

**The NIH Director's  
Council of *Public Representatives* (COPR)**

**Communications Work Group**

**Presentation to the NIH Director  
April 17, 2009**

Presented by Brent Jaquet

# COPR Communications Work Group Members

- Brent Jaquet, Co-Chair
- Anne Muñoz-Furlong, Co-Chair
- Syed Ahmed
- Naomi Cottoms
- Matthew Margo
- James Wong
- John Nelson, ACD Liaison

## COPR Conditional Appointee Communications Work Group Participants

- Stephanie Aaronson
- Jordan Lewis
- Lynn Olson
- Leo Wilton

# COPR Recommendations to the Director

March 14, 2008, letter to NIH Director Elias Zerhouni, M.D., recommending priority for:

- National public awareness campaign
- Aggressive use of “new media”

# Communications Roadmap

## Goal:

- To make NIH widely recognized as the “gold standard” for objective, evidence-based health information

## Target Audience:

- The COPR recommends focus on health consumers/general public
- Awareness needed on what information is available and how to access and use it

# Communications Roadmap: The COPR's Role

**To take a leadership role in helping NIH  
obtain public input about:**

- What the public wants to know
- How the public obtains health information

# NIH Communications Study

- July 2008 Omnibus Data
- Edelman Focus Groups
- September 2008 Communications Workshop “Charting the Next Course for NIH Communications”

# Next Step: Request for Information

**Seek broader public input via Request for Information (RFI). Benefits of this process:**

- Responds to the Presidential Directive for Transparency and Open Government
- Potential to reach a wide and diverse group of health consumers, providers, and organizations, especially by involving COPR members' constituencies
- Identifies a process for future information-gathering initiatives
- Uses the ambassador role of the COPR

# Request for Information: Considerations

**To address limitations of the RFI process, the COPR recommends that NIH:**

- Base questions on those used at the NIH Communication Directors' Workshop
- Disseminate the RFI to diverse constituencies
- Involve COPR alumni to enhance participation

# Request for Information: Strategy

## Questions targeted to:

- Individual consumers
- Health care providers
- Organizations

## Options for responding:

- NIH Web site
- E-mail
- Regular mail

# Request for Information: Recommended Process

- Posting time period: 180 days
- Alert/engage constituencies and organizations through:
  - NIH and IC communication vehicles
  - COPR outreach to constituent networks
  - COPR alumni and Associates

# Outreach Considerations

- Individual consumers/patients/family members
- Rural population
- Online social networks
- Blogger communities (e.g., “mommy bloggers”)
- CTSA grantees/community partners

# Outreach Considerations

- National associations/advocacy groups (e.g., retired persons, minority health organizations, disease-specific advocates)
- Non-English speakers

# Outreach Considerations

- Include incentives to participate—possible tour/meeting at NIH for responders

# Post-RFI

- Review the responses: content analysis?
- Use information in future communication planning
- Examine usefulness of RFI process