

Priority Topic 4: Communication Research

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Discussion Participants:

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Subtopic Report Numbers from Days One and Two:

4 What is the environment? What is the scope? Is there a box?

6 How can NIEHS better disseminate information?

10 Define translational research and its role in EHS

22 Research translation/communication

37 Environmental Health Education as an intervention and prevention strategy

41 Develop an integrated, searchable knowledge base on the impact of environment on health

43 Is it important to educate the public, and if so, how best?

46 Appropriate reporting and analysis of sex differences in environmental research

51 One health

59 The National Prevention Strategy: integrating environmental health research to focus on disease prevention and health promotion

63 Integrating community outreach and translation into research

89 Can NIEHS support and foster state and local environmental health infrastructure?

91 The role of public health prevention in environmental health research

95 Environmental health literacy

97 Environmental health communication research

Recommended Strategic Goal:

Provide Leadership in Translating¹ and Communicating Scientific Knowledge on the Role of the Environment on Human Health

¹ “Translating” in this context does not mean drug discovery.

Rationale:

This strategic goal will:

- Improve environmental public health policy decisions
- Engage vulnerable communities
- Prevent and reduce harmful environmental exposures
- Empower/enable the public to make informed decisions
- Increase visibility of NIEHS
- Sustain support of NIEHS
- Enhance accessibility and usability of environmental health research
- Integrate environment health knowledge into relevant professions and practice (such as health care, education, and occupation)
- Advance, promote, and apply communication science

Potential Beneficiaries of this Strategic Goal:

- NIEHS
- Legislators
- Patient groups
- Exposed populations
- WHO
- Media
- Grantees
- Clinicians
- Science-based NGOs
- Schools of Public Health
- Educators
- Regulators
- State/Local agencies
- Federal, interagency partners
- Communities
- Medical Unions
- Policy/decision makers
- Public health professional

NIEHS Capabilities and Partnerships Needed to Achieve this Goal:

- Funding Opportunity Announcements should prioritize communication
- Support Training (NIEHS Staff, Grantees, All partners)
- NIEHS needs to show institutional Leadership (Prioritize within NIEHS)
- Strengthen interactions at Federal, State and local levels for communication (provide resources and coordinate eh messages)

- Specific grants for communication and communication research
- Build off past and current investments:
 - Internally: NTP, PEPH (all aspects), EHP
 - Externally: NCI, CDC, EPA, NLM
- Environmental Health Education – build the capacity of educators to bring EH messages into the classroom
- New communication technologies—communication research and social media
- Evaluation of effectiveness
- Partnerships required – see “Beneficiaries” listed above.
- Partnerships required –
 - transdisciplinary scientists (behavioral and social scientists)
 - communication researchers,
 - marketing organizations,
 - schools of Journalism