Public Information and Outreach

Environmental Factor

Rick Woychik launched a newsletter column in January called the Director’s Corner. Each month offers a personal viewpoint or discourse on a scientific interest, through which he hopes to confer a deeper appreciation for the work of our in-house researchers and grantees. The May column featured a conversation with Joshua Rosenthal and John Balbus, “Addressing climate change and its health issues through collaboration.”

For more feature stories, research summaries, and NIEHS news, be sure to read our free, online monthly newsletter, Environmental Factor. If you are not yet a subscriber, you can sign up on the landing page, as shown below:

WELL Health-Safety Rating

OCPL promoted the International WELL Building Institute’s Health-Safety Rating awarded to NIEHS, March 30. NIEHS is the first federal agency to earn it. The award proclaims the institute’s success in and commitment to maintaining high facility standards in several areas, as summarized in our news release. WELL is the leading tool globally for advancing health and well-being in buildings. You may have seen ads featuring renowned scientists, public health specialists, and celebrities who encourage people to “look for the WELL Health-Safety seal.” You’ll now find it on our buildings.

Communications 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 other offices within HHS, and The White House. OCPL staff assists leadership with internal and external 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
OCPL communicates externally about institute activities and discoveries related to COVID-19 through its monthly newsletter. Here’s a sample of stories:

- **NIEHS earns WELL building rating, first among feds** (May 2021)
- **COVID-19 resilience and recovery for workers, communities** (May 2021)
- **Biomarker suggests severity of COVID-19 respiratory distress** (May 2021)
- **New NIH funding advances COVID-19 testing** (May 2021)
- **Freezer donations add COVID-19 vaccine storage capacity in North Carolina** (April 2021)
- **Fighting misinformation, preventing workplace COVID-19 exposure** (March 2021)
- **Organs-on-a-chip for COVID-19 research group led by NTP center** (March 2021)
- **Pandemic vulnerability tool provides county-level snapshots** (Feb. 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. These pages are organized into four categories:

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

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

- **Climate Change and Human Health**
- **Lead and Your Health**
NIEHS Social Media Accounts

NIEHS uses social media to promote 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

Our social media followership continues to steadily increase. From January to May 2021, the NIEHS:

- Twitter feed increased from 20,600 to 21,093 followers
- Facebook page increased from 30,877 to 31,787 followers
- LinkedIn page increased from 5,311 to 5,715 followers

Social Media Highlights

We post content daily to promote people, events, and research, including grant recipients. Here are samples:

![Image](image1)

**2021 Distinguished Lecture Series**

**Social Justice and Health Equity**

*Sir Michael Marmot, Ph.D.*

**Tuesday, June 8, 2021**

11:00 a.m. – noon

Join on Zoom: bit.ly/2I4zQJts

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![Image](image2)


**NIH**

**NIH**

**NIH**

**NIH**

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![Image](image3)

**NEHEs @NIHES - May 4**

Congratulations to NIEHS Acting Branch Chief Sharon Beard on winning the 2021 Rachel Carson Award from @AIHA! This award honors an environmental health and safety professional who has attained outstanding success in their field. ow.ly/9RbJPSOZJiz

**NEHEs @NIHES - May 17**

“I am working with the White House Office of Science and Technology Policy to boost knowledge about emerging contamination issues.”

**NEHEs @NIHES - Apr 23**

Read more of NIEHS Director Rick Woychik’s discussion with @TexasSoutheastern professor and noted environmental justice expert Robert Bullard in this month’s edition of "Director’s Corner." gosasagov/HPgUf

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**NEHEs @NIHES - Apr 23**

“Environmental justice emerged decades ago as frontline communities dealt with man-made health threats such as chemical spills and natural disasters such as hurricanes.”

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**NEHEs @NIHES - Apr 23**

Read more of NIEHS Director Rick Woychik’s discussion with @TexasSoutheastern professor and noted environmental justice expert Robert Bullard in this month’s edition of "Director’s Corner." gosasagov/HPgUf
We promote scientific literacy through posts and hashtag #EHWordWednesday on social media. Here are examples:

News Promotion and Coverage

NIEHS News Releases

- May 14, 2021: [Male Hormones Regulate Stomach Inflammation in Mice](#)
- May 5, 2021: [NIH Statement on World Asthma Day 2021](#)
- April 12, 2021: [NIEHS Earns WELL Building Rating Amid Pandemic](#)
- March 11, 2021: [Preterm Birth, Prolonged Labor Influenced by Progesterone Balance](#)
- March 10, 2021: [Study of Mosquito Protein Could Lead to Treatments Against Life-threatening Viruses](#)
- February 1, 2021: [NIH Study Shows Hyaluronan Is Effective in Treating Chronic Lung Disease](#)

Grantee

We like to promote research conducted by our grantees. Help us do that by always mentioning NIEHS in your news releases. Then our media monitoring system will find your news. Noting ES grant numbers related to your research support also helps OCPL spread the word.

Since January, these grantee news releases were posted on our website:

- May 10, 2021: [Oregon State Researchers Discover New Class of Cancer Fighting Compounds](#)
- April 6, 2021: [Study Links Prenatal Phthalate Exposure to Altered Information Processing in Infants](#)
- February 16, 2021: [Workplace Chemical Exposure Study Leads to Small Business COVID-19 Awareness Campaign](#)

NIEHS in the News

Top stories mentioning NIEHS, Feb. – May 2021, are listed in a table on the following pages.
<table>
<thead>
<tr>
<th>Date</th>
<th>Headline</th>
<th>People Likely Reached</th>
<th>Outlet</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Apr-21</td>
<td>Counties at Highest Risk for COVID Harm Often Have Lowest Vaccination Rates</td>
<td>2,299,231</td>
<td>ProPublica</td>
<td><a href="https://www.propublica.org/article/counties-at-highest-risk-for-covid-harm-often-have-lowest-vaccination-rates">https://www.propublica.org/article/counties-at-highest-risk-for-covid-harm-often-have-lowest-vaccination-rates</a></td>
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<tr>
<td>28-Apr-21</td>
<td>Childhood air pollution exposure linked to poor mental health at age 18</td>
<td>6,621,043</td>
<td>Science Daily</td>
<td><a href="https://www.sciencedaily.com/releases/2021/04/210428113756.htm">https://www.sciencedaily.com/releases/2021/04/210428113756.htm</a></td>
</tr>
<tr>
<td>14-Apr-21</td>
<td>DDT's toxic legacy can harm granddaughters of women exposed, study shows</td>
<td>66,401,641</td>
<td>Yahoo news</td>
<td><a href="https://news.yahoo.com/ddts-toxic-legacy-harm-granddaughters-140027596.html">https://news.yahoo.com/ddts-toxic-legacy-harm-granddaughters-140027596.html</a></td>
</tr>
<tr>
<td>6-Apr-21</td>
<td>Study links prenatal phthalate exposure to altered information processing in infants</td>
<td>5,990,236</td>
<td>Science Daily</td>
<td><a href="https://www.sciencedaily.com/releases/2021/04/210406131944.htm">https://www.sciencedaily.com/releases/2021/04/210406131944.htm</a></td>
</tr>
<tr>
<td>18-Mar-21</td>
<td>The 10 U.S. Counties With the Worst Air Pollution</td>
<td>20,858,892</td>
<td>Newsweek</td>
<td><a href="https://www.newsweek.com/10-us-counties-worst-air-pollution-1577136">https://www.newsweek.com/10-us-counties-worst-air-pollution-1577136</a></td>
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<td>Date</td>
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<td>2-Mar-21</td>
<td>Scientist: Chemicals cut into sperm count</td>
<td>2,486,000</td>
<td>USA TODAY</td>
<td><a href="http://usatoday.newspaperdirect.com/epaper/showarticle.aspx?article=24c8066a-eca8-47ef-95bd-edc7afe1bc4">http://usatoday.newspaperdirect.com/epaper/showarticle.aspx?article=24c8066a-eca8-47ef-95bd-edc7afe1bc4</a></td>
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