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
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

NHLBI Proteomics
NHLBI and the Recovery Act
U.S. Department of Health and Human Services
National Institutes of Health
National Heart Lung and Blood Institute
People Science Health
NAA
Children and Clinical Studies
CARE
Cardiovascular Intervention Program at NHLBI
CardioVascular Research Grid
NHLBI/NHGRI Exome Project
We can!
COPD Learn More Breathe Better
Aim for a Healthy Weight
National Asthma Control Initiative
Keeping Airways Open
Stay Young at Heart
Cooking the Heart-Healthy Way
EndGame
RS&G
SOL
MESA
ARIC
SMARTT
CARDIA
COMPASS
ALLHAT
Global Health Initiative
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

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
NIH IC Logos: Some Examples

- National Institute of Neurological Disorders and Stroke
- National Heart, Lung, and Blood Institute
- 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