

NIEHS Office of Communications and Public Liaison (OCPL)
May – September 2018

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I. EVENTS

Meetings/Conferences:

OCPL exhibited at the Joint Annual Meeting of the International Society of Exposure Science and the International Society for Environmental Epidemiology August 26-30 in Ottawa, Canada.

Promotional materials were developed for the following NIEHS events and activities:

- Keystone Lecture with Daniel Campbell – September 5
- Science Day Abstracts Due Date – August 31
- Workshop on Developing a Data Science Competent EHS Workforce – August 14-15
- Summer Internship Program Post Session – July 26
- CMS Training – July 12
- Keystone Lecture with P. Lee Ferguson – July 10
- OD Seminar with James Gilman – June 21
- Rodbell Lecture with Howard Chang – June 12
- NC Women of Color Research Network 2018 Annual Symposium – May 31
- Keystone Lecture with Allan Just – May 29
- Free Radicals: Past, Present, and Future; State-of-the-Art Research at NIEHS – May 25

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

II. NEWS COVERAGE

Press Releases

June 27, [NIH Study Associates Obesity With Lower Breast Cancer Risk in Young Women](#)

News Coverage of NIEHS Science, Researchers, and Activities

August 2018 – 231 media stories, as of August 26

July 2018 – 479 media stories

June 2018 – 427 media stories

May 2018 – 571 media stories

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

August 27, Chemical & Engineering News wrote “U.S. agency struggling with organohalogen flame retardants in consumer products.” Linda Birnbaum, Ph.D., NIEHS and NTP director, was quoted.

August 16, 2018, Scienmag ran a story, “First biomarker evidence of DDT-autism link,” which highlighted an NIEHS-supported study.

July 26, Family Circle wrote “What the Recycling Symbol on a Plastic Container Can Tell You About Its Potential Dangers.” It mentions the Report on Carcinogens listing of styrene as reasonably anticipated to be a human carcinogen.

July 20, Environmental Health News discussed “Is BPA making us fat, anxious and sick? A new effort to find the answer may be falling apart.” NTP was mentioned.

July 20, The Record (San Joaquin Valley) wrote about Birnbaum’s visit to Stockton, California, in the article “Stockton tour an eye-opener for health agency.”

July 19, The Sacramento Bee posted a short article and accompanying video of Birnbaum’s visit to industrial Fresno. [See video.](#)

July 19, Newsweek ran “Do cellphones cause cancer? Government study reveals 'stunningly important' findings,” which included a discussion on the NTP cell phone study. Senior scientist John Bucher, Ph.D., was quoted.

July 16, Natural Resource Report highlighted an NIEHS-funded study at Oregon State University in “OSU invents wristbands that detect pollutants.”

July 11, two stories were released in major journals —“New digital chemical screening tool could help eliminate animal testing” in Science, and “Software beats animal tests at predicting toxicity of chemicals” in Nature. They discussed a new chemical structure database developed by a grantee at Johns Hopkins University. Nicole Kleinstreuer, Ph.D., of NTP was quoted in both articles.

July 11, Metro UK wrote “Starbucks is going to start charging you for paper cups,” which mentioned the Report on Carcinogens listing of styrene as reasonably anticipated to be a human carcinogen.

June 12, Health News Digest ran “Getting to the heart of congenital cardiac defects,” which discussed a collaborative study between UNC and the NIEHS lab of Paul Wade, Ph.D.

June 7, Texas A&M announced “Graduate Student Earns NIEHS Superfund Externship Award.” [The K.C. Donnelly Externship Award](#) has been given out by the NIEHS Superfund Research Program since 2011, in honor of a longtime NIEHS grantee who died in 2009.

June 7, The Barnstable Patriot wrote about the first town hall meeting of the NIEHS-funded Sources, Transport, Exposure, and Effects of PFASs ([STEEP](#)) program, in the article “STEEP holds first Science Day in Barnstable.”

June 4, Science Daily discussed “ChemMaps lets researchers navigate the chemical universe,” a free online chemical structure database designed by North Carolina State University. Kleinstreuer and Alex Borrell, Ph.D., of NTP, contributed to the work.

June 4, Scienmag discussed research on “Poor sleep at night could mean decreased work productivity in the morning.” The study used data from the NIEHS-funded Sleep and Healthy Activity, Diet, Environment, and Socialization (SHADES) study.

May 31, Consumer Reports wrote “How to Ease Seasonal Allergy Symptoms,” which mentioned the NIEHS [pollen webpage](#).

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 summer of 2018 saw continued growth in NIEHS social media followership. From May 29 to August 29, our numbers increased, as follows:

- The NIEHS Twitter feed (@NIEHS) saw its followership grow 15,171 to 15,371.
- The NIEHS Facebook page saw its followership grow from 18,919 to 19,421.
- The NIEHS LinkedIn page saw its followership grow from 2,608 to 2808.

Social Media Highlights

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

- National Breastfeeding Month (August) — Promoted the EHP article “Mother’s Milk and the Environment: Might Chemical Exposures Impair Lactation?”
- National Cleft and Craniofacial Awareness and Prevention Month (July) — Posted a link to the NIEHS press release “Folic Acid May Prevent Cleft Lip and Palate.”
- Melanoma/Skin Cancer Detection and Prevention Month (May) — Promoted EHP article “UV Radiation and Skin Cancer: The Science behind Age Restrictions for Tanning Beds”
- National Asthma and Allergy Awareness Month (May) — Promoted our Environmental Health Topics page on asthma and the environment.

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

- Child lead exposure study finds substantial reductions possible (Brown University, August 28)
- Geisel Researchers Find Sex-specific Influence of Arsenic on Gut Microbiome in Infants (Dartmouth School of Medicine, August 24)
- Revealing a human p53 universe (DIR publication, August 22)
- Testing the Safety of Cinnamon Flavoring in E-Cigarettes (UNC EHS Center, August 20)
- Autism and DDT: What one million pregnancies can — and can’t — reveal. (Columbia University Nature publication, August 17)
- Scientists Develop New Method to Screen for Chemical Exposures (UC San Francisco, July 25)

- OSU invents wristbands that detect pollutants (Oregon State, July 17)
- NIH Study Associates Obesity With Lower Breast Cancer Risk in Young Women (NIEHS press release, June 27)
- Getting to the heart of congenital cardiac defects (UNC, June 12)
- Zinc and Copper Metabolic Cycles in Baby Teeth Linked to Autism (Mount Sinai, May 30)

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

- Clinical Study Recruitment posts — Crafted multiple custom posts for FB and Twitter to assist the NHALES Study and others in recruiting participants.
- Sister Study Facebook Group — Continued working with the Sister Study staff to better utilize their closed Facebook group.
- NIEHS-WHO Collaborating Centre Summary Report — penned custom posts for FB and Twitter, promoting the report and sharing a link for the public to read.
- #ThisIsNIH Social Media Campaign — NIEHS joined the #ThisIsNIH campaign, whereby NIH IC's take over the NIH OD Twitter account for a week, posting content of their own. NIEHS will post on the week leading up to Thanksgiving.
- NIEHS-WHO Collaborating Centre Summary Report — penned custom posts for FB and Twitter, promoting the report and sharing a link for the public to read it.
- Director of Environmental Science Cyberinfrastructure position — Crafted custom posts for FB, LinkedIn, and Twitter, promoting NIEHS's DESC position.
- NAS Environmental Health Matters Initiative public meeting — Penned custom posts for Facebook and Twitter promoting the July 11 event in advance, then two more posts on the day of the event, promoting the live webcast.
- Global Environmental Health Day — Crafted four FB and Twitter posts with detail language and webinar link, then released multiple times in the three weeks leading up to the June 6 event.

Websites

- Launched [public website redesign](#), and [Join an NIEHS Study](#) clinical studies recruitment website
- Developed new webpage Kidney Diseases under supported research.
- Created new webpage for NIEHS Powering Research Through Innovative Methods for Mixtures in Epidemiology (PRIME) program.
- New webpages developed on Translational Research Framework, to coincide with publication of EHP paper and commentary.
- Updated Epidemiology Branch webpages.
- Created new Fellow's Career Development Alumni Outcomes database.
- Promoted NIH's All of Us campaign on NIEHS public site.
- Updated Paul Wade's NIH Intramural Research Program (IRP) page.
- Launched refreshed GEH Newsletter and SRP Digest layouts that fit our new public website's format
- Registered NIEHS domains with Facebook, which will allow us to post custom text and images when we share our pages.
- Continued refinement to the Join a Study site.
- Redesigned Building Evacuations Procedure training module on the Junction.
- Assisted with layout updates for new version of Master Calendar, to make the application more usable, and fit with the look of the NIEHS public site.
- Added ability for people to have their work cell phone numbers listed on their "business cards" on the website

Monthly Newsletter – Environmental Factor

- Won first place in the e-Newsletters category at the annual National Association of Government Communicators (NAGC) awards ceremony.
- Introduced new, auto-generated Related Articles feature to share related stories with readers.

Optimize NIH Initiative, FOIA

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. Provided four specific recommendations for optimizing NIH-wide FOIA operations. NIH will be implementing an agency-wide software to be used by all NIH ICs.

NIEHS Information Technology Strategic Planning

OCPL Director is heavily involved in developing the first NIEHS Informatics and Information Technology Strategic Roadmap, and Website Manager is leading the Communications/Websites/Social Media working group.

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