

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

**Communications Work Group
Presentation**

**Presentation to the NIH Director
October 26, 2007**

Presented by Brent Jaquet and Anne Muñoz-Furlong

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
- Michael Manganiello
- Matthew Margo
- Marjorie Mau

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

Recommendations

- NIH “Ambassador” Program
 - Two-way communication
- Ad Council Campaign
 - Partnerships with non-Federal groups
 - Sustained effort envisioned
- *AmericaSpeaks*-type activity
 - Challenges facing biomedical community
 - NIH staff/grantees/public

Recommendations

Examine NIH Internet strategy

- Search engine optimization
- Easier navigation of NIH Web site
- Syndicated content
- Public input, community bulletin board
- COPR visibility
- <http://www.youtube.com/nih4health/>

Recommendations

- Explore opportunities for alliances with national civic organizations
- Increase activities aimed at children