

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

Communications Work Group

**Presentation to the NIH Director
October 30, 2009**

COPR Communications Work Group Members

- Brent Jaquet, Co-Chair
- Anne Muñoz-Furlong, Co-Chair
- Linda Crew-McNamara, Agenda Co-Chair Liaison
- Stephanie Aaronson
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- Naomi Cottoms
- Jordan Lewis
- Matthew Margo
- Lynn Olson
- Leo Wilton
- James Wong

Role of the Communications Work Group

- Promote awareness about NIH to the public
- Act as a vehicle for communication from the public to NIH
- Recommend communication strategies that support the work of the COPR

Action: Help NIH seek broad public input

Work Group Discussion

- **Question 1:** How to best elicit information about public information needs from NIH?
- **Question 2:** How will NIH reach new audiences and use new tools, such as social media?

Work Group Discussion

- **Question 3:** How can NIH best disseminate the RFI to reach the various health consumers for maximum public response?
- **Question 4:** How can the COPR help with dissemination efforts?

Work Group Recommendation

Seek broad public input via Request for Information (RFI).

Benefits:

- Study immediately reaches a wide and diverse group of health consumers and others by involving COPR members' constituencies
- Potential for continued future use as communication tool
- Relates well to the ambassador role of the COPR

Work Group Recommendation

An RFI has certain limitations:

- Target audiences do not read the *Federal Register*
- RFI more likely to be answered by organizations than individuals
- RFI is not consumer friendly

RFI: Considerations

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

- Base questions on those used at the NIH Communication Directors' Workshop
- Disseminate the RFI to diverse constituencies

RFI Released September 29, 2009

Closes December 30, 2009

Questions targeted to:

- Individual consumers
- Health care providers
- Organizations

Options for responding:

- NIH Web site
- E-mail
- Regular mail

Distribution Channels Used to Date

- COPR and alumni members
- NIH channels
 - YouTube
 - Twitter
 - Facebook
 - *NIH Public Bulletin*
 - Institutes and Centers
 - Constituency communications
 - *Medline Plus Magazine* (NLM)
 - Clinical Center Newsletter and TV Screens
 - *NIH Record*
- National Health Literacy Council
- Additional resources (e.g., meeting announcements, etc.)



Consumer Health Information

[en Español \(Solo para imprimir\)](#)

Quick Links

- [Request for Information](#)
- [Print-Only PDF \(English\)](#)
- [Solo para imprimir PDF \(Español\)](#)
- [Background & Purpose](#)
- [Inquiries](#)
- [Privacy Act Notification](#)



Request for Information (RFI)

We would like to hear from you!

The NIH Office of Communication and Public Liaison (OCPL) and the NIH Director's Council of Public Representatives (COPR) have partnered to develop a Consumer Health Information RFI in response to a Directive by President Barack Obama to all Federal agencies calling for greater transparency, public participation, and collaboration.

In conjunction with the NIH goals for public input and effective dissemination of science-based health resources and information to the public, the RFI will provide insight and better understanding of the health information needs and information-seeking behaviors of NIH health consumer audiences. Information gathered will assist the agency in developing and disseminating health, medical, and scientific information to a broader variety of audiences.

To begin and submit your responses, click the link below and read the **Privacy Act Statement**.

[Privacy Act Statement](#)



Current Response Information

As of October 28:

- Consumer responses: 318
- Organization and provider responses: 107

Summary

- **Goal:** To obtain insight and better understanding of the health information needs and information-seeking behaviors of NIH health consumer audiences.
- **Outcome:** The information gathered will assist NIH in developing and disseminating health, medical, and scientific information to a broader variety of audiences.

<http://nihhealthinfoRFI.nih.gov>

Next Steps

- Continue to disseminate the RFI
- Analyze Information
- Report information gleaned to public, health care providers, organizations ,and NIH communications staff