

NIEHS Office of Communications and Public Liaison (OCPL)
September 2018 – January 2019

CONTENTS

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

I. EVENTS

NTP Cell Phone Radiofrequency Radiation Study Findings

October 31, OCPL staff supported a media teleconference announcing the release of the final reports on rat and mouse studies of radio frequency radiation. NTP concluded there is clear evidence that male rats exposed to high levels of radio frequency radiation (RFR) like that used in 2G and 3G cell phones developed cancerous heart tumors.

There was also some evidence of tumors in the brain and adrenal gland of exposed male rats. For female rats, and male and female mice, the evidence was equivocal as to whether cancers observed were associated with exposure to RFR. The final reports represent the consensus of NTP and a panel of external scientific experts who reviewed the studies in March after draft reports were issued in February.

November 1, a press release and final report were released to the public. OCPL handled media requests, updated NIEHS and NTP webpages with the final reports, and announced the release through social media.

Meetings/Conferences:

OCPL exhibited at the American Public Health Association Annual Meeting, November 10-14, in San Diego, California.

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

- Converging on Cancer Workshop Save the Date – April 29-30
- Distinguished Lecture by Irva Hertz-Picciotto – January 8fs
- PEPH Annual Meeting – December 13-14
- Ethics Day – December 7
- Distinguished Lecture by Ira Tabas – December 4
- Keystone Lecture by Yvonne Fondufe-Mittendorf – November 27
- Years of Service Awards – November 20
- Falk Lecture by Margaret McCarthy – November 13
- Mitochondrial Signaling Grantee Meeting – November 7
- Veterans Day – November 7
- Science Days – November 1-2
- Big Picture, Small Talk – October 25
- Children’s Center Workshop – October 22-23
- Diversity Speaker Series by Alfonso Latoni – October 16
- Keystone Lecture by Ben Van Houten – October 5
- Wetterhahn Lecture by Angela Gutierrez – October 3
- Keystone Lecture by Staci Simonich – September 20
- 508 Compliance Training – October 16

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

II. 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 15,371 to 16,335.
- The NIEHS Facebook page saw its followership grow from 19,421 to 20,522.
- The NIEHS LinkedIn page saw its followership grow from 2,808 to 3,085.

Social Media Highlights

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

- National Birth Defect Prevention Month — Promoted the NIEHS press release, Folic Acid May Prevent Cleft Lip and Palate (January)
- National Safe Toys and Celebrations Month — Promoted “Face to Face: Understanding Toy Safety” resource from EHP (December)
- American Diabetes Month — Promoted the Obesity and Diabetes research page (November)
- National Health Skin Month — Promoted a 2016 Factor article about grantee research on skin cancer and DNA Repair (November)
- Breast Cancer Awareness Month — Promoted the NIEHS Environmental Health Topics page on Breast Cancer, as well as the PEPH podcast, Breast Cancer and the Environment, Parts 1 and 2 (October)
- Breast Cancer Awareness Month — Prepared a Facebook Live event with Abee Boyles of NTP on the BCERP program (October)
- Children’s Health Month — Promoted the NIEHS Children’s Health page (October)
- Children’s Health Month — Twitter chat with Liam O’Fallon of DERT (October)
- National Lead Poisoning Prevention Week — Promoted the NIEHS Health Topics page on lead (October)
- National Childhood Obesity Awareness Month — Promoted the Environmental Health Topics page on obesity (September)

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

- Native American Perspectives on Health and Traditional Ecological Knowledge (EPH, Jan. 30)
- High Pesticide Exposure Among Farmers Linked to Poor Sense of Smell Later (Michigan State, Jan. 16)
- ZIP Code or Genetic Code? (Harvard Medical School, Jan. 14)
- Researchers develop a new houseplant that can clean your home’s air (University of Washington, Dec. 20)
- Earth Day Challenge 2020 (Earth Day Network, Dec. 15)
- NIH scientists find that breast cancer protection from pregnancy starts decades later (NIEHS, Dec. 14)
- Brigham researchers develop smartphone-based ovulation test (Brigham and Women’s Hospital, Dec. 11)

- Discovery of a new gene could shed light on chemical exposure effects in humans (Oregon State, Dec. 10)
- Neighborhoods with more greenspace may mean less heart disease (University of Louisville, Dec. 6)
- Research Brief 288: Alternative Flame Retardants May Lead to Neurobehavioral Effects (Duke University, Dec. 6)
- Prenatal exposure to chemicals in personal care products may speed puberty in girls (UC Berkeley, Dec. 4)
- In Honor of Native American Heritage Month: A Challenge to AGU to Include Indigenous Perspectives in Science (University of Arizona, Dec. 3)
- Soy Formula Feeding During Infancy Associated With Severe Menstrual Pain in Adulthood (NIEHS, Nov. 9)
- New imaging technique aims to find even the smallest of cancerous tumors (Clemson, Oct. 24)
- Teresa Woodruff elected to National Academy of Medicine (Northwestern, Oct. 17)
- The Students and Scientists Environmental Research Scholarship Program recruitment video (Huntington Breast Cancer Research Coalition, Oct. 17)
- Crosstalk between fallopian tube, ovary may drive the spread of ovarian cancer (University of Illinois at Chicago, Oct. 15)
- Marker may help target treatments for Crohn's patients (Cornell, UNC, Oct. 10)
- New research featured on NPR radio show: Science Friday (USC, Oct. 3)
- New research reveals a mitochondrial gene that protects against dementia and other diseases of aging (USC, Sept. 24)

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

- 2019 Partnerships for Environmental Public Health Meeting — OCPL posted several live tweets on Twitter as quotes and news unfolded during the Jan. 24 meeting
- UC Davis Environmental Justice YouTube Video — OCPL posted links to the video onto Facebook and Twitter along with companion links to the video's Spanish counterpart
- Nature Communications — Promoted the featuring of the NIEHS article, DNA methylation in mice is influenced by genetics as well as sex and life experience, in the Editors Highlights section of the Nature Communications website
- Glassdoor Award — NIEHS was named a Glassdoor "2018 Best Place to Work" along with the rest of NIH. Crafted custom tweet and Facebook post to promote
- 2018 PEPH Annual Meeting Webcast — Penned custom posts for Facebook and Twitter, promoting the private webcast for the 2018 PEPH Annual Meeting Dec. 13-1
- NIEHS LEED Platinum Certification — Penned custom posts for Facebook and Twitter promoting the NIEHS net-zero energy warehouse and its platinum certification from the U.S. Green Building Council's Leadership and Environment Design (LEED) system
- Interagency campaign for National Lead Poisoning Prevent Week — NIEHS joined the CDC, EPA, and others during Lead Prevention week to spread resources and raised awareness. NIEHS penned tweets to this end, sharing our own resources and those of the CDC, using the hashtags #NLPPW2018 and #leadfreekids to grow our posts' reach
- PFAs Contamination in U.S. Communities — Posted a media advisory tweet, announcing Linda's articulation in an online community briefing, Nov. 27, about PFAS
- #ThisIsNIH Campaign — NIEHS contributed 50 total posts for Facebook and Twitter as part of the #ThisIsNIH campaign for release on NIH social media. These posts went live from Nov. 19-23
- Waking Up to Wildfires documentary — Penned custom posts for Facebook and Twitter, promoting a new documentary produced by NIEHS grantees from UC Davis. NIEHS shared links to the film's trailer and promoted its Nov. 4 premier/Facebook Live event
- Kids Matter! Research to Action in Children's Environmental Health event — Tweet, promoting NIEHS' presence at this UNC event and offering link to registration
- Artificial Intelligence in Environmental Health Science and Decision-Making Event — Crafted three tweets and two Facebook posts promoting this NIEHS-sponsored event Oct. 18-19 from the Research Triangle Environmental Health Collaborative
- Children's Health Day Twitter Chat — Posted tweets to promote NIEHS and Liam O'Fallon's presence during a Children's Environmental Health network Twitter Chat on October 11

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- NIEHS Inflammation Faculty Workshop: Circulating Cell Free DNA: Applications in the Clinical and Toxicology Setting — Penned custom posts for Twitter, Facebook, and LI to promote NIEHS workshop
- NIH Grant Application Video - Penned a tweet, promoting a new NIH YouTube video highlighting the various aspects of the NIH grant application process
- USC Grantee Video — Shared a YouTube video from USC's MADRES Environmental Health Disparities Center promoting their work to build environmental health literacy around toxins and health impacts found in commonly used household cleaning products with Latina mothers

Websites

- Launched Latest Videos section on the NIEHS News and Events page
- Launched NIEHS Laboratory Safety Refresher Training module, a mandatory training for NIEHS lab staff
- Developed and implemented new timetable and policy for publishing Factor issues, which should lead to better workflow for content creators and web developers
- Coordinated website training for OCPL staff on Creating Video for Social Media
- Developed new NIEHS webpages for the 2018-2023 Strategic Plan
- Developed new ReUse It application on the Junction, which allows staff to share work surplus items
- Developed conference websites for PEPH Annual Meeting and Mitochondrial Signaling Meeting

Webpages created or updated

- Created new NIEHS Environmental Health Topics webpage on Smoking and Vaping, Hair Dye, and Cosmetics and Personal Care Products
- Updated NIEHS Clinical Research webpages
- Updated NIEHS Environmental Health Topics webpages on Breast Cancer, Dust Mites and Cockroaches, and Electric and Magnetic Fields,
- Updated OD, OM, and Computer Technology Branch (Now Office of Information Technology) NIEHS and Junction webpages to reflect organizational changes
- Created new DIR webpages for Fertility and Reproductive Health Group, and Mutagenesis and DNA Repair Regulation Group
- Updated NIH Intramural Research webpages on Humphrey Yao and Douglas Bell
- Updated DERT webpages on Environmental Health Disparities and Environmental Justice, Research to Action, Mixtures, Developmental Origins of Health and Disease, BCERP, SBIR/STTR, ViCTER, Autoimmune and Immunotoxicology, Children's Health, Environmental Health Sciences Education, CHEAR, ONES, Air Pollution, Genome Integrity and Environmental Stress, and Exposure Biology and the Exposome
- Updated Junction Travel webpages

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 Cyberinfrastructure Leadership Council (CLC) and developing the first NIEHS Informatics & IT Strategic Plan.

Rodbell Auditorium Renovation

Rodbell Auditorium will be renovated this fall to meet fire safety codes. Conference Room F193 is being renovated to handle some of the larger meetings normally held in Rodbell.

- OCPL Director and staff have participated in multiple meetings with OM and the Office of Research Facilities regarding audiovisual layout, wiring, and equipment needed for the renovation of F193 and Rodbell Auditorium.
- OCPL is arranging for remote webcasting for meetings relocated to off-site spaces during the renovation.

III. NEWS COVERAGE

Press Releases

December 14, [NIH Scientists Find That Breast Cancer Protection From Pregnancy Starts Decades Later](#)
November 9, [Soy Formula Feeding During Infancy Associated With Severe Menstrual Pain in Adulthood](#)
November 1, [High Exposure to Radio Frequency Radiation Associated With Cancer in Male Rats](#)

News Coverage of NIEHS Science, Researchers, and Activities

January 2019 –287 media stories
December 2018 – 371 media stories
November 2018 – 1992 media stories
October 2018 — 543 media stories
September 2018 — 273 media stories

Highlights from Newspapers, Trade Papers, and National Magazines (see below)

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