

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

**Communications Work Group**

**Presentation to the NIH Director**

**April 18, 2008**

Presented by Brent Jaquet

# COPR Communications Work Group Members

- Brent Jaquet, Co-Chair
- Anne Muñoz-Furlong, Co-Chair
- James Wendorf, Agenda Co-Chair Liaison
- Linda Crew
- Valda Boyd Ford
- Nicole Johnson
- Cynthia Lindquist
- Matthew Margo
- John Nelson, ACD Liaison

## COPR Conditional Appointee Communications Work Group Participants

- Eileen Naughton
- Jim 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

# Work Group Day Presentations

- *The Heart Truth™* Campaign
  - Ann Taubenheim and Diane Striar , NHLBI
  - Sarah Temple and Jennifer Wayman, Ogilvy PR
- Nuts and Bolts of Campaign Advertising
  - Kate Emanuel, Ad Council
- Communications and New Media
  - Jeff Gralnack, NBC News
- NIH YouTube Update
  - Jeff Dehoff, OCPL, NIH
- NIH Communications Update
  - John Burklow, OCPL, NIH

# Previous Council Activities

- Discussion and presentations on NIH communication plans and programs
- March 14 letter to Dr. Zerhouni recommending priority for:
  - National public awareness campaign
  - Aggressive use of “new media”

# “Communications Roadmap”

- Natural outgrowth of the NIH Roadmap continuum:
  - New science • 4Ps • new communication
- Budget/cultural change relating to NIH-wide communication activity
- Integrated, unified communications and Web strategy
- Cross between awareness and branding

# Key Considerations

- Goal
  - Make NIH widely recognized as the “gold standard” for objective, evidence-based health information
- Identify 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

# Key Considerations (continued)

- Public-private partnerships
- Dovetail with community engagement
- Language translation technology
- Engage youth audiences



# Potential COPR Role

- Taking a leadership role in helping NIH obtain public input about:
  - What the public wants to know
  - How the public obtains health information
- Possible approaches:
  - Town hall meetings
  - Internet activity
  - *AmericaSpeaks*-type forum

# Integrate Use of “New Media”

- Use new communication technologies—  
explosive growth
- Take advantage of “viral propagation”
- “Adapt or die” recommendation ...



**Presented to COPR by Jeff  
Gralnick, Senior VP,  
Business Development,  
NBC News, April 2008**

# World Internet Usage and Population Statistics

World Regions	Population ( 2007 Est.)	Population % of World	Internet Usage, Latest Data	% Population (Penetration)	Usage % of World	Usage Growth 2000-2007
Africa	941,249,130	14.2 %	<b>44,361,940</b>	4.7 %	3.4 %	882.7 %
Asia	3,733,783,474	56.5 %	<b>510,478,743</b>	13.7 %	38.7 %	346.6 %
Europe	801,821,187	12.1 %	<b>348,125,847</b>	43.4 %	26.4 %	231.2 %
Middle East	192,755,045	2.9 %	<b>33,510,500</b>	17.4 %	2.5 %	920.2 %
North America	334,659,631	5.1 %	<b>238,015,529</b>	71.1 %	18.0 %	120.2 %
LatinAmerica/ Caribbean	569,133,474	8.6 %	<b>126,203,714</b>	22.2 %	9.6 %	598.5 %
Oceania/ Australia	33,569,718	0.5 %	<b>19,175,836</b>	57.1 %	1.5 %	151.6 %
<b>WORLD TOTAL</b>	6,606,971,659	100.0 %	<b>1,319,872,109</b>	20.0 %	100.0 %	265.6 %

Source: <http://www.internetworldstats.com/stats.htm>

Presented by Jeff Gralnick, Senior VP, Business Development, NBC News, April 2008

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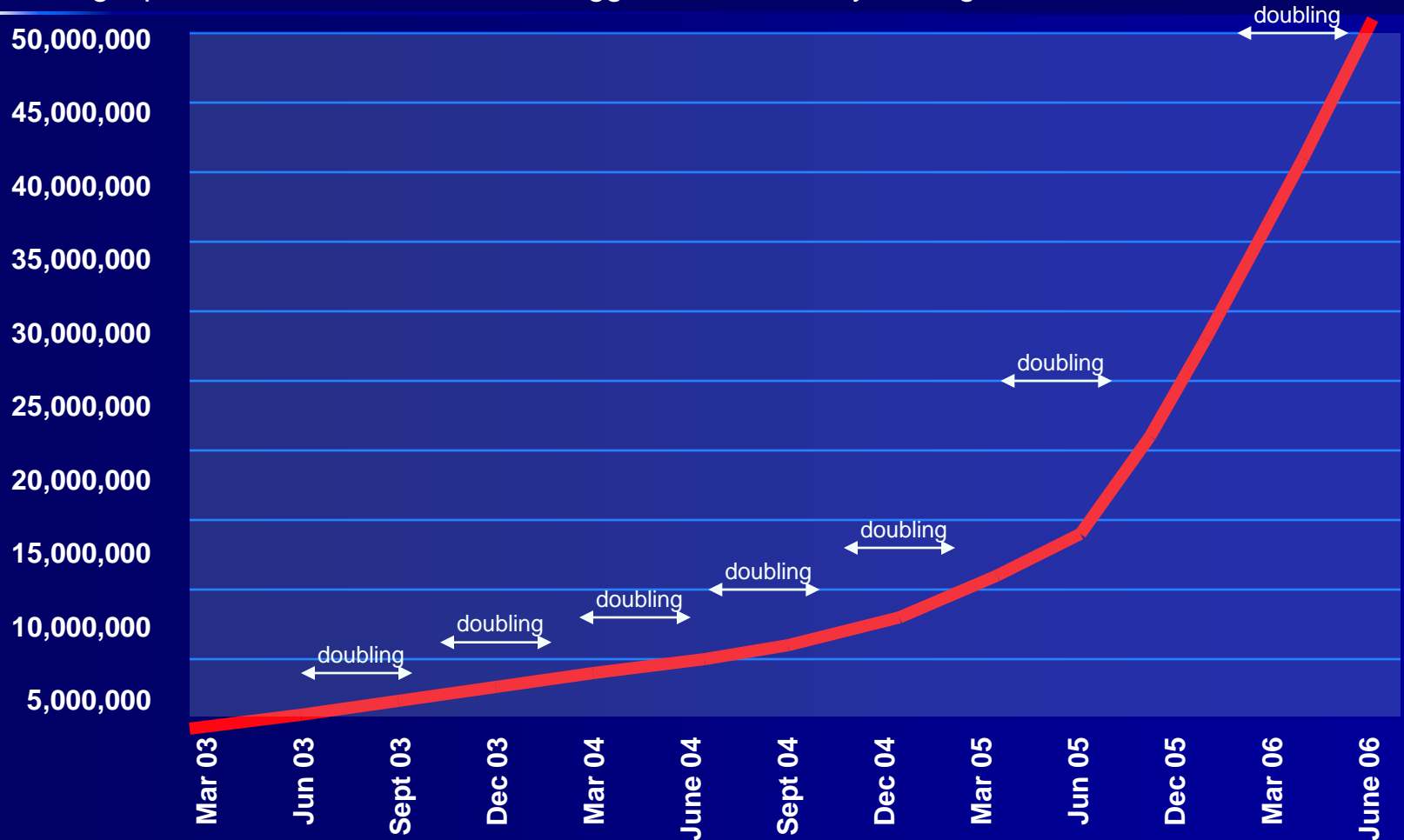
# It's Wireless!

- By 2010, 228 billion images (still and moving pictures) will be transmitted by cell phone—more than will be taken by all other devices combined.
- By 2009, China will have 116 million video-capable cell phones.
- By 2008, 125 million people will be watching live television on cell phone handsets.
- Consumption of video on laptops and PCs has grown from 900,000 streams and downloads in 2000 to 14.2 billion in 2004. Those numbers will double and redouble in the next two years, according to expectations.

Presented by Jeff Gralnick, Senior VP, Business Development, NBC News, April 2008

# Weblogs and How They Have Grown!

50 million weblogs tracked (July 2006), doubling in size about every 6 months for the past 3 years. The blogosphere is more than 100 times bigger than it was 3 years ago.



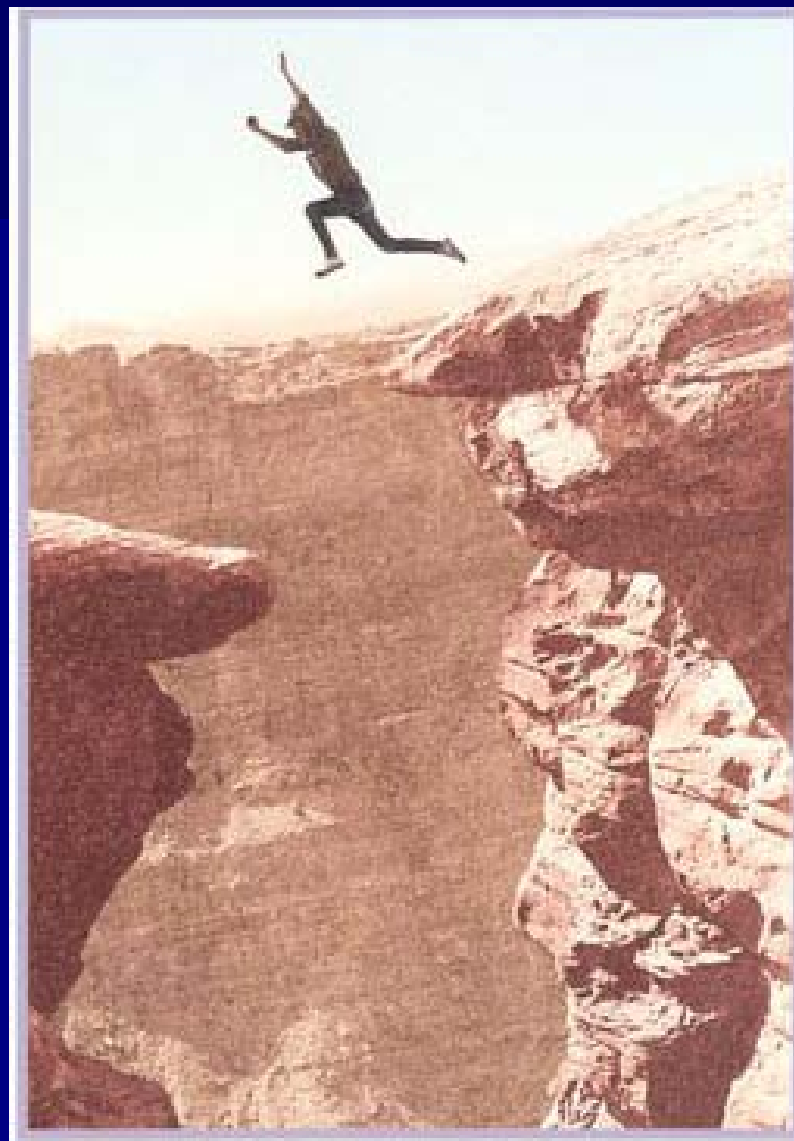
Source: [www.technorati.com](http://www.technorati.com)

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Presented by Jeff Gralnick, Senior VP, Business Development, NBC News, April 2008

# Challenges

- Requires:
  - Risk taking
  - New budgeting approaches
  - Cultural change



# Summary Recommendation

- Explore “Communications Roadmap”
- Involve the COPR in gaining public input
- Incorporate “new media”

Presented by Jeff Gralnick, Senior VP, Business Development, NBC News, April 2008