

Director's Council of Public Representatives Report to the ACD

June 6, 2008

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NIH Advisory Committees

**Council of
Public Representatives, COPR
(Public Input
and Participation)**

**Advisory Committee to
the Director, ACD
(Biomedical Research
policy and administration)**

NIH Director

NEW

**Scientific Management
Review Board, SMRB
(NIH Organizational Review)**

NEW

**Council of
Councils
(Division of
Program Coordination, Planning,
and Strategic Initiatives)**

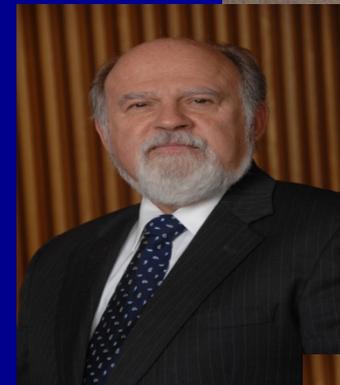
New COPR Members

- **Micah L. Berman, JD**
Executive Director and Visiting Professor of Law
Tobacco Public Policy Center
Capital University Law School
Columbus, OH
- **Lora M. Church**
Senior Program Manager
Acoma-Canocito-Laguna (ACL) Teen Centers
University of New Mexico
Albuquerque, NM
- **Rep. Eileen Naughton, JD**
State Representative of Rhode Island
Providence, RI



New COPR Members (continued)

- **Carlos A.O. Pavão, MPA**
Community Administrator
DeKalb County Board of Health
Chamblee, GA
- **John W. Walsh**
President and CEO
Alpha-1 Foundation
Miami, FL
- **James S. Wong, PhD**
Senior Advisor, Strategy and Product Planning
Hitachi Global Storage Technologies
San Jose, CA



April 18, 2008, Meeting

- The NIH Intramural Research Program: New Trans-NIH Initiatives
 - Dr. Michael Gottesman, Deputy Director for Intramural Research, NIH
- Update on Enhancing Peer Review at NIH
 - Dr. Jeremy Berg, Director, National Institute of General Medical Sciences, NIH
- National Library of Medicine Outreach Initiatives
 - Ms. Melanie Modlin, Public Affairs Specialist, National Library of Medicine, NIH
- Genome-Wide Association Studies Policy: An Update
 - Dr. Elizabeth Nabel, Director, National Heart, Lung, and Blood Institute, NIH

COPR Editorial to Raise Public Awareness



Marjorie Mau, MD, MS, and Douglas Yee, MBA, Hawaii's role to increase public participation in health research. *Hawaii Med J.* 2008 Jan;67(1):4-6.

Role of the Public in Research (RPR) Work Group

- Purpose

- Identify ways to encourage researchers to involve the public in research, with an emphasis on community engagement

- Deliverables

- Definitions for community engagement and public participation
- Criteria and/or guidance that peer-review panels can use to gauge community engagement
- Guidelines for educating researchers and the public about community engagement

RPR Work Group Roundtable

Participants

- **Amy Bany Adams**, Special Assistant to the NIH Director, Office of the Director, NIH
- **David Armstrong**, Chief, Scientific Review Branch, National Institute of Mental Health, NIH
- **Jared Jobe**, Program Director, Clinical Applications and Prevention Branch, Division of Prevention and Population Sciences, National Heart, Lung, and Blood Institute, NIH
- **Loretta Jones**, Founder and Executive Director, Healthy African American Families II
- **Donna Jo McCloskey**, Health Scientist Administrator, Division for Clinical Research Resources, National Center for Research Resources, NIH
- **Walter Schaffer**, Senior Advisor, Office of Extramural Research, NIH
- **Vivian Ota Wang**, Executive Office of the President, National Nanotechnology Coordination Office, National Science and Technology Council

Communications Work Group

- Purpose

- Promote awareness about NIH to the public
- Act as a vehicle for communication from the public to NIH
- Recommend communication strategies that support the work of the COPR

- Recommendations

- March 14 letter to Dr. Zerhouni recommending priority for:
 - National public awareness campaign
 - Aggressive use of “new media”
- Communications Roadmap

Communications Work Group Presentation Panel

- *The Heart Truth™* Campaign
 - Ann Taubenheim and Diane Striar , National Heart, Lung, and Blood Institute
 - Sarah Temple and Jennifer Wayman, Ogilvy PR Worldwide
- Nuts and Bolts of Campaign Advertising
 - Kate Emanuel, Ad Council
- Communications and New Media
 - Jeff Gralnick, NBC News
- NIH YouTube Update
 - Jeff Dehoff, Office of Communications and Public Liaison, NIH
- NIH Communications Update
 - John Burklow, Associate Director for Communications and Public Liaison, NIH

Recommendations: Communications Roadmap

- Natural outgrowth of the NIH Roadmap continuum:
 - New science → 4Ps → new communication
- Budget/cultural change relating to NIH-wide communication activity
- Integrated, unified communications and Web strategy
- Cross between awareness and branding

Key Considerations

- Goal
 - Make NIH widely recognized as the “gold standard” for objective, evidence-based health information
- Identify target audience
 - The COPR recommends focus on health consumers/general public
 - Awareness needed on what information is available and how to access and use it

Key Considerations (continued)

- Public-private partnerships
- Dovetail with community engagement
- Language translation technology
- Engage youth audiences

Integrate Use of “New Media”

- Use new communication technologies—
explosive growth
- Take advantage of “viral propagation”
- “Adapt or die” recommendation ...

COPR Going Forward

- Work group activities
- Individual contributions