

NIEHS Office of Communications and Public Liaison (OCPL)

February 2021

Public Information and Outreach

Environmental Factor

Please see the free, online monthly newsletter [Environmental Factor](#) for institute news. It has about 14,000 subscribers. If you are not yet a subscriber, you can sign up on the landing page, as shown below:



Called the Director's Corner, Rick Woychik launched a new column in the newsletter beginning with the January issue. In the first article, he describes his [leadership philosophy and goals](#).



Communications about the coronavirus and COVID-19

Christine Flowers, the OCPL director, and our web team lead NIEHS communications about COVID-19.

She also coordinates with NIH Office of the Director, HHS, and The White House on internal and public communications concerning policies and procedures for the COVID-19 response.

OCPL staff continually updates internal website pages to share new information with employees. We also assist leadership in communicating across NIEHS about:

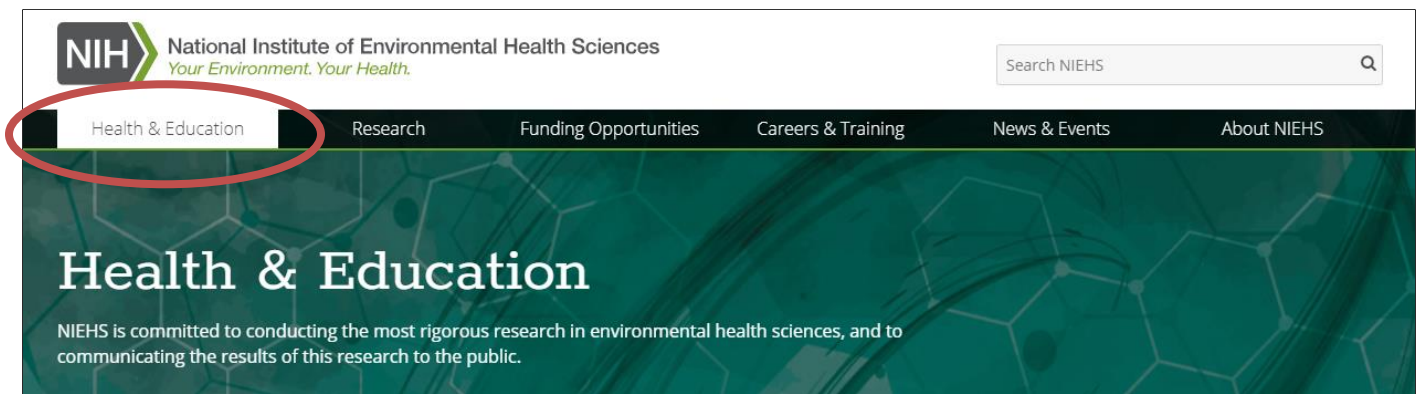
- Testing asymptomatic staff for COVID-19
- Addressing safety measures for staff who returned to work on campus
- Assisting staff who continue to telework fulltime
- Planning a vaccination program for institute staff

Here is a sample of newsletter stories related to COVID-19 from the past several months:

- [Global health in the COVID-19 era explored at local conference](#) (Jan.)
- [Keep indoor air clean during pandemic with tips shared in webinar](#) (Dec.)
- [Climate change, COVID-19 a double whammy for vulnerable populations](#) (Nov.)
- [COVID-19 safety plan brought all hands on deck at NIEHS](#) (Oct.)
- [NIEHS supports workers with essential COVID-19 training](#) (Sept.)
- [Virtual COVID-19 education reaches U.S. and international students](#) (Sept.)

Online Environmental [Health & Education](#) Information

Find this section of the NIEHS website by clicking on the first tab on the homepage:



Recently updated webpages:

- [Air Pollution and Your Health](#)
- [Algal Blooms](#)
- [Asthma](#)
- [Obesity](#)
- [Parkinson's Disease](#)

Under [Brochures & Fact Sheets](#), you will find more than 60 publications, all downloadable.

NIEHS Social Media Accounts

NIEHS continues to use social media to reach audiences with its environmental health messages. Content is regularly posted through these platforms:

- [Facebook](#) (targets a general audience)
- [Twitter](#) (@NIEHS - targets both a lay audience and science community)
- [LinkedIn](#) (targets people working in the environmental health field)
- [YouTube](#) (targets both a lay audience and science community)


Social Media Growth

Our social media followership continues to steadily increase. From September 2020 through January 2021, the NIEHS:

- Twitter feed increased from 20,213 to 20,600 followers
- Facebook page increased from 29,346 to 30,877 followers
- LinkedIn page increased from 4,850 to 5,311 followers


Social Media Highlights

We post content daily to promote our research and events, including those of grant recipients. Here are a few sample posts:

 **NIEHS** @NIEHS · Jan 28
In his inaugural director's column, Dr. Rick Woychik shares 'what makes him tick' with regard to his leadership style and vision for NIEHS.

Read more at ow.ly/GAMG50DkJSr



 **NIEHS** @NIEHS · Nov 20, 2020
10 years after they were found to have elevated blood lead levels as children, some middle-aged adults were found to have some small but significant changes in brain structure that corresponded to their dose of early-life lead exposure. today.duke.edu/2020/11/childh... @DukeU #NIEHSfunded



Childhood Lead Exposure Leads to Structural Changes in Middle-Aged ... DURHAM, N.C. -- More than three decades after they were found to have elevated blood lead levels as children, a group of middle-aged adults ... today.duke.edu

 **NIEHS** @NIEHS · Jan 26
#NIEHSfunded researchers from @brownengin have shown that tiny channels between graphene sheets can be aligned in a way that makes them ideal for #water filtration. [f](#)



Researchers develop new graphene nanochannel water filters
Brown University researchers have shown that tiny channels between graphene sheets can be aligned in a way that makes them ideal for wat... brown.edu

 **NIEHS** @NIEHS · Jan 14
Links between infectious diseases in India and climate, environment, and natural disasters were explored in a virtual conference that focused especially on #COVID19. NIEHS co-sponsored the Dec. 7-10 event. More at factor.niehs.nih.gov/2021/1/feature...



News Promotion and Coverage

News Releases

We like to promote research conducted by our grantees. You can help us do that by always mentioning NIEHS in your news releases. Then our media monitoring system will find it. It's also helpful if you include the grant numbers related to your research support.

Over the past five months, the following [news releases](#) were included on our website:

January 25, 2021: [Biomarkers in Mother's Plasma Predict a Type of Autism in Offspring With 100% Accuracy](#)

December 21, 2020: [NIH to Support Radical Approaches to Nationwide COVID-19 Testing and Surveillance](#)

November 23, 2020: [Antimicrobial Soap Additive Worsens Fatty Liver Disease in Mice](#)

November 19, 2020: [Injectable Birth Control May Increase Blood Lead Levels in African American Women](#)

November 18, 2020: [The Autoimmune Registry Releases First Complete List of Autoimmune Diseases With Prevalence Statistics, Disease Subtypes, and Disease Profiles](#)

October 28, 2020: [Autoantibody Order, Timing Helps Predict Genetically Susceptible Children Most Likely to Get Type 1 Diabetes](#)

October 19, 2020: [Significant Link Found Between Air Pollution and Neurological Disorders](#)

October 12, 2020: [Predicting the Cancer-causing Potential of Chemicals Released From Wildfires, Fossil Fuel Burning](#)

September 29, 2020: [Vitamin D Deficiency Leads to Obesity, Stunted Growth in Zebrafish](#)

September 21, 2020: [Study Shows Vitamin E Needed for Proper Nervous System Development](#)

NIEHS in the News

Top stories mentioning NIEHS during Sept. 2020 – Jan. 2021 are listed below.

Date	Headline	Outlet	People Likely Reached	URL
28-Jan-21	New Research Finds Pregnant Women Who Live in Areas with High Social Vulnerability at Greater Risk of Giving Birth Prematurely	Associated Press	28,823,821	https://apnews.com/press-release/news-direct-corporation/science-health-disparities-human-welfare-sexual-and-reproductive-health-pregnancy-and-childbirth-5ba40fdf255dbdfe5480de6005fb7e04
19-Jan-21	How to find mutated sperm? Just go FISH	ScienceDaily	6,405,640	https://www.sciencedaily.com/releases/2021/01/210119102825.htm

17-Dec-20	Experts: Prioritize COVID-19 vaccine for those with high exposure to PFAS chemicals	UPI.com	2,412,229	https://www.upi.com/Health_News/2020/12/17/Experts-Prioritize-COVID-19-vaccine-for-those-with-high-exposure-to-PFAS-chemicals/6161608220952/
25-Nov-20	Solvay Workers Found to Have Unregulated PFAS in Their Blood, Documents Show	Consumer Reports	2,226,448	https://www.consumerreports.org/toxic-chemicals-substances/solvay-workers-found-to-have-unregulated-pfas-in-their-blood-documents-show/
12-Nov-20	Connection between household chemicals and gut microbiome	ScienceDaily	7,660,539	https://www.sciencedaily.com/releases/2020/11/201112080906.htm
27-Oct-20	How the pandemic is contributing to your insomnia	CNN.com	157,229,471	https://www.cnn.com/2020/10/27/health/insomnia-sleep-problems-pandemic-wellness/index.html
15-Oct-20	Covid-19 Shutdowns Reduced Unhealthy Noise Exposure	Forbes	65,413,263	https://www.forbes.com/sites/jackierocheleau/2020/10/15/covid-19-shutdowns-reduced-unhealthy-noise-exposure/
23-Sep-20	How Does Wildfire Smoke Affect Pregnant Women?	Yahoo news	64,429,549	https://news.yahoo.com/ca-fires-does-wildfire-smoke-012235813.html
23-Sep-20	FDA must do more to ban thousands of chemicals added to your food, petitioners say	CNN.com	175,265,192	https://www.cnn.com/2020/09/23/health/chemicals-in-food-fda-petition-wellness/index.html
4-Sep-20	Hair Dye and Cancer Study 'Offers Some Reassurance'	Medscape	11,815,680	https://www.medscape.com/viewarticle/936915