

# NIEHS Office of Communications and Public Liaison (OCPL)

## February 2017 – May 2017

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### I. EVENTS



**Society of Toxicology (SOT) Meeting.** NIEHS and NTP staff played a leading role in presenting science sessions and posters at the annual SOT meeting March 12-16 in Baltimore. The combined NIEHS, NTP, and Environmental Health Perspectives (EHP) exhibit booth, staffed by OCPL and others, was a focal point for attendees to get information and receive hands-on experience for two new resources — the Genomic Benchmark Dose (BMD) modeling software, and the High-Throughput IVIVE Daily Dose Equivalent. The event drew nearly 7,000 toxicologists and 335 exhibitors.

Two newsletter stories highlighted the NIEHS and NTP science talks and awards at SOT, including the Distinguished Toxicology Scholar award given to Director Linda Birnbaum, Ph.D.

- [Award-winning contributions highlighted at Society of Toxicology meeting](#)
- [NIEHS and NTP talk science at Society of Toxicology meeting](#)

**Endocrine Society Meeting.** OCPL hosted an exhibit at the 2017 meeting March 30-April 4 in Orlando, Florida. The Endocrine Society recognized the contributions of NIEHS Clinical Director [Janet Hall, M.D.](#), with the [Sidney H. Ingbar Distinguished Service Award](#). Hall has served the society in numerous ways, including a term as president, since attending her first meeting 27 years ago. [Natalie Shaw, M.D.](#), an NIEHS clinical investigator and pediatric endocrinologist, received the 2017 [Endocrine Society](#) Early Investigator Award. NIEHS postdoctoral researcher Matthew Quinn, Ph.D., also won an Endocrine Society Early Investigator Award for his work on women's health issues, particularly menopause.



**Women's Health Awareness Day.** OCPL worked closely with Joan Pakenham of DIR to proactively promote attendance for an April 8 local women's health awareness event she was leading with local partners. This preparation included working with Pakenham for an on-camera [TV interview with local ABC affiliate WTVD Channel 11](#), and helping develop materials for the conference and website. This third annual event attracted nearly 600 women, men, and children to the campus of North Carolina Central University (NCCU) in Durham, North Carolina. The event provided a wealth of activities to educate and inspire the diverse group of people of all ages who participated. An [Environmental Factor story](#) was developed (see photos at the end of this report).

**Promotional Materials were developed for the following NIEHS events/activities:**

- [NIEHS Annual Awards Ceremony](#) – February 8
- [Spirit Lecture](#) – March 24
- [Distinguished lecture](#) with David Page – March 3
- Environmental Risks for [Psychiatric Disorders](#) – March 21-22
- OD Seminar on ambient air pollution with [Yue-Liang Leon Guo](#) – April 3
- Endocrine Society Meeting in Orlando – April 1-4
- Women’s Health Awareness Day – April 8
- Distinguished lecture with Elaine Fuchs – April 11
- Environmental Awareness Advisory Committee seminars – April 14 and April 21
- OD Seminar with [Frank von Hippel](#) – April 19 (reschedule)
- Administrative Professionals Day – April 26
- NTP Scientific Director candidate seminars – April 24, 26; May 1, 3
- Public Service Recognition Week – May 7-13
- Genomics Day – May 11
- Rodbell Lecture “How Chemical and Synthetic Biology Are Revolutionizing Biomedical Science” by Bryan Roth Hill – May 16
- Epigenetics, Stem Cells, and Environmental Health Symposium and Workshop – June 1-2

See the monthly newsletter [Environmental Factor](#) for a comprehensive report of institute events.

## **II. NEWS COVERAGE**

### **Press Releases**

January 20, NIEHS posted a link to a USC News release, [Children with asthma are more likely to become obese, USC study finds](#). The study, funded in part by NIEHS, was published in the American Journal of Respiratory and Critical Care Medicine.

February 10, NIEHS posted a link to a Wellcome Trust Sanger Institute press release, [Sanger scientists win £20 million ‘Grand Challenge’ funding from Cancer Research UK](#). A key data source for the project will be rat and mouse tissue samples from the National Toxicology Program (NTP) Archives.

March 13, NIEHS posted a link to a Columbia University news release, [Taking B Vitamins May Reduce Epigenetic Effects of Air Pollution](#). NIEHS partially funded the study.

March 28, NIEHS posted a link to a Northwestern Now story, [Female menstrual cycle in a dish](#). The funding for the study was provided by NIEHS and NCATS.

April 27, NIEHS press release, [Antidepressant May Enhance Drug Delivery to the Brain](#), highlighted work by the Division of Intramural Research (DIR), which was published in the Journal of Cerebral Blood Flow and Metabolism.

May 1, NIEHS joined with NHLBI and NIAID to put out a press release, [NIH Research Improves Health for People with Asthma](#), for Asthma Awareness Month, which highlighted NIH research.

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

February 2017 — 279 total news stories

March 2017 — 372 total news stories

April 2017 — 360 total news stories

### Highlights from Newspapers, Trade Papers, and National Magazines (see full stories at end of report)

April 22, **Tampa Bay Times** wrote “Deepwater Horizon: Seven years after explosion and oil spill, study finds cleanup workers got sicker,” which quoted Dale Sandler, Ph.D., of DIR, who co-leads the GuLF STUDY.

April 20, **The Rheumatologist** wrote “ACR/EULAR Response Criteria Approved for Adult, Juvenile Myositis,” which quoted Lisa Rider, M.D., deputy chief of the Environmental Autoimmunity Group in Bethesda.

April 17, the **Courier-Journal** wrote “U of L studies how coal ash affects kids' health,” which highlights a new study by grantees on coal ash.

April 17, a story by **Today's Dietitian**, “Supplement Spotlight: Folic Acid's Impact on Autism,” mentioned conclusions of a 2015 NTP expert panel on folic acid.

April 13, **Adjacent Government** conducted an interview with Christopher Weis, Ph.D., of OD, on “Asbestos exposure can cause significant risks to health”

April 13, the **Chicago Tribune** mentioned a study conducted by NTP and EPA a decade prior, in the story “Chromium spill near Lake Michigan brings new attention to cancer-causing pollutant.”

April 12, the **Philadelphia Enquirer** wrote “Chemicals Found in Many U.S. Streams: Study,” which provided a link to the NIEHS webpage on water pollution.

April 12, **Endocrine News** included quotes from Quaker Harmon, M.D., of DIR, in the story “Let the Sunshine In: New Studies Illuminate Vitamin D.”

April 11, the **New York Times**, **U.S. News & World Report**, and **Reuters** reported on a congressional investigation into monies NIEHS granted to Ramazzini, and questioning the scientific integrity of the Italian organization, in the story “Italian Institute Criticized by U.S. Congress Defends Its Work.”

April 7, **North Carolina Health News** wrote about an NIEHS grantee who is “Investigating Heart Health for Lumbee Women.”

April 6, **Morning Ag Clips** wrote on an Agricultural Health Study collaborative effort by NIEHS, NCI, NIOSH, and EPA to reduce exposure to pesticides, in the story “Gloves may help prevent Parkinson's.”

April 6, the **Genetic Literacy Project** reported on NIEHS funding of Ramazzini in “Does National Institutes of Health fund ‘scientifically questionable’ European cancer groups?” Birnbaum was mentioned.

April 2, **ScienceDaily** highlighted work by an NIEHS grantee on “Early-life BPA exposure reprograms gene expression linked to fatty liver disease.”

March 31, **Mashable** wrote “Scientists have recreated a period - and it's a big deal for women's health,” on work being done by an NIEHS grantee. Les Reinlib, Ph.D., of DERT, was quoted.

March 29, the **Tri-City Herald** reported on NIEHS-funded research in the story “Asthma study hopes to improve disease management among Valley children.”

March 28, **Digital Journal** wrote “Award-Winning Investigative Journalist Reveals Popular Cell Phones Violate Radiation Exposure Guidelines when Realistically Tested,” which mentioned NTP and quoted former NTP scientist Ronald Melnick, Ph.D.

March 28, **Bloomberg BNA** reported on NIEHS funding of Ramazzini in “House Science Panel Digs Into U.S. Funding of European Institute.”

March 28, **Atlantic Online** wrote “No, We Can't Say Whether Cancer Is Mostly Bad Luck,” which quoted Clare Weinberg, Ph.D., from DIR.

March 26, the **Buffalo News** story, “Exploring warming climate's impact on our health,” mentioned various NIEHS-funded studies on the potential health impacts of warming.

March 24, **FOX Business Network** included quotes from Darryl Zeldin, M.D., in the story “‘Dancing with the Stars’ Derek Hough Reveals the One Thing That Affects His Performance.”

March 23, the **Baltimore Sun** mentioned NTP cell phone study results in “Wifi in Md. schools may put your kid at risk for cancer.”

March 20, **The Rheumatologist** ran an article written by Lisa Rider, M.D., and Fred Miller, M.D., Ph.D., on “Environmental Factors in Pediatric Systemic Autoimmune Diseases.”

February 27, the **Telegram and Gazette** quoted John Bucher, Ph.D., in the story “Fluoridation remains a complicated matter for Worcester.”

February 22, **Environmental Health Trust** wrote “Research Findings Presented at International Conference Link Cell Phone Microwave Radiation to Cancer, Low Birth Weight and Sperm Damage.” Birnbaum presented data from the NTP cell phone study at the conference.

February 9, **Science** article “In BPA safety war, a battle over evidence,” highlights the CLARITY-BPA (Consortium Linking Academic and Regulatory Insights on BPA Toxicity) initiative headed by NIEHS. Birnbaum is quoted.

February 7, **Hoya** story, “Former [Georgetown University] Employee's Lawsuit Reveals Mold Hazards,” included a quote from Dori Germolec, Ph.D., of NTP.

February 1 and 2, the **Chicago Tribune** and **Bloomberg News** wrote about PFOA being found in fast-food wrappers. Birnbaum was quoted in both stories.

### III. PUBLIC INFORMATION AND OUTREACH

In accordance with popular trends, NIEHS continues to expand its use of social media in effort to reach new audiences with its environmental health messages. At present, NIEHS posts content through the following platforms:

- [Facebook](#) (targeted to a more general audience)
- [Twitter](#) (targeted to both the general public and science community)
- [LinkedIn](#) (targeted primarily to those in the environmental health career field)

## Social Media Growth Trends

The spring months of 2017 saw continued growth in NIEHS social media followership.

- From January 1 to May 1, 2017, the NIEHS Twitter feed (@NIEHS) saw its followership grow from 13,319 to 13,786.
- During that time, the NIEHS Facebook page saw its followership grow from 17,264 “likes” to 17,739.
- Finally, the NIEHS LinkedIn page saw its followership grow from 1,893 to 2,018.

## NIEHS Social Media Highlights:

OCPL promoted several NIEHS programs, initiatives, and personnel throughout the spring of 2017. Some of these include:

- NIEHS Grantee Honored by White House — Compiled posts for Facebook, Twitter, and LinkedIn congratulating Manish Arora of Mount Sinai for being honored by the White House as a rising early-career scientist.
- OCPL Social Media Class — Taught a “Best Practices” class on social media for professionals to participants in the NIEHS Scholars Connect Program. Class included a comprehensive discussion on profile building, post writing, engagement, network growth, and more.
- Environmental Justice Day — Assembled posts for Facebook and Twitter to promote NIEHS achievements in environmental justice for National Environmental Justice Day.
- 2017 SOT Tweets — Compiled several tweets and Facebook posts promoting NIEHS presence at the 2017 Society of Toxicology annual meeting.
- Environmental Risks for Psychiatric Disorders Workshop — Worked with DERT to pen custom posts for Facebook and Twitter, as well as a Facebook photo album promoting this event. Posts contained links to the workshop webpage, speaker bios, and the watch live webcast page for NIMH Director Joshua Gordon (keynote speaker).
- NC Breathe Conference — Penned Facebook and Twitter posts promoting Sri Nadadur as the keynote speaker.
- NIEHS Free Web Content Syndication — Created custom posts for Facebook and Twitter to help promote the NIH/HHS Syndication feature for web content. Posts were then scheduled on a rotating basis to run once a month.
- NIMHD Twitter Chat — Coordinated with DERT to craft multiple tweets promoting NIEHS programs and resources on minority health disparities and environmental health research for a Twitter Chat.

## Websites

- Completed web updates for the [Clinical Research](#) Branch in preparation for its BSC Review March 6-7.
- Completed a new webpage for the Molecular Microscopy Consortium <https://www.niehs.nih.gov/research/atniehs/facilities/mmc/index.cfm>.
- Fellows’ Career Development public website was launched with a lot of new content <https://www.niehs.nih.gov/careers/research/fellows/index.cfm>.

- Completed new webpages for Social and Environmental Determinants of Health Equity Group [Epidemiology Branch]  
<https://www.niehs.nih.gov/research/atniehs/labs/epi/pi/sedhe/index.cfm>
- Completed major updates for the NIEHS Biomarkers of Oxidative Stress Study (BOSS)  
<https://www.niehs.nih.gov/research/resources/databases/bosstudy/index.cfm>
- Contributed to the Epidemiology Branch BSC Review preparation, by identifying 35 papers of the month published by branch members from 2013 through 2017.
- Currently assisting NTP with content updates to “NTP Botanicals Dietary Supplements Research Program” webpages.
- [20th Annual NIEHS Biomedical Career Symposium](#) pages launched with online registration and agenda builder.

#### **Fact Sheets**

- In March 2017, the fact sheet [Tox21: Chemical Testing in the 21st Century](#) was updated.

#### **Scientific Conferences**

- In March, OCPL staffed the NIEHS exhibit at the **Society of Toxicology Meeting** in Baltimore.
- OCPL also exhibited at the **Endocrine Society Meeting** in Orlando in April.

#### **Christine Bruske Flowers**

Director, Office of Communications and Public Liaison  
National Institute of Environmental Health Sciences  
National Institutes of Health  
919-541-3665