

Council of Public Representatives (COPR)
Report to the
Advisory Committee to the Director (ACD)
submitted December 7, 2007

Presented by Annelise Barron and Wendy Chaite

Report of Activities
April–October 2007

**The COPR has implemented a consensus-
building cycle.**

Report of Activities

(continued)

April–October 2007

COPR members are serving or have participated in the following NIH Committees and Councils:

- Advisory Committee to the NIH Director Peer Review Work Group
- NIH Council of Councils
- National Library of Medicine's Board of Regents Subcommittee on Outreach and Public Liaison

Report of Activities

(continued)

April–October 2007

COPR members have made presentations, given interviews, arranged interviews, and provided consultation on behalf of NIH:

- 30-minute CBS Radio interview with Dr. Zerhouni and Charles Osgood
- Interview with WUWM (89.7 FM), National Public Radio station in Milwaukee, WI
- Presentation, “Overview of the National Institutes of Health,” given at Creighton University School of Nursing in Omaha, NE
- Presentation, “How NIH Advances Help Address Health Care Costs,” given to Chamber of Commerce, Greer, SC
- Consultation provided to Lupus Genetics Study sponsored by the Oklahoma Medical Research Foundation

Report of Activities

(continued)

April–October 2007

COPR members have made presentations and participated in NIH meetings:

- NIH Peer Review Regional Consultation Meeting in New York, NY
- National Center for Research Resources Workshop on Fostering Collaborative Community-Based Clinical and Translational Research in Bethesda, MD, and Los Angeles, CA

Report of Activities

(continued)

April–October 2007

COPR members serve on one of three Working Groups:

- Agenda
- Communication
- Role of Public in Research

Report of Activities

(continued)

April–October 2007

October 25—Work Group Day

- Format of the day consisted of seven expert speakers within and outside NIH presenting information on researcher-community engagement and COPR Work Group sessions

COPR Work Group Reports

Communications Work Group

Role

- 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

COPR Work Group Reports

Communications Work Group

Recommendations

- NIH “Ambassador” Program
- Two-way communication
- Ad Council Campaign
- Partnerships with non-Federal groups
- Sustained effort
- *AmericaSpeaks*-type activity
- Challenges facing biomedical community
- NIH staff/grantees/public

COPR Work Group Reports

Communications Work Group

Recommendations (cont.)

- Examine NIH Internet strategy
 - Search engine optimization
 - NIH Web site—easier navigation
 - Syndicated content
 - Public input, community bulletin board
 - COPR visibility
 - <http://www.youtube.com/nih4health>
- Explore opportunities for alliances with national civic organizations
- Increase activities aimed at children

COPR Work Group Reports Role of the Public In Research Work Group

Role

- Support overarching principle of transforming the clinical research enterprise proposed by Dr. Zerhouni
- Identify ways to encourage researchers to involve the public in research with emphasis on community engagement
- Recommendation: Assess the 4th P (Participatory) within the ICs
 - Request status report on the implementation of the 4th P

COPR Work Group Reports Role of the Public In Research Work Group

Deliverables

- Develop proposed criteria and/or guidance for review panels to use for gauging community engagement
- Create broad guidelines for educating researchers and the lay public about community engagement
- Identify and propose definitions for community engagement and public participation

Process

Organize into subgroups of 2–3 people to address Work Group deliverables

Timeline

October 2007 to October 2008

COPR Public Meeting Day ***(October 26, 2007)***

Presenters

- **NIH Public Trust Initiative: COPR Update**
Dr. Patricia Grady, Director, National Institute of Nursing Research
Dr. Yvonne Maddox, Deputy Director, National Institute of Child Health and Human Development
- **NIH Pioneer Award and New Innovator Awards**
Dr. Jeremy Berg, Director, National Institute of General Medical Sciences
- **NCCR Community Engagement Activities**
Dr. Barbara Alving, Director, National Center for Research Resources
- **From Public Understanding to Public Engagement**
Dr. Alan Leshner, CEO, American Association for the Advancement of Science
- **NIH Peer Review**
Dr. Lawrence Tabak, Director, National Institute of Dental and Craniofacial Research