



# NIH Office of Communications and Public Liaison: Making the Connection

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Office of Research on Women's Health Advisory Committee

April 4, 2017

John Burklow, NIH Associate Director for  
Communications & Public Liaison





# NIH Office of Communications and Public Liaison

- Support NIH Director's Communications efforts and other NIH Leaders
- Coordinate across NIH agencies (27 Institutes and Centers and NIH Office of the Director)
- Coordinate across U.S. agencies and departments
- Coordinate with constituency organizations
- Engage reporters, editors, producers
- Engage and respond to the public
- Science communications, NIH communications
- FOIA, social media, special events, issues management



# Key Message Concepts

- Value of Investing in Medical Research
- Health Impact of NIH Research
- Economic Impact of NIH Research: Sustaining U.S. Competitiveness
- The Importance of Basic, Clinical, Translational Research
- Footprint/Impact of NIH – Not Just a Place in Bethesda

# Quotes from Congress

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

— Rep. Mike Simpson  
(R-ID)





THE WALL STREET JOURNAL

The New York Times

Newsweek



USA TODAY

The game show where science wins big p. 402  
Precision medicine for psychiatry p. 409  
Climate change threatens one in six species pp. 501 & 571

Science



The NEW ENGLAND JOURNAL of MEDICINE

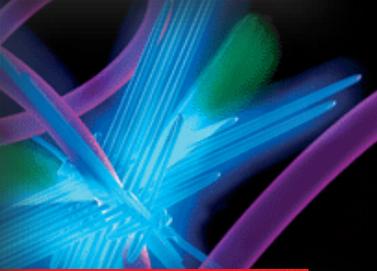


nature | methods  
Techniques for life scientists and chemists



CBS NEWS

The Washington Post  
Health and Science  
MIT scientists find evidence that Alzheimer's 'lost memories' may one day be recoverable



C-SPAN

CNN



STAT | Reporting from the frontiers of health and medicine

FOX NEWS channel

## MOVING INTO THE FUTURE WITH NEW DIMENSIONS AND STRATEGIES:

A VISION FOR 2020 FOR  
WOMEN'S HEALTH RESEARCH

OFFICE OF RESEARCH ON WOMEN'S HEALTH  
NATIONAL INSTITUTES OF HEALTH  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

### STRATEGIC PLAN



FOLLOWERS  
13.7K

NIH

Office of Research

GLOBAL ADVANCES IN HEALTH AND MEDICINE

#### ORIGINAL RESEARCH

### Building the Women's Health Research Workforce: Fostering Interdisciplinary Research Approaches in Women's Health

组建女性健康研究力量：促进女性健康的跨学科研究方法

Creación del personal de investigación sobre la salud de las mujeres: el fomento  
de los enfoques de investigación interdisciplinaria sobre la salud de las mujeres

Joan D. Nagel, MD, MPH, *United States*; Abby Koch, MA, *United States*; Jennifer M. Gulmond, PhD, *United States*;  
Sarah Glavin, PhD, *United States*; Stacie Geller, PhD, *United States*

Putting science to work for the health of women

Home

Research

Clinical Research & Trials

Career Development

Advisory Committees

About

Improving the  
Health of Women in  
the United States  
WORKSHOP SUMMARY

ORWH is working to improve women's life expectancy in the United States. Read the latest report.

#### Funding Opportunity Title

**Research Supplements to Promote  
Re-Entry into Biomedical and  
Behavioral Research Careers  
(Admin Supp)**

#### Activity Code

Administrative Supplement

### Including Women and Minorities in Clinical Research

Women and men have different hormones, different organs, and different cultural influences — all of which can lead to differences in health. The purpose of clinical research is to understand how the human body works and apply that knowledge to improve health outcomes. For clinical research to be truly useful, it must reflect the populations that it intends to help.

Including women in research is not just a matter of enrolling women in clinical studies. It also requires consideration of how research is designed, a process that occurs long before volunteers sign up for a study. When planning, designing, and conducting clinical research, it is imperative to consider both sexes.

ORWH helps the research community understand that including women in clinical research makes results stronger and more robust and makes it possible for scientists to draw conclusions that advance health for both women and men.

NATURE | COMMENT

## Policy: NIH to balance sex in cell and animal studies

Janine A. Clayton & Francis S. Collins

14 May 2014

Janine A. Clayton and Francis S. Collins unveil policies to ensure that preclinical research funded by the US National Institutes of Health considers females and males.



Illustration by Katie Scott



Institut of  
Technolgy



Photo by Dominick Reuter



# NIH Director's Communications

- Media Interviews
- Social Media
- Speeches/Presentations/Visits
- Visits to NIH
- Commentaries/op eds/scholarly papers
- Help w/ interactions with Congress
- Scientific Initiatives

# Presentations

- >985 since Dr. Collins started as the NIH Director
  - >117 in 2016 alone
  - Will be participating in the Milken Institute Global Conference at the end of April



# NIH Director On Sequestration: 'God Help Us If We Get A Worldwide Pandemic'

Posted: 08/23/2013 10:41 am EDT

Sam Stein

# The 21st Century Cures Act: Saving Lives Through Research

One doctor's opinion on the controversial act.

By Dr. Kevin Campbell | Contributor | Dec. 22, 2015, at 6:00 a.m.

nature

Q&A 15 August 2014

# NIH chief keeps hopes afloat

Director Francis Collins discusses the changing landscape of biomedical research.

Sara Reardon

The New York Times

The Opinion Pages | OP-ED CONTRIBUTOR

# Why Trump's N.I.H. Cuts Should Worry Us

By HAROLD VARMUS | MARCH 22, 2017

THE WALL STREET JOURNAL.

THE SATURDAY INTERVIEW

# Dr. Francis Collins: Politics on the Frontier of Science

By JOSEPH RAGO

November 8, 2013

FierceBiotech

# Donald Trump aims for \$1.2B in NIH cuts this year

by Ben Adams | Mar 29, 2017 4:21am

nature

# NIH defends monkey experiments

Director Francis Collins says the agency has changed how it conducts controversial studies, but argues the work is necessary.

Sara Reardon 28 January 2015



The NEW ENGLAND JOURNAL of MEDICINE

Perspective

December 13, 2016

# The 21st Century Cures Act — A View from the NIH

Kathy L. Hudson, Ph.D., and Francis S. Collins, M.D., Ph.D.

The Cures Act, formally known as H.R. 34 or the 21st Century Cures Act,<sup>1</sup> passed overwhelmingly in the U.S. House of Representatives and Senate in the waning days of the 114th

Congress and was signed into law by President Barack Obama on December 13, 2016. The Act is a landmark measure that will provide the

Some key measures reduce red tape. Policies generated with the best intentions sometimes have serious adverse consequences for research. Two needlessly obstructive policies have been undone by the Cures Act — one dealing with paperwork and the other with scientific meetings.

THE ASCO POST

# The Future of Biomedical Research A Conversation With Francis S. Collins, MD, PhD

By Jo Cavallo

March 1, 2014



National Institutes of Health chief talks science and faith

Apr. 26, 2015 - 3:08 - Power Player of the Week: Dr. Francis Collins



# Collins on Colbert



Monday, Feb 10 2014 - 10 a.m. (ET)

# A Conversation With Dr. Francis Collins, Director Of The NIH

Listen Transcript Related Links



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## wait wait...don't tell me!

this week about panelists schedule contact see live shows

## NIH Director Francis Collins Plays Not My Job

December 14, 2012 2:12 PM

Listen to the Story

Wait Wait...Don't Tell Me! 18 min 15 sec

- Playlist
- Download
- Transcript



Dr. Francis Collins is the director of the National Institutes of Health, which among other things means he's going to outlive us all. We've invited him to play a game called "OWWWW!" Three questions about athletes and the surprising ways they find to injure themselves, inspired by Bleacher Report's list of [The 50 Weirdest Injuries in Sports History](#).

npr news arts & life music topics programs listen

shots HEALTH NEWS FROM NPR

your health treatments & tests health inc. policy-1st public health

## Francis Collins: DNA May Be A Doctor's Best Friend

APRIL 04, 2010 1:02 PM ET

JENNIFER EVANS

If anyone knows about DNA, it's physician-geneticist Francis Collins, director of the National Institutes of Health, who spent more than a decade leading the Human Genome Project.

So it was a natural move for him to slip off his own genetic code for analysis. He wanted to experience first-hand how behavior can change based on personalized information about the risks for disease.

When the results came, Collins, author of the new book, *The Language of Life: DNA and the Revolution in Personalized Medicine*, found what science said about his own DNA a bit unsettling, as he describes during a recent interview with Kaiser Health News.

"It did affect me to find out that I was at risk for diabetes, which I had no family history of. But my family has all been extremely lean and I was not so lean, as I discovered when I got this information," Collins says. The "wake-up call" led Collins to switch up his diet and start an exercise program. His efforts helped him drop 25 pounds.



National Institutes of Health director, Dr. Francis Collins, photographed last August on his first day at work at NIH headquarters.

# Charlie Rose



November 3, 2015

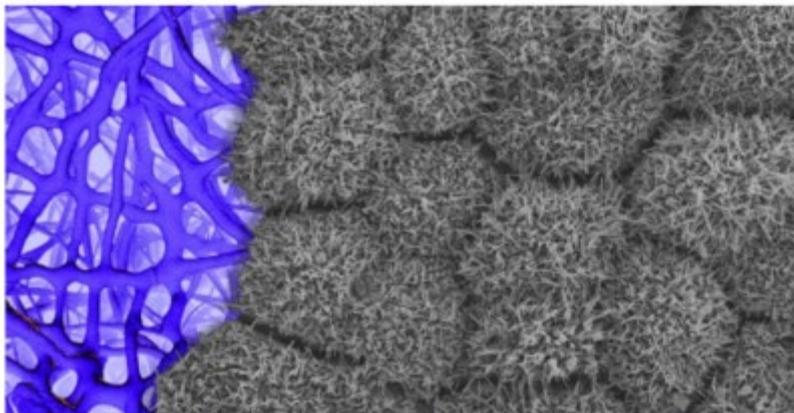
<http://www.charlierose.com/watch/60644053>

# NIH Director Social Media: Blog, Twitter, Periscope, etc.

## NIH DIRECTOR'S BLOG

### Regenerative Medicine: The Promise and Peril

Posted on March 28, 2017 by Dr. Francis Collins



*Caption: Scanning electron micrograph of iPSC-derived retinal pigment epithelial cells growing on a nanofiber scaffold (blue).*

*Credit: Sheidon Miller, Arvydas Maminishkis, Robert Fariss, and Kapil Bharti, National Eye Institute/NIH*

- Views: >2 M
- Posts: 440 (twice weekly)



NIH  
@NIH



Following

LIVE on #Periscope : Watch @NIHDirector  
sing the National Anthem at @Nationals v.  
@Mets! #NIH [periscope.tv/w/ahOA7TFsWkVw](https://periscope.tv/w/ahOA7TFsWkVw)

- Tweets: 1,751
- Followers: 70.3K



# Facebook Live Event with NIH and NASA



## #SpaceChat

Live from the International Space Station

· October 18 · 11:15-11:35 am ET ·



NIH Director Dr. Francis Collins  
& NASA Astronaut Kate Rubins

See the man who led the effort to map the human genome talk with the woman sequencing DNA in space for the first time. They will be taking your questions!



Facebook Live @ISS



# Precision Medicine Initiative



## THE NIH DIRECTOR

April 10, 2016

### Selection of Eric Dishman as Director of the Precision Medicine Initiative Cohort Program

I am very pleased to announce the selection of Eric Dishman as Director of the Precision Medicine Initiative (PMI) Cohort Program. Eric will lead NIH's effort to build the PMI landmark longitudinal research study of one million or more U.S. volunteers to expand our ability to improve health and treat disease through precision medicine. Eric comes to NIH with a deep understanding of the initiative, having played a critical role as a member of the PMI Working Group that deliberated intensively for several months last year to develop the design for this audacious study.

Eric brings a wealth of health innovation experience to the PMI effort — as a social scientist and researcher, entrepreneur and business leader, patient and patient advocate, and policy advocate and thought leader. He has pioneered and co-founded some of the nation's first and largest research/policy programs focused on telehealth, personal health records, independent living technologies for seniors, and behavioral markers for



U.S. Department of Health & Human Services

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## ALL OF US™ RESEARCH PROGRAM

All of Us Research Program

- Scale and Scope
- Participation
- Program Components
- Funding
- FAQ
- Advisory Groups
- Events
- Announcements
- In the News
- Multimedia

Email Updates  
Sign up to receive email updates about the Precision Medicine Initiative.  
[Sign up for updates](#)

**All of Us**™ THE NATIONAL INSTITUTES OF HEALTH DEPARTMENT OF HEALTH & HUMAN SERVICES | THE Precision Medicine Initiative

### ALL OF US RESEARCH PROGRAM

February 27, 2017

#### Dara Richardson-Heron, M.D. Named Chief Engagement Officer of the All of Us Research Program

The National Institutes of Health has selected Dara Richardson-Heron, M.D., as chief engagement officer of the All of Us Research Program. She will lead outreach efforts to enroll and retain one million or more volunteers in this landmark effort to advance innovative health research that may lead to more precise treatments and prevention strategies.

All of Us aims to build one of the largest biomedical data sets in the world, involving participants from diverse communities across the United States. As chief engagement officer, Dr. Richardson-Heron will forge partnerships with research participants, health care professionals, and national and community-based

*Dara Richardson-Heron, M.D. Nancy Gilbert/NIH*

## All of Us Infographic



## NEWS RELEASES

Wednesday, February 1, 2017

### All of Us Research Program announces funding opportunity for community partners

*Diverse community support vital for a cohort program reflective of the U.S. population.*

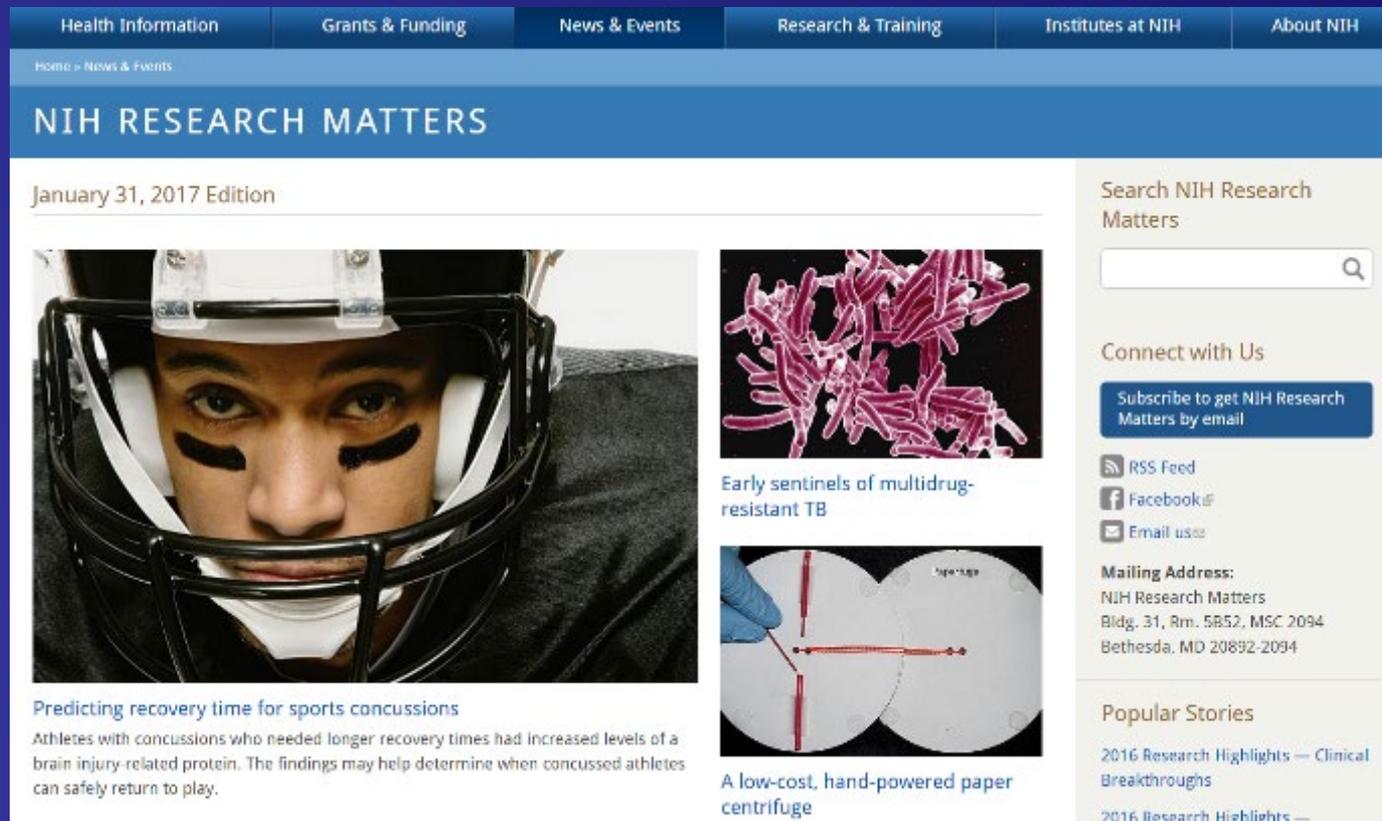
# NIH News in Health

- Monthly newsletter
- >210,000 email subscribers
- >32,000 print copies mailed
- >70,000 Facebook followers



# NIH Research Matters

- Updated weekly
- >100,000 subscribers
- >33,000 Facebook followers



The screenshot shows the NIH Research Matters website interface. At the top, there is a navigation bar with links for Health Information, Grants & Funding, News & Events, Research & Training, Institutes at NIH, and About NIH. Below this is a breadcrumb trail: Home > News & Events. The main header reads "NIH RESEARCH MATTERS" and the date "January 31, 2017 Edition" is displayed. The main content area features three articles:

- Predicting recovery time for sports concussions:** Accompanied by a photo of a football player in a helmet. The text states: "Athletes with concussions who needed longer recovery times had increased levels of a brain injury-related protein. The findings may help determine when concussed athletes can safely return to play."
- Early sentinels of multidrug-resistant TB:** Accompanied by a 3D visualization of pink, rod-shaped bacteria.
- A low-cost, hand-powered paper centrifuge:** Accompanied by a photo of a hand using a tool to operate a small, circular paper centrifuge.

On the right side of the page, there is a search bar labeled "Search NIH Research Matters", a "Connect with Us" section with buttons for "Subscribe to get NIH Research Matters by email", "RSS Feed", "Facebook", and "Email us", a "Mailing Address" section with the address: "NIH Research Matters, Bldg. 31, Rm. 5B52, MSC 2094, Bethesda, MD 20892-2094", and a "Popular Stories" section listing "2016 Research Highlights — Clinical Breakthroughs" and "2016 Research Highlights —".

# The NIH Record



NIH staff members celebrate the 100th anniversary of the National Institutes of Health.

## features

Great Science, My Budget  
Presents Drury ACD

NIH Moves You at Science Fair

NIH's Chang Seeks Ways to Slow  
Aging Process

Holiday Preparations Endure  
Campus

## departments

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Been	11

The NIH Record is published  
in office hours only.

WEDNESDAY, 2014  
VOL. LXVIII, NO. 1

The Second Best Thing About People

# nih record

NIH  
RECORD

June 3, 2014  
Vol. LXVIII, No. 1



National Institutes of Health

## Budget Uncertainty Again Clouds ACD Meeting

**By Rick McIvor**  
The 107th meeting of the advisory committee to the NIH director (ACD) Dec. 3-6 was much like the last half-dozen of these biannual events, beginning with scientific promise—especially regarding the BRAIN Initiative at NIH—but derailed by prospects of flat or reduced budgets.

At the outset of his state-of-the- NIH presentation to the group, NIH director Dr. Francis Collins described new guitar pick-shaped lapid pins fabricated by an outside group, Univer Medical Research popping up around NIH and even on Capitol Hill that said “Hope at NIH.” These arose not only out of Collins’ reputation as a musician, but also as “things that we believe in what we are doing,” said Collins.

“You want to pick NIH and you want to pick hope,” he said, inviting the group to wear the symbols with pride.

Collins called 2013 “the worst year in recorded history in terms of R0/D capability of support grant applications.” The success rate was between 1 in 6 to 7, or about 15 percent, which he called “unsustainable—there’s nothing helpful about that.”

SEE STORY PAGE 2



Dr. Francis Collins (right) of Harvard and NIH, with Dr. Jack Kilian (left) of NIH.

**Can Scientists  
Beyond Digestive Issues: Can Probiotics  
Boost Our Immune System?**  
*By David Slezacek*

In recent years, an increasingly wide variety of probiotics have sprung up on news shelves among the benefits of dietary supplements. They’re also loaded on foods, from yogurt to pickles. Where did probiotics come from? Might they really have immune defense potential? Are they safe?

“It’s getting hard to avoid them,” said Dr. Barry Goldstein, professor of pediatrics at Harvard.

SEE STORY PAGE 2

## Honoring Power of Diversity NIH Observes Native American Heritage Month

*By John Wang*



Dr. Jennifer Manly (left) of NIH.

When we hear the words “power of the dog’s bark,” we’re reminded that animals communicate. But we humans are the exception.

Long before European colonization, Native Americans were talking animals to power on their vibrant, lush the generations and explain how everything in Creation is connected. Stories had—and still have—inspired learning.

The story of how narrative preserves the health and well-being of Native communities drew a large and diverse crowd to Upland Amphitheater recently for “Honoring Our Generosity through Narrative: The Power of Storytelling.”

Speakers were Dr. Ted Hida, director of the

SEE STORY PAGE 2

## WAS THIS REVOLUTION TELEVIEWED? History of TV Tech in Medicine Mined for 21st Century Lessons

**By Susan Roberts**  
When medicine met television in the mid-20th century, the subsequent wedding was one of convenience. Medicine at the time needed TV technology to reach remote, underserved and even, eventually, from hospitalized patients. It was thought water, perhaps, the dawn of a new era in medical care.

Dr. Jerome Greene, a history of medicine professor at Johns Hopkins University, reminded that hope, however, is only true when it is based on the evidence. Consider a recent audience. What we can learn from

today’s “telemedicine” settings, he suggested, may help us navigate the early stages of today’s next-tech relationships—radiation on mobile devices (“e-radiology”) or real-time medicine (“e-surgery”).

“There is a rich history of medical images communicated by television in the 1950s and 70s that is of relevance to contemporary and emerging use of media in medicine and health today in the 21st century,” said Greene in his lecture, “The Analog Past: Imaging Medicine of a Distance in the Television Era.”

He talks was the keynote of the National Library of Medicine’s 2-day “Design and Tests in Medical History: Workshop in History, Tools & Data from the Digital Humanities.”

## Nothing New Under the Sun

“Claws for the ability of new media to inform the way we live, interact, behave in health and disease are all around us,” Greene



Dr. Jeremy Greene says we can learn a lot from telemedicine’s early days.

said. However, the greener also comes with “deep wells of anxiety.”

Hospital screens get locked, Facebook, Twitter and social accounts get spooled, identity theft and privacy concerns get nagging these days. That’s today’s reality. But,

SEE STORY PAGE 2

## BEER, BREAD, PAINKILLERS Smolke Describes Use of Yeast to Make Medicine

*By Susan Roberts*

Yeast are simple, 1-celled fungi that people have used for fermentation and baking throughout history. Ancient alchemists cooking through Egiptian rains, for example, have found early grinding mills and baking chambers for yeasted bread, along with drawings of 4,000-year-old bakeries and breweries. In the 19th century, chemists and biologists such as Louis Pasteur began to study yeast and fermentation scientifically.

Today, Dr. Christina Smolke, an NCI scientist, has discovered a new use for humble yeast—regrouping its biology so it can serve as a platform for producing medicines from natural products, including opioids for pain management and palliative care, which are in short supply in much of the world and pose many production challenges.

SEE STORY PAGE 2



Advertisement in Science is looking for you. See p. 2

**ALSO THIS ISSUE**

NIH Names New Director	1
NIH’s Lanthan: Search for Rare Lanthan	5
New Molecule: Two-Layer Cell Membrane Available for A&E	6
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Monitors	8
Stim	12



In a CC meeting room, 7-year-old Dana, daughter of RLM’s David Roberts, successfully identifies a rock patient.

## TYCTWD Captivates Throngs Of Eager Kids

*By Susan Roberts*

Hundreds of smiling kids descended on RLM on Aug. 28, excited to learn more about the place where their parents’ grandkids work. The 20th Take Your Child to Work/Earth Day featured dozens of activities both on and off campus that got kids thinking about ways to protect their health and the environment.

SEE STORY PAGE 2

Pregúntele a Carla sobre la diferencia entre el resfrío común y la gripe.

¿Resfrío? ¿Gripe? ¿Alergias?

[Pregunta a Carla](#)

● ● ● ● ●



**Información general sobre el virus Zika**

Información general y respuestas sobre el virus del Zika.

**Pregunta a Carla**

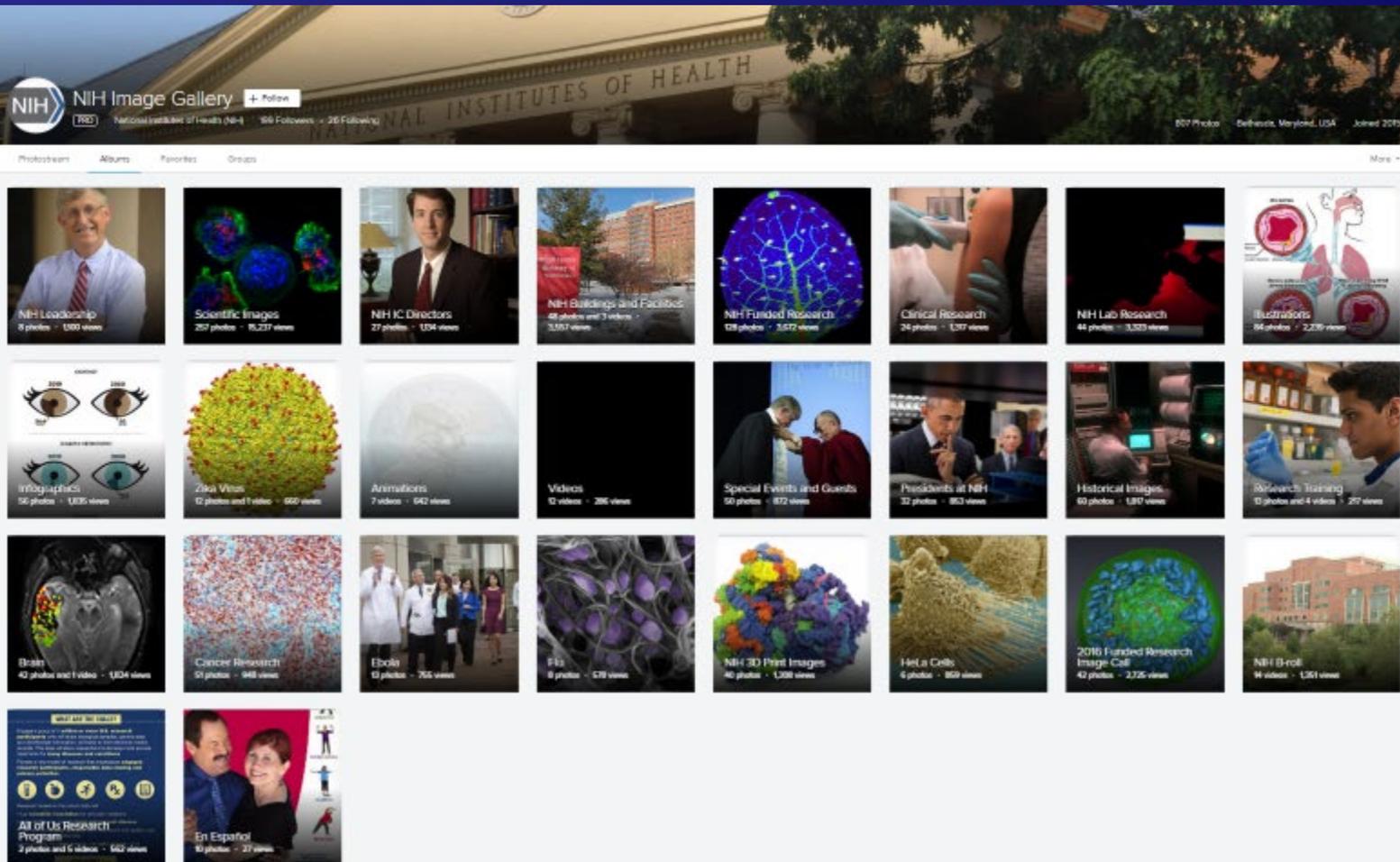
Búsqueda de información de salud confiable



**Temas de Salud**

 <b>Cáncer</b>	 <b>Drogas, alcohol y tabaco</b>	 <b>Enfermedades y afecciones</b>	 <b>Envejecimiento saludable</b>	 <b>Estado físico y nutrición</b>	 <b>Prevención, bienestar y seguridad</b>
					

# NIH Image Gallery



<https://www.flickr.com/photos/nihgov/albums>

# NIH Online Information

- NIH websites receive, on average, >30 million unique website sessions per month
- And with >200 social media channels, we reach millions more...





# Discovery Channel Documentary about the Clinical Center

- *First in Human: The Trials of Building 10* created to:
  - Educate the public about the human experience in clinical research
  - Show the dedication and bravery of patients and their families ...and the commitment of the doctors and nurses
  - Depict how challenging illnesses are diagnosed and treated
  - Show both successes and failures – the reality of experimental medicine
- First screening event scheduled for May 2
- Public broadcast in August





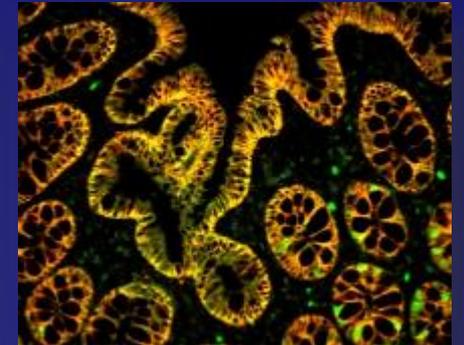
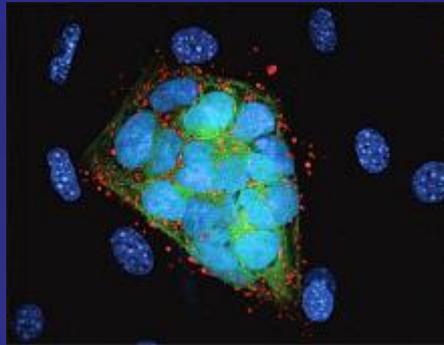
Dr. Janine Clayton, Director of the NIH Office of Research on Women's Health, is to receive the Dr. Nathan Davis Award from the American Medical Association for outstanding government service. The award is one of the most prestigious awards honoring elected officials and career government employees. The award aims to recognize significant accomplishments to advance public health.



*"The work that I am doing rests on a foundation established by many scientists, clinicians, health advocates and others who saw this critical gap in knowledge early and continue to help close it,"*



*Turning Discovery Into Health*



U.S. Department of Health and Human Services





# NIH Image Gallery

U.S. Department of Health & Human Services



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## NIH IMAGE GALLERY



NIH is the nation's medical research agency. Our 27 Institutes and Centers maintain programmatic responsibility for thousands of disorders, health conditions, and research areas.

The NIH sponsors a centralized image service for the dissemination of primarily scientific, biomedical, and disease related imagery. Photos of NIH leadership, labs, buildings, and major historical events are also available. Images posted to the NIH Image Gallery are considered free-to-use with credit.

Please visit the [NIH Flickr site](#) to view NIH health research images, b-roll, infographics, and videos.

2016 NIH Funded  
Research Image Call: See  
the winners!



Thank you to all who submitted  
images.

[View images on Flickr](#)

# FOIA Statistics

In 2016 alone...

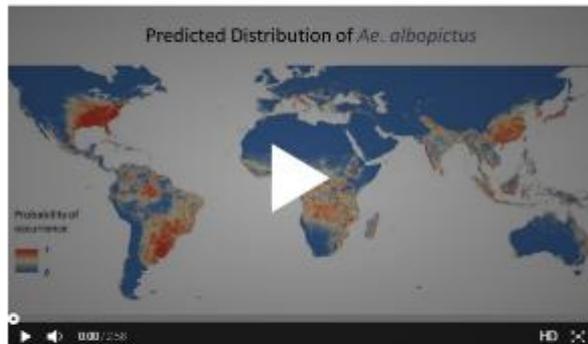
- 910 Requests
- 827 Processed
- Released 255,850 pages of records
- A single request: 16,000 pages

# Zika

## NIH DIRECTOR'S BLOG

### Zika Virus: An Emerging Health Threat

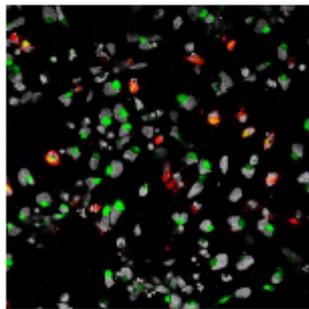
Posted on January 26, 2016 by Dr. Francis Collins



## NIH DIRECTOR'S BLOG

### Zika and Birth Defects: The Evidence Mounts

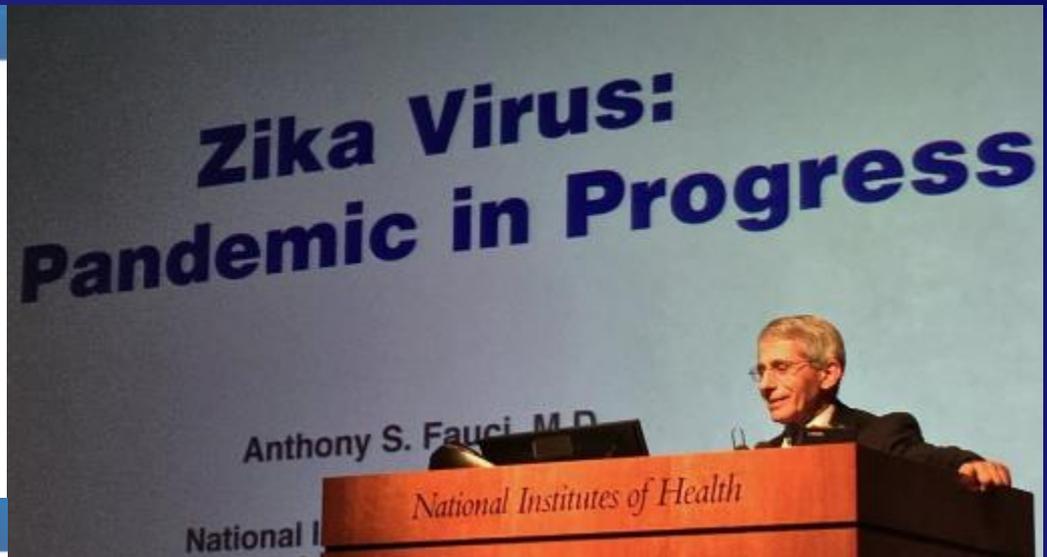
Posted on March 13, 2016 by Dr. Francis Collins



Caption: Human neural progenitor cells (gray) infected with Zika virus (green) increased the enzyme caspase-3 (red), suggesting increased cell death.

Credit: Sarah C. Ogden, Florida State University, Tallahassee

Recently, public health officials have raised major concerns over the disturbing spread of the mosquito-borne Zika virus among people living in and traveling to many parts of Central and South America [1]. While the symptoms of Zika infection are typically mild, grave concerns have arisen about its potential impact during pregnancy. The concerns stem from the unusual number of births of children with microcephaly, a very serious condition characterized by a small head and damaged



# Zika



