

**Department of
Veterans Affairs**

Memorandum

Date: January 9, 2008

From: Chief Research and Development Officer (12)

Subj: National VA Research Week, May 11 – 17, 2008

To: Associate Chiefs of Staff for Research and Development
Administrative Officers for Research and Development
Research Week Coordinators

1. The **2008** National VA Research Week is scheduled for **May 11-17**. This is a prime opportunity to showcase VA investigators' significant discoveries and innovations that have led to advancements in veterans' care and the nation's medical knowledge. The Office of Research and Development (ORD) encourages all VA medical centers to conduct events that recognize the role of the Research and Development program in improving veterans' lives. The theme for 2008 is "**A Promise for a Brighter Tomorrow.**"
2. In support of your local efforts, ORD Communications will send promotional materials to your office by the end of March 2008, including posters and the Secretary's declaration proclaiming the 2008 National VA Research Week. Resources such as suggestions about how to plan a successful Research Week, templates for congressional invitation letters, sample media advertisements, previous years' summaries, and art work will be provided on the ORD website under *Resources* at www.research.va.gov. Please use this information as a guide in planning your activities. Additionally, your medical media service may be able to assist you.
3. In addition to local material, I encourage you to have national information about the ORD program available. Information can be found on the ORD webpage including:
 - "*Research Advances*" - summaries of VA investigators' advances in medical areas such as post-traumatic stress, heart disease, depression, and personalized medicine (genomics); and
 - Frequently Asked Questions for new and/or hot topics.
4. Please note that the information provided will include the new Research and Development program "identity" mark. This identity mark should also be included on all local materials developed for VA Research Week. By the end of March, you will be provided with images of the ORD identity mark and guidelines for use. This identity mark is being tested as part of an effort to increase the awareness of the significant contributions of the VA Research and Development program. The identity mark is still a draft through Research Week so that we can incorporate feedback that you gain at the local level. This uniform identity is just one part of a national communication strategy that is being developed. VA medical centers will be involved in the development of the strategy as you play a central role in the implementation, monitoring, and evaluation of the strategy. You will be learning more about the communication strategy shortly.

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5. In order to identify opportunities where ORD can support your efforts, I would like to hear about your Research Week 2008 plans well in advance of the event(s). I also encourage you, as soon as possible, to directly contact any member(s) of ORD that you would like to attend or speak at your event. Please fax a *VAMC Summary of Plans* form to (410) 962-0084 or send them electronically to christine.amereihn@va.gov. A blank copy of the form can be found under *Resources* on the ORD web page. Additionally, it is imperative that you work with your VAMC public affairs officer to coordinate publicity of any news/advertising avenues prior to your scheduled activities.

6. I am confident that you will use this opportunity to showcase the local and national VA innovations and discoveries that advance the care of veterans and the nation. I am eager to hear about your activities and will participate as time permits. Please send a summary report after your event, including agendas, programs, photos, illustrations, and brochures that describe your activities. Photographs that demonstrate any aspect of the broad scope of VA research, from basic science to clinical care and health care delivery, would also be greatly appreciated. These photos may be used for the ORD Research Week summary report as well as other ORD special publications; therefore, photos should be of the highest quality, and all necessary releases should be obtained and maintained at your location. Please send these materials to:

christine.amereihn@va.gov.

- OR -

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cc:

Public Affairs Officers