

NIEHS Office of Communications and Public Liaison (OCPL)

September 2021

Public Information and Outreach

Environmental Factor

Led by Christine Flowers, our team for producing the institute's award-winning monthly newsletter includes:

Editor-in-Chief: [Jesse Saffron](#) | Science Editor: [Robin Arnette](#) | Photo Editor: [Joe Poccia](#)

Be sure to [subscribe](#) if you haven't already!

Special Communication Projects

OCPL developed and implemented a communications plan to announce a new website and resource portal for the [Disaster Research Response](#) (DR2) program.



Launched June 1, more than 500 curated research tools and resources are organized into an [easy-to-use online portal](#), available on the NIEHS website free of charge.

With an outstanding search engine, developed by the NIEHS web team, the right resource is easy to find. OCPL also provided information architecture, graphic design, and editorial services for the new web pages.

The public roll out included an article in the [Environmental Factor](#), coordination of regular social media posts, presentation slides, and an article about the [new DR2 website and portal in the NIH Record](#).

Communication about the coronavirus and COVID-19

Christine Flowers, the OCPL director, leads NIEHS communications about COVID-19. Her role involves coordinating with the NIH Office of the Director, various offices within HHS, and The White House.

OCPL staff assists leadership with internal communications. The web team continually updates internal webpages to share information about:

- Testing asymptomatic staff for COVID-19
- Addressing safety measures for staff who are working on campus
- Assisting staff who telework fulltime
- Providing vaccine and vaccination information to staff

OCPL continues to communicate externally about institute activities and discoveries directly and indirectly related to COVID-19. Here's a sample of stories from the Environmental Factor:

[Social determinants of health focus of NIEHS Distinguished Lecture](#) (July 2021)

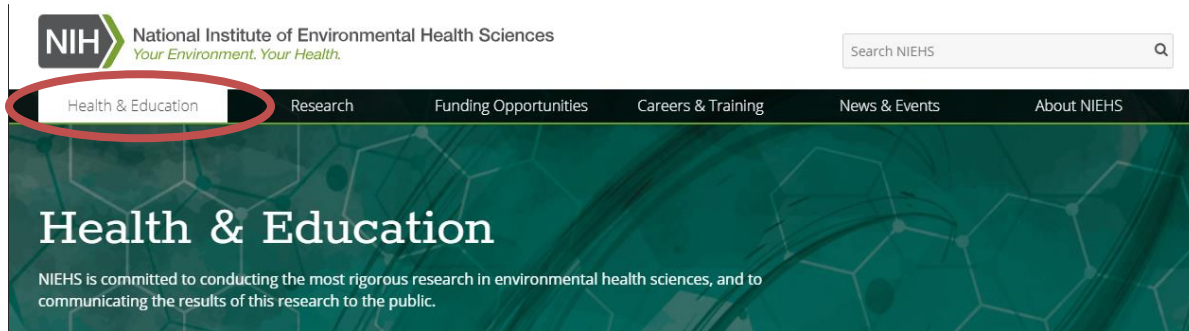
[Environment plays underappreciated role in infectious diseases](#) (July 2021)

[Sharon Beard recognized by American Industrial Hygiene Association](#) (June 2021)

[NIH Disaster Research Response program launches new website](#) (June 2021)

Online Environmental [Health & Education](#) Information

Find this section of the NIEHS website by clicking on the first tab on the homepage:



OCPL maintains more than [60 health topic webpages](#), which are organized into four categories:

- Conditions & Diseases
- Environmental Agents
- Environmental Health Science Basics
- Population Research

A new health topics webpage published in August:

- [Indoor Air Quality](#) - We tend to think of air pollution as a risk faced outside, but the air we breathe indoors can also be polluted. Environmental health researchers study how indoor air quality affects human health and well-being.

Under [Brochures & Fact Sheets](#), you will find more than 60 publications, all downloadable. You may also order print copies through our [online order form](#).

NIEHS Social Media Accounts

We post social media content daily to promote people, events, and research. We like to promote research conducted by our grantees. Help us do that by always mentioning NIEHS in your news releases and tagging us in your social media. 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

Our social media followership continues to steadily increase. From June through August, the NIEHS:

- Twitter feed increased from 21,093 to 21,321 followers
- Facebook page increased from 31,787 to 32,638 followers
- LinkedIn page increased from 5,715 to 6,116 followers

Social Media Highlights

Here are samples:

 **National Institute of Environmental Health Sciences** ✓
Yesterday at 7:03 AM · 🌐

Following the events of Hurricane Harvey in 2017, #NIEHSfunded researchers at the UTHealth SPH - Southwest Center for Occupational and Environmental Health teamed up with community, academic, and government partners to create a location-specific disaster research response toolkit.

#Hurricanes #hurricaneseason2021#flooding



FACTOR.NIEHS.NIH.GOV

Hurricane experience benefits later industrial fire research response

 **National Institute of Environmental Health Sciences** ✓
August 19 at 7:59 AM · 🌐

NIEHS researchers and their collaborators developed the recently accepted nonanimal testing method, which will be used globally.



FACTOR.NIEHS.NIH.GOV

New chemical testing approach will help to replace animal use

NIEHS researchers and their collaborators developed the recently accepted...

 **NIEHS** ✓ @NIEHS · Aug 16

"I'm a scientist today because of my high school biology teacher." — NIEHS Director Rick Woychik

The NIEHS Science, Teachers, and Research Summer (STaRS) Experience is a professional development workshop for middle and high school science teachers.



Star teachers gain science insights, lesson plans in NIEHS program (E... Broad goals are to expand environmental health literacy and science education diversity.

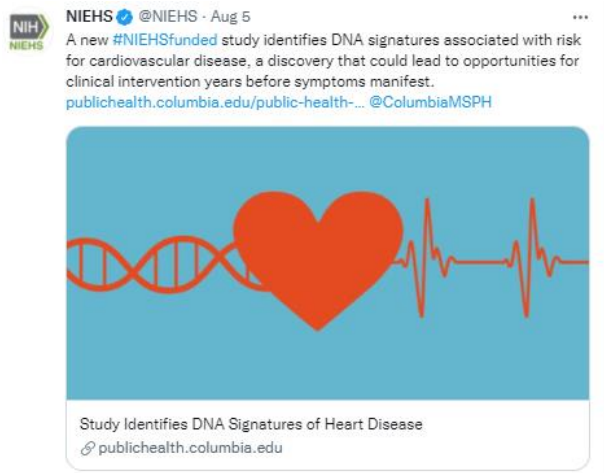
📍 factor.niehs.nih.gov

 NIEHS Retweeted

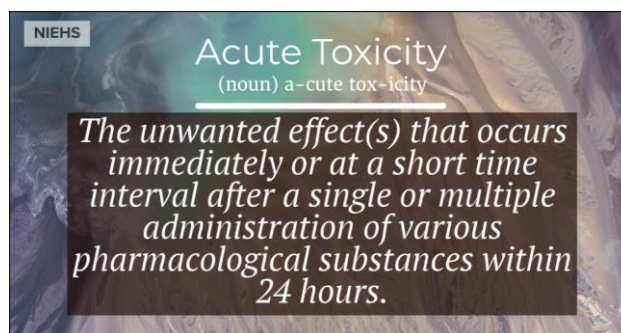
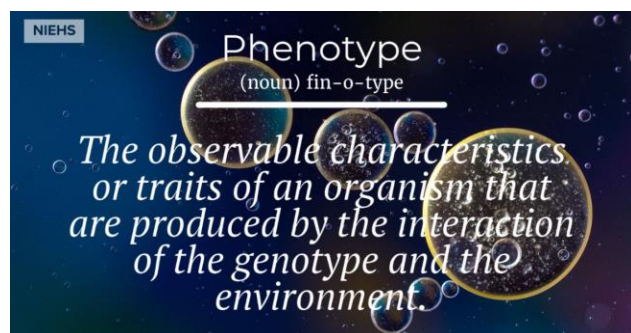
 **Emory Public Health** @EmoryRollins · Aug 4

Assistant professor, Dr. Audrey Gaskins' @audreyjane4 #research published in @NIEHS Environmental Factor raises concerns that the steady increase in global temperature due to #climatechange may result in accelerated reproductive aging in women. Learn more; ow.ly/5DcC50FJSHk

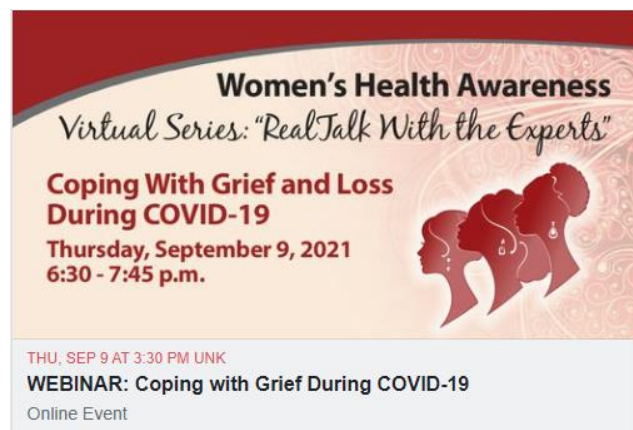




We promote scientific literacy through posts and the hashtag #EHWordWednesday on social media. Here are examples:



We also promote in-house, grantee, and professional events:



News Promotion and Coverage

NIH - NIEHS News Release

- July 29, 2021: [NIH Researchers Find Many People Want Secondary Genomic Findings After Initially Refusing](#)

A study published today by researchers at the National Institutes of Health revealed that about half of individuals who said they don't want to receive secondary genomic findings changed their mind after their healthcare provider gave them more detailed information. Researchers at the NIH Department of Bioethics, NIEHS, Harvard University, and Social & Scientific Systems collaborated on the study.

NIEHS in the News

Top stories mentioning NIEHS, June - August 2021, are listed in a table on the following pages.

Date	Headline	Outlet	People Likely Reached	URL
5-Jun-21	Your skin on stress: Pimples, wrinkles, dullness and more	CNN.com	147,281,477	https://www.cnn.com/2021/06/05/health/skin-stress-tips-wellness/index.html
19-Jul-21	Johnson & Johnson Hair Products Cause Hair Loss, Lawsuit Claims	WebMD	93,518,389	https://www.webmd.com/beauty/news/20210719/johnson-johnson_shampoo-hair-loss
11-Aug-21	Is that long-lasting lipstick toxic? Study raises concerns about PFAS in cosmetics.	The Washington Post	66,412,901	https://www.washingtonpost.com/lifestyle/wellness/pfas-cosmetics-forever-chemicals-toxic/2021/08/11/f6475ab4-f9f3-11eb-8a67-f14cd1d28e47_story.html
16-Jun-21	5G Is Here, But What Is It Anyway?	Bloomberg	39,590,439	https://www.bloomberg.com/opinion/articles/2021-06-16/what-is-5g-your-questions-answered
17-Jul-21	Maine requires so-called PFAS to be phased out by 2030	Associated Press News	20,249,218	https://apnews.com/business-government-and-politics-environment-and-nature-maine-be458f81f85f3c01d509ccfa2573b6cd
2-Jul-21	Do These Gadgets Actually Protect You? We Asked the Experts	Wired	13,201,616	https://www.wired.com/story/uvc-sanitizers-antimicrobial-cell-phone-radiation-rfid-blocker-tech-scaremongering/
2-Aug-21	Pesticides, Common Chemicals Could Raise Breast Cancer Risk	Medscape	12,819,498	https://www.medscape.com/viewarticle/955787
13-Aug-21	In the West, a Connection Between Covid and Wildfires	New York Times	5,496,000	https://www.nytimes.com/2021/08/13/climate/wildfires-smoke-covid.html?action=click&module=Top%20Stories&pgtype=Homepage
4-Aug-21	Study identifies DNA signatures linked to heart disease	ScienceDaily	5,187,838	https://www.sciencedaily.com/releases/2021/08/210804123712.htm
19-Aug-21	Varying immune cell levels in canine brain tumors could provide therapeutic targets	ScienceDaily	5,133,758	https://www.sciencedaily.com/releases/2021/08/210819125256.htm

10-Jul-21	Study: More air pollution, worse COVID-19 outcomes	UPI.com	1,915,806	https://www.upi.com/ScienceNews/2021/07/10/coronavirus-air-pollution-worse-outcomes-study/5621625870681/
10-Aug-21	What Are Endocrine Disruptors? How These Chemicals Affect the Body	MSN (Best Health)	746,376	https://www.msn.com/en-ca/health/wellness/what-are-endocrine-disruptors-how-these-chemicals-affect-the-body/ar-AAN9SK7
24-Jun-21	What Sleeping with the TV on Does to Your Body, Says Science	MSN (Eat This, Not That)	691,680	https://www.msn.com/en-ca/health/wellness/what-sleeping-with-the-tv-on-does-to-your-body-says-science/ss-AAOpZA
23-Jun-21	Everything Veterinarians Want You to Know About Hypoallergenic Dogs	MSN (Best Health)	691,680	https://www.msn.com/en-ca/health/wellness/everything-veterinarians-want-you-to-know-about-hypoallergenic-dogs/ar-AALmE8I