



NIH Communications Update



Advisory Committee to the Director Meeting

John Burklow

Associate Director for Communications and Public Liaison, NIH

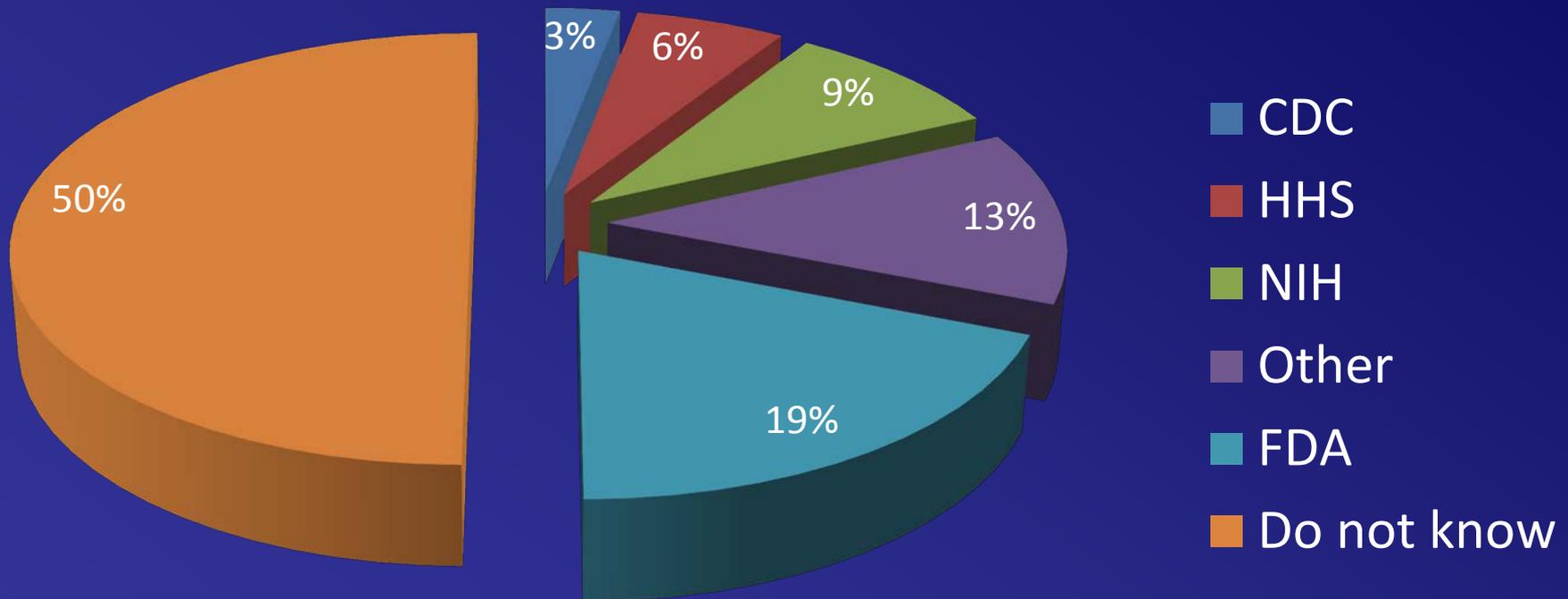
December 6, 2012



Argument for Change...

- **Budget Climate:** Economic times demand a strong case for the value of NIH research
- **Communications Climate:** Fragmented media world requires a cohesive NIH identity
- **Community Climate:** Diverse stakeholders with competing interests, but common goals

Public Recognition



Source: Research Enterprise Poll
February 2010 Charlton Research Company
for Research!America

Quotes from Members

The NIH is “one of the best-kept secrets in Washington.”

— Rep. Mike Simpson
(R-ID)



NIH's Fragmented Approach to Public Communication



A Subset from One Institute



The Challenge

Communicate the value of NIH research
with maximum impact.

The Action

Put NIH front and center when communicating to the public

– *not to exclusion of ICs*

Maintain IC connections to their communities

– *not to exclusion of NIH*

Key Strategies

- Fortify NIH identity
- Mobilize NIH stakeholders (grantees, professional and voluntary organizations)
- Leverage traditional and social media

Clear Connection to NIH



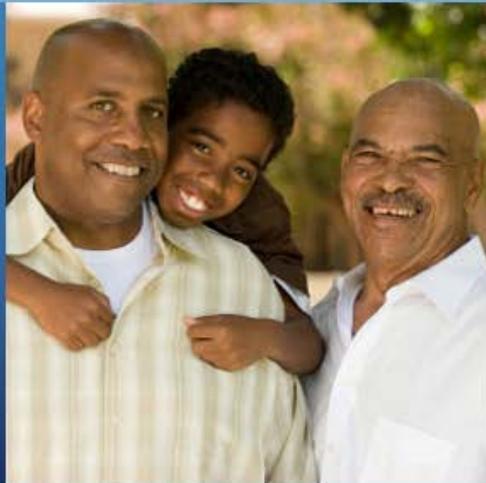
National Institutes of Health

Know Your FAMILY HEALTH HISTORY

Thanksgiving is National Family History Day. When you gather, discuss your family's health history and use *My Family Health Portrait* to write it down.

[More ▶](#)

1 2 3 4 5



IN THE NEWS



Celebration of Science
Video highlights of NIH leadership, scientists, patients and caregivers.

Posted on Oct 16, 2012



Genetic Variation
Providing deeper insights into the genomic basis of human disease.

Posted on Nov 29, 2012



Food Safety
Protecting families from foodborne illness.

Posted on Nov 21, 2012

[For the Press](#) | [Newsletters & Feeds](#)

NIH at a Glance

Funding for Research

Labs at NIH

Training at NIH

NIH is the nation's medical research agency—supporting scientific studies that turn discovery into health.

[Mission](#) | [Impact](#) | [Organization](#) | [Jobs at NIH](#) | [Visitor Information](#) | [FAQ](#)



THE NIH DIRECTOR



Dr. Francis S. Collins,

NIH Director's Blog

[Biographical Sketch](#)

[Photo Gallery](#)

[Video & Sound Gallery](#)

[Budget Statements](#)

NIH IC Logos: Some Examples



National Institute of
Neurological Disorders
and Stroke



National Institute of
Neurological Disorders
and Stroke



National Heart, Lung,
and Blood Institute



National Heart, Lung,
and Blood Institute



National Center
for Advancing
Translational Sciences



National Center
for Advancing
Translational Sciences

NIH Identity when Combined with Other Logos

Inter-/Intra-Agency Agreement



Multicenter Studies



Consumer Education Campaigns



NIH Communications Toolkit

- Core Messages/Talking Points
- “Elevator Speech”
- NIH Fact Sheet/ppt slides
- Visual Identity Guidelines
- Standard Operating Procedures for Media Activities
- Best Practices: Working with Grantee Institutions
 - Planning Ahead
 - Funding Acknowledgment
- Best Practices: Working with Stakeholder Organizations
 - Information-Sharing
 - NIH-hosted meetings
 - Collaborating on Local and National Events
 - Coordinated Announcements with Multiple Institutions

Celebration of Science—NIH Day

