVID-19 using data science](#) (June)

[COVID-19 research grants get rapid NIEHS funding](#) (May)

### Website Content Updates in the Health & Education Section

- [Safe Water and Your Health](#) – new page
- Pages updated with recent research or program descriptions include algal blooms, obesity, air pollution, endocrine disruptors, and PFAS

### New or Updated Fact Sheets

- [Air Pollution and Your Health](#) – new
- [NTP Botanical Dietary Supplements Program](#) - updated
- [NTP Cellphone Radio Frequency Radiation Studies](#) - updated

### NIEHS Social Media Accounts

NIEHS continues to use social media to reach audiences with its environmental health messages. Content is regularly posted through these platforms:

- [Facebook](#) (targets a general audience)
- [Twitter](#) (@NIEHS - targets both a lay audience and science community)
- [LinkedIn](#) (targets people working in the environmental health field)
- [YouTube](#) (targets both a lay audience and science community)

## Social Media Growth

Social media followership continues to steadily increase. From June 1 to August 31, 2020, the NIEHS:

- Twitter feed increased from 19,769 to 20,213 followers
- Facebook page increased from 26,958 to 29,346 followers
- LinkedIn page increased from 4,432 to 4,850 followers

## Social Media Highlights

Here are a few sample social media posts that promote grant recipients and their research:



## News Promotion and Coverage

New releases promoted by NIEHS on its website and through social media:

August 26, 2020: [Placenta Can Indicate How Body Responds to Opioids During Pregnancy](#)

August 20, 2020: [New Research Shows Air Pollution Could Play a Role in Development of Cardiometabolic Diseases, Diabetes](#)

August 12, 2020: [Babies Born to Depressed Moms Show Weakened Brain Connectivity](#)

- August 6, 2020: [A New Tool for Modeling the Human Gut Microbiome](#)
- July 29, 2020: [Major Climate Initiative in the Northeastern U.S. Benefits Children's Health](#)
- July 28, 2020: [Higher BPA Levels Linked to More Asthma Symptoms in Children](#)
- July 22, 2020: [Study: Novel PFAS Comprise 24% of Those Measured in Blood of Wilmington, N.C. Residents](#)
- July 22, 2020: [Jet Aircraft Exhaust Linked to Preterm Births](#)
- July 15, 2020: [Bed Bugs Modify Microbiome of Homes They Infest](#)
- July 15, 2020: [Living Near Natural Gas Flaring Poses Health Risks for Pregnant Women and Babies](#)
- June 24, 2020: [Childhood Obesity Linked to Multiple Environmental Factors in First-of-its-kind Study](#)
- June 17, 2020: [NIH Announces New Transformative Research Award Program for ALS](#)
- June 3, 2020: [Living Near Oil and Gas Wells Tied to Low Birth Weights in Infants](#)
- June 2, 2020: [Texas A&M Research: Clay Layers Exacerbate Arsenic Problems In Bangladesh](#)

**NIEHS in the News: Top stories mentioning NIEHS during June-August are listed below.**

Date	Headline	Outlet	People Likely Reached	URL
21-Jul-20	Health impacts of synthetic chemicals has doubled in last 5 years, study finds	CNN.com	204,746,300	<a href="https://www.cnn.com/2020/07/21/health/chemical-endocrine-disruptor-doubled-wellness/index.html">https://www.cnn.com/2020/07/21/health/chemical-endocrine-disruptor-doubled-wellness/index.html</a>
17-Aug-20	High BPA levels linked to 49% greater risk of death within 10 years, study says	CNN.com	170,889,860	<a href="https://www.cnn.com/2020/08/17/health/bpa-bisphenol-a-plastics-canned-foods-death-wellness/index.html">https://www.cnn.com/2020/08/17/health/bpa-bisphenol-a-plastics-canned-foods-death-wellness/index.html</a>
26-Jun-20	Bottled water group says Consumer Reports 'unnecessarily scaring' consumers with arsenic study	USA Today	74,453,222	<a href="https://www.usatoday.com/story/money/business/2020/06/26/bottled-water-fight-industry-group-counters-consumer-reports-study/3264808001/">https://www.usatoday.com/story/money/business/2020/06/26/bottled-water-fight-industry-group-counters-consumer-reports-study/3264808001/</a>
7-Aug-20	The End Is Nearer for 'Forever Chemicals' in Food Wrappers	Wired	14,106,284	<a href="https://www.wired.com/story/the-end-is-nearer-for-forever-chemicals-in-food-wrappers/">https://www.wired.com/story/the-end-is-nearer-for-forever-chemicals-in-food-wrappers/</a>
30-Jul-20	NYU launches coronavirus safety training for Uber, Lyft drivers as many return to work	Reuters US News	1,998,617	<a href="https://www.reuters.com/article/us-health-coronavirus-uber-lyft/nyu-launches-coronavirus-safety-training-for-uber-lyft-drivers-as-many-return-to-work-idUSKCN24V31E">https://www.reuters.com/article/us-health-coronavirus-uber-lyft/nyu-launches-coronavirus-safety-training-for-uber-lyft-drivers-as-many-return-to-work-idUSKCN24V31E</a>
6-Aug-20	Growing evidence shows endocrine-disrupting chemicals drive obesity, infertility, diabetes	Healio	1,740,665	<a href="https://www.healio.com/news/endocrinology/20200806/growing-evidence-shows-endocrinedisrupting-chemicals-drive-obesity-infertility-diabetes">https://www.healio.com/news/endocrinology/20200806/growing-evidence-shows-endocrinedisrupting-chemicals-drive-obesity-infertility-diabetes</a>