

NHANES Open Space

September 11-12, 2003

Session Title: Ongoing Communication

Session Headlines:

- Systematic way to stay in touch with one another
- Mechanism to hear from stockholders about how we are doing and getting feedback
- What about the people we didn't hear from?
- These are people we have relationship with
- How do we contact others?
- How do we expand knowledge?
- FAA didn't use data- about size of passengers
- We already had that data and they went and collected it and spent money when it could have been applied to HANES
- To do Medline search of HANES- \$8,000
 - 165 printed pages
 - HANES is widely used
- We highlight main findings
- How do we inform everyone about what we have, what data we collect?
- Need broader audience
- How can we incorporate new technology?
- Mechanism to post new question
 - Interagency council on statistical policies
- Also need to do better job internally among HHS
- Stakeholders need to be aware of other items on survey not just things of there interest.
- Nutritionists are more of an organized community
 - But we haven't done that with other groups
- Need to consider how our message will be most effective for each persons/ each states interest.
- Obesity has been a way to get more support across all states.

- Private sector? How do we get them involved?
- Academic institutions?
- Present about NHANES at scientific societies to get more exposure
- Need input of experts in the particular component
- Pull people in through these societies
- We need more info about CDC foundation to get out so all interested persons, not just government, can get involved.
- Need to get a scientific group also to be involved in our survey
- What do other government agencies do to better communicate?
 - Not given funding to adequately communicate
 - Don't have time to do it
 - Not been a good constituency
 - We think everybody knows about us & what we're doing but not always
- With regards to outside groups, can do some of this (??)
- Various surveys within NCHS, is there competition? Yes
 - But there is good support specifically for HANES
 - Because it examines persons
- Bringing MEC to D.C. was good to promote survey
- Go to regional offices to promote HANES
- Contact State Dept? They are only marginally involved.
- Cities are always involved
- Others (e.g. USDA) go out and sell NHANES as well
 - They use our data results- published papers
 - They are waiting for exact numbers in terms of cost of cross-sectional and community HANES
 - They need the figures to be used when they go out and talk about NHANES
- Other organizations?
- We've come along way- in terms of doing a good job about getting our information out to others
- We are devoting more resources to doing this.
- Several dedicated persons for outreach.
- Visiting the MEC is a huge promotional item

Next Steps/Action Items:

- Need to talk about NHANES at scientific societies to get more exposure, to get support from these societies, to get involvement from experts in the field.
- Need to provide more information about CDC foundation to others, specifically industry, so they are aware of a mechanism to get involved in HANES
- Need to expand knowledge of HANES with others - need to focus on people's interests, state's interests- to get their support
- Need to increase communication with outsiders and within HHS by focusing our results with their interests.
- Develop a mechanism to exchange information more broadly- rather than just through our websites. Others who aren't aware of us, won't access- need another more broader mechanism to communicate what we have with others- academia & private industry.