

NIEHS Office of Communications and Public Liaison (OCPL)

2012 OCPL Stats at a Glance

- NIEHS/NTP was cited in more than 8,490 news stories in 2012, averaging about 707 mentions per month
- Responded to 390 media requests
- Arranged 220 media interviews for NIEHS/NTP scientists
- Posted 28 press releases to NIEHS website: issued 13 NIEHS/NTP press releases; contributed to 15 additional releases by grantees or journals.
- Responded to 850 public inquiries
- 1.44 million visits to the [NIEHS public website](#) (up 10 % from 2011); 3.34 million page views
- Expanded social media outreach
- Posted 400 tweets (<https://twitter.com/niehs>); more than 4,800 Twitter followers
- Posted 150 Facebook items (<https://www.facebook.com/nih.niehs>)
- Completed 66 FOIA cases

OCPL COUNCIL UPDATE September 2012-February 2013

CONTENTS

- I. EVENTS
- II. NEWS COVERAGE
- III. PUBLIC INFORMATION AND OUTREACH

I. EVENTS

Gulf of Mexico Oil Spill Ecosystem Conference. NIEHS took a lead role in helping to organize a series of scientific presentations by NIEHS grantees working on Deepwater Horizon research, Jan 21-23 in New Orleans. The [conference](#) was sponsored by BP's Gulf of Mexico Research Initiative, along with 13 other organizations, including NIEHS. NIEHS also hosted an exhibit booth to answer questions about the GULF STUDY and facilitated media requests about NIEHS-supported research. More than 1,000 people attended the conference, including researchers, the public, and members of the press.

Childhood Obesity & the Environment Virtual Forum. A [virtual forum](#) tackling questions involving childhood obesity and environmental factors was held Nov. 29, 2012. This virtual event was webcast from NIEHS and featured a panel discussion with NIEHS/NTP Director Linda Birnbaum, Gregory Diette, M.D. (Johns Hopkins University), Lawrence Kushi, Sc.D. (Kaiser Permanente), Andrew Rundle, Dr.P.H. (Columbia University), and Kristina Thayer, Ph.D. (NTP). Kimberly Gray, Ph.D. of DERT moderated. Members of the public asked questions via Web, email, and Twitter. More than 600 people viewed the webcast and tweeted the event to 1.5 million twitter users.

GuLF STUDY Recruitment. OCPL continues to work with the GuLF STUDY team on messaging and recruitment efforts. Dale Sandler, Ph.D., lead scientist for the study, and her colleagues have participated in several media-related efforts.

In October 2012, OCPL issued a press release, [Final opportunities to enroll in NIH oil spill health study](#), to help with final recruitment. Several reporters spoke to Sandler and quoted her in their stories:

- **Best of New Orleans, Gambit Weekly** wrote “Long-term oil disaster study still seeks participants”
- **AL.com** wrote “BP oil spill workers have until Dec. 31 to register for largest oil spill health study in history”
- **The Advocate** wrote “Oil cleanup workers sought – participants needed for health study”
- **Times-Picayune** wrote “Time running out to participate in health study of BP oil spill clean-up workers”
- **Mississippi Public Broadcasting** wrote “Deadline for oil spill workers and volunteers to enroll in health study is Dec. 31”
- **Houston Chronicle** wrote “Gulf oil spill workers sought for health study”
- **Houma Courier** cheered for health study in “Cheers and Jeers” column
- **The News Herald** wrote “Gulf Study deadline approaching” on Nov. 26, 2012.

Participation in national radio programs. NIEHS/NTP Director Linda Birnbaum participated in several nationally broadcast radio programs.

- **Radio MD** on Jan. 28 — “The Ongoing Dangers from the Chemical BPA,” is available at <http://radiomd.com/show/staying-well/item/9684-what-you-need-to-know-about-the-chemical-bpa>
- **The Diane Rehm Show** on Sept. 20, 2012 — “Debate Over Mandated Flame Retardant Chemicals In Furniture,” can be listened to at <http://thedianerehmshow.org/shows/2012-09-20/debate-over-mandated-flame-retardant-chemicals-furniture>
- **The People’s Pharmacy** on Sept. 22 — Birnbaum discusses new research about the low dose effects of chemicals at <http://www.peoplespharmacy.com/2012/09/22/873-healthy-environment/>

II. NEWS COVERAGE

News Coverage of NIEHS Science, Researchers, and Activities

September 2012 — 1400 stories

October 2012 — 502 stories

November 2012 — 587 stories

December 2012 — 302 stories

January 2013 — 586 stories

February 2013 — 363 stories (as of Feb. 8)

Highlights from Newspapers, Trade Papers, and National Magazines

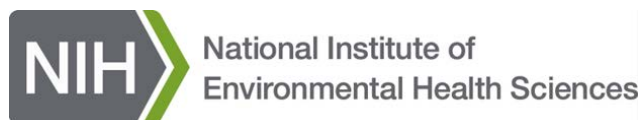
- On Aug. 2, 2012, **East Bay Express** wrote “Plastics chemicals linked to diabetes in women; Blacks and Hispanics most exposed,” which includes quotes from Thayer of NTP.
- On Aug. 6, 2012, Stephanie London, M.D., Dr. P.H., of DIR was quoted in a **Med Page Today** article titled “Clues to maternal smoking risks uncovered.”
- On Aug. 8, 2012, as part of OCPL efforts to reach out to local media outlets, **the Durham Herald Sun** wrote “Institute opens DNA bank to outside researchers.” Stavros Garantziotis, M.D., of DIR was quoted.
- On Aug. 14, 2012, the **Atlantic** included a lengthy piece titled “In Oregon, residents struggle to solve a pesticide mystery.” Sue Fenton, Ph.D., of NTP is quoted.
- On Aug. 25, 2012, **New York Times (NYT)** columnist Nicholas Kristof wrote a piece titled “Big chem, big harm?” that included information provided by NIEHS.
- On Aug. 28, 2012, NIEHS staff were featured on local TV network **WRAL**, highlighting the First Environments Early Learning Center, a nonprofit child care center on land NIEHS shares with EPA.
- On Aug. 31, 2012, DIR researcher Lisa Rider, M.D., was quoted in the **Toledo Free Press**, talking about research on juvenile myositis.
- On Sept. 1, 2012, **Forbes** magazine wrote “Scientists, nurses, vets join fight to save federal Report on Carcinogens,” which included information about the NTP Report on Carcinogens and quotes from grantees.
- On Sept. 6, 2012, a story in the **NYT Green Blog** included quotes from John Balbus, M.D., of OD, in its piece titled “The baffling nexus of climate change and health.”
- On Sept. 7, 2012, NIEHS issued a press release “[Strategy developed to improve delivery of medicines to the brain](#)” on a DIR paper published in the Proceedings of the National Academy of Sciences (PNAS) that generated interest from science reporters and publications.
- On online article Sept. 7, 2012 titled “Agent Orange’s shameful legacy” included quotes from Birnbaum.

- On Sept. 18, 2012, **Environmental Health News** wrote an article titled “BPA linked to obesity in white children” that includes quotes from many of our grantees and from Retha Newbold, a former NIEHS employee now doing consulting work with NTP on BPA.
- **USA Today** also wrote about BPA on Sept. 18, 2012. Birnbaum was quoted in the story titled “Study links chemical BPA to obesity in children, teens.”
- The **Washington Post** also ran a story on Sept. 18, 2012 titled “Study ties BPA in cans and bottles to childhood obesity but doesn’t prove it’s a cause” which also includes quotes from Birnbaum.
- In September 2012, **Consumer Reports** developed a lengthy piece focusing on “Arsenic in your food,” which includes quotes from Michael Waalkes, Ph.D., of NTP.
- As part of OCPL’s efforts to reach out to local audiences, a story in **NC State’s College of Veterinary Medicine’s (CVM) online newsletter** titled “CVM student recognized with NIEHS poster honor” includes quotes from Bill Schrader, Ph.D., of DIR.
- A story in **Greennwire** in September 2012 focused on Ken Olden, Ph.D., Director Emeritus of NIEHS/NTP. “Environmental justice pioneer plans overhaul of beleaguered division” included quotes from Birnbaum.
- On Oct. 1, 2012, **The Scientist** wrote an article titled “Fraud breeds restrictions” that included quotes from David Resnik, J.D., Ph.D., of DIR.
- On Oct. 4, 2012, several media outlets, including **Environmental Health News**, **Med Page Today**, and others wrote about a new BPA study by NIEHS grantees showing lowered thyroid hormone levels in baby boys exposed to BPA.
- On Oct. 6, 2012, **New York Times** columnist Nicholas Kristof wrote about the NTP and the Report on Carcinogens, in his column “The cancer lobby.” **OMB Watch** also wrote on this topic in its article titled “Chemical industry spending millions to hide danger of cancer-causing products.”
- On Oct. 11, 2012, the **News and Observer** mentioned NIEHS in their column featuring news about a local Nobel Prize winner.
- On Oct. 15, 2012, NIEHS issued a press release [Bacterial protein in house dust spurs asthma according to NIH study](#) about a DIR finding, which resulted in several stories, including a mention in the **American Thoracic Society Morning Minute**.
- On Oct. 30, 2012, the **Houston Chronicle** wrote a story titled “Researchers will take a deep look at Gulf seafood safety” that highlights work being done by NIEHS grantees.
- On Nov. 20, 2012, **Chemistry World** compiled a detailed article called “BPA: friend or foe?” that includes quotes from Birnbaum.
- On Nov. 23, 2012, Birnbaum was featured by **Scientific American**. The story, “Chemical ‘soup’ clouds connection between toxins and poor health,” also ran in **Nature**.

- An NIEHS press release was issued on Nov. 15, 2012 titled [Finalists of air pollution sensor challenge announced](#). The **News and Observer** highlighted one of the N.C. honorable mentions for this challenge on Nov. 26.
- In October 2012, Michael Wyde, Ph.D., of NTP participated in an [NPR Radio segment](#) about NIEHS/NTP cell phone studies.
- On Nov. 28, 2012, **Environmental Health News** wrote an article titled “Toxic couches: flame retardants on the rise in furniture, study finds,” which included quotes from Birnbaum. **The Chicago Tribune** article titled “Chemicals in the crib” and the **Consumer Reports** story “How safe are flame retardants” also included quotes from Birnbaum.
- **NC State News** and **Chemical and Engineering News** are two of several media outlets highlighting work supported by NIEHS focused on developing new testing approaches for endocrine disruptors referred to as Tiered Protocol for Endocrine Disruption (TiPED).
- The Spanish version of **Medline Plus “Salud”** this winter focused on asthma and included information from NIEHS.
- On Jan. 14, a **Philly.com** story, “We’re in contact with uncontrolled chemicals,” included quotes from Birnbaum talking about TSCA reform.
- NIEHS issued a [press release](#) on Jan. 16 featuring a DIR paper on flu vaccine.
- On Jan. 16, the **Environmental Health News** wrote a story “California intends to declare BPA a reproductive hazard,” which has several references to NTP.

III. PUBLIC INFORMATION AND OUTREACH

New Logo for NIH and Institutes



In an effort to strengthen public recognition of NIH and its many contributions, NIH began implementing a new logo policy. On Jan. 22, the new NIH/NIEHS logos were incorporated into the NIEHS websites (internet and intranet). Logo templates and guidelines for NIEHS staff were placed on the intranet (the Junction) and an all-hands email was sent to staff. A new NIEHS graphic using the new logo was also developed and installed inside the main entrance of building 101 in January.

Web and Materials Development

Since September 2012, OCPL has developed or updated and disseminated new informational materials including:

- [Autoimmune Diseases](#)
- [Breast cancer risk and environmental factors](#)
- [NIEHS continues response to 2010 Gulf oil spill](#)
- [Tox21](#)
- [Fellowship opportunities supported by NIEHS](#)
- [Career development awards from NIEHS](#)

All fact sheets and brochures are available on the NIEHS website at <http://www.niehs.nih.gov/health/materials/index.cfm>

Videos

To keep up with how people want their information presented to them, OCPL has begun to produce more in-house videos for our internal and external website viewers. Some recent examples include:

- A video of Philippe Grandjean, a grantee from the Harvard School of Public Health, discussing perfluorinated compounds and their effect on vaccine response. The video is posted on Youtube at <http://youtu.be/a75dAcv8FN0>.
- A video chronicling NIEHS postdoctoral student involvement with students at Lowe's Grove Middle School in Durham, N.C., as part of the Citizens School program. The video is posted on Youtube at <http://www.youtube.com/watch?v=i07DpdXqISY>.

Social Media Efforts

NIEHS continues to expand its use of social media and other outlets to reach a broad audience, including:

[Facebook](#)

[Flickr](#)

[Twitter](#)

[YouTube](#)

[Email lists](#)

[RSS News Feeds](#)

We nearly doubled the views of NIEHS news stories, Environmental Factor articles, and other highlighted issues by featuring them on our social media outlets.

NIEHS Exhibit

The NIEHS exhibit travelled to several meetings in fall 2012, including:

- Society for Advancement of Chicanos and Native Americans in Science (SACNAS) in Seattle
- American Academy of Pediatrics (AAP) in New Orleans
- American Public Health Association (APHA) in San Francisco. The NIEHS exhibit won second place at this meeting for its eye-catching display.

Training

OCPL provides professional training to help NIEHS scientists and staff communicate more effectively.

- In October 2012, OCPL sponsored two one-day sessions of web writing training to 50 staff and contractors, to learn how to more effectively communicate on websites.
- In August 2012, 20 scientists were invited to participate in training to make them more proficient and comfortable interacting with the media.

Online Newsletter

The NIEHS monthly online newsletter, the **Environmental Factor**, highlights NIEHS research, staff accomplishments, and ongoing activities. Many of the stories in the Environmental Factor are selected and used by other publications, including the **NIH Record**, **NIH Catalyst**, **NTP Update**, and others (see <http://www.niehs.nih.gov/news/newsletter/index.cfm>). More than 400 articles were written, edited, and published in 2012.

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