

National Institute on Aging ■ ◆ ★ ✨

Introduction to the Office of Communications & Public Liaison (OCPL)

Vicky Cahan
Director



NIA Mission

Established in 1974 to:

- Support and conduct research on:
 - aging processes
 - age-related diseases
 - special problems and needs of the aged
- Train and develop research scientists
- Provide research resources
- **Disseminate information on health and research advances**



OCPL Functions

- Media & Public Affairs
- Health Information & Outreach/Publications
- Health Resources & Communications



OCPL Staff



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Director

Kim Calvin
Program Assistant



Health Information & Outreach Group



Freddi Karp
Supervisor



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Writer-Editor



Ann Decker
Writer-Editor



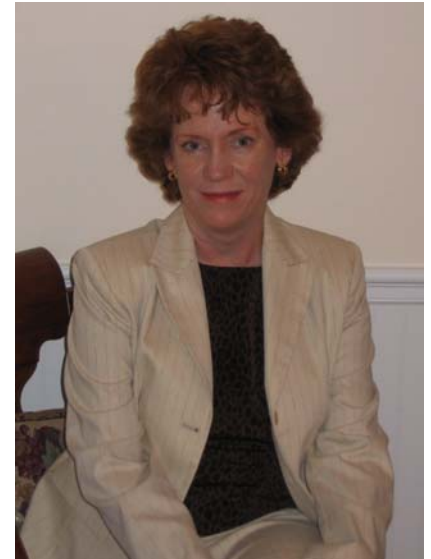
Health Resources & Communications Group



Karen Pocinki
Supervisor



Stephanie Dailey
Education Research
Specialist



Peggy Vaughn
Public Affairs
Specialist



Pat Lynch
Sr. Public Affairs
Specialist



Press Activities

- Write and distribute news releases
- Triage press calls, conduct media outreach
- Conduct periodic media briefings, spokesperson training
- Coordinate with grantee institutions, other organizations

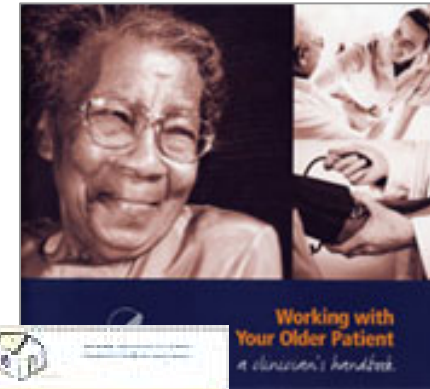
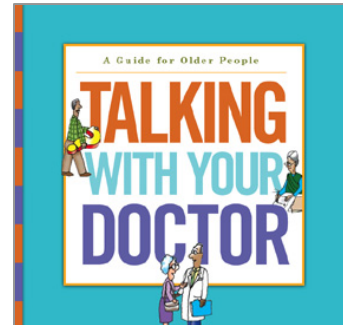


The screenshot shows a Microsoft Internet Explorer browser window displaying the National Institute on Aging website. The page title is "Study Finds Mix of Disease Processes at Work in Brains of Most People with Dementia". The website header includes the NIH logo and the text "U.S. NATIONAL INSTITUTES OF HEALTH National Institute on Aging LEADING THE FEDERAL EFFORT ON AGING RESEARCH". The navigation menu includes "Health", "Research", "Grants & Training", "News & Events", and "About NIA". The "News & Events" section is active, showing a list of links: "What's New", "Press Releases", "Calendar of Events", and "Work Group on Minority Aging Newsletter". The main content area features the news release title, a "For Immediate Release" date of June 13, 2007, and contact information for Linda Joy (301 496-1752, nianews3@mail.nih.gov). The release text begins with "Few older people die with brains untouched by a pathological process, however, an individual's likelihood of having clinical signs of dementia increases with the number of different disease processes present in the brain, according to a new". The browser's taskbar shows several open applications and the system clock at 2:45 PM.



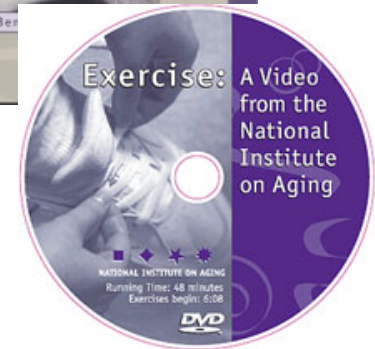
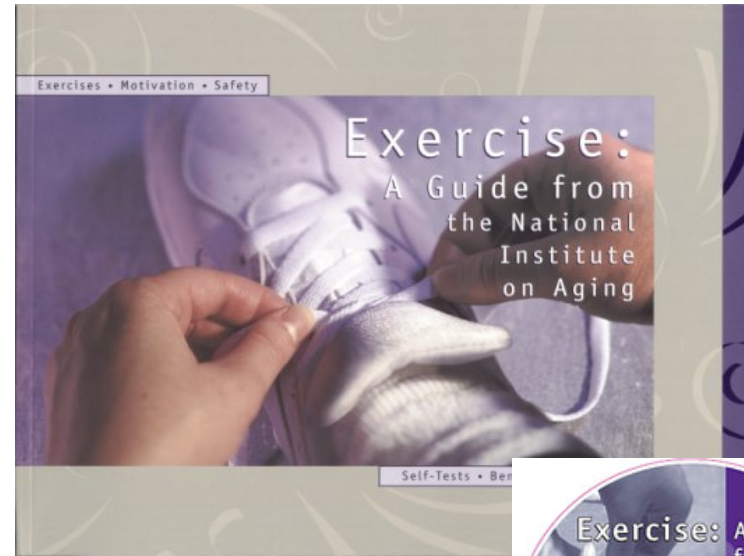
Publications

- *Age Pages* – over 40 topics
- Translating complex scientific findings
- Doctor-patient communications
- Consumer tip sheets



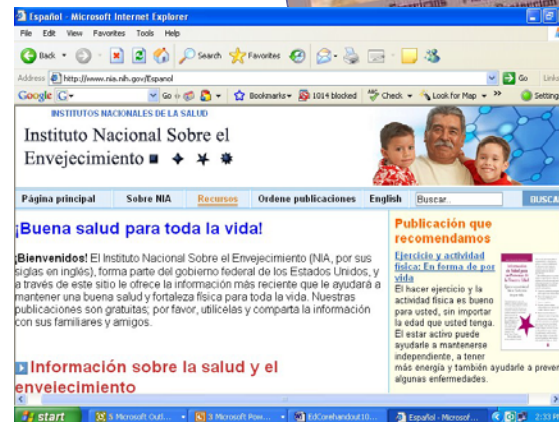
Health Communications Initiative: Exercise

- **954,000** books and **130,000** videos/DVDs distributed
- Guide is free to the public
- Expert panel convened to update
- Various outreach activities promote book, exercise



Health Communications Initiative: Resources in Spanish

- Cultural adaptation of English materials
- **64,000** Spanish Exercise Guides distributed
- Bilingual clearinghouse staff
- Targeted outreach efforts
- **NEW!** Spanish Web site



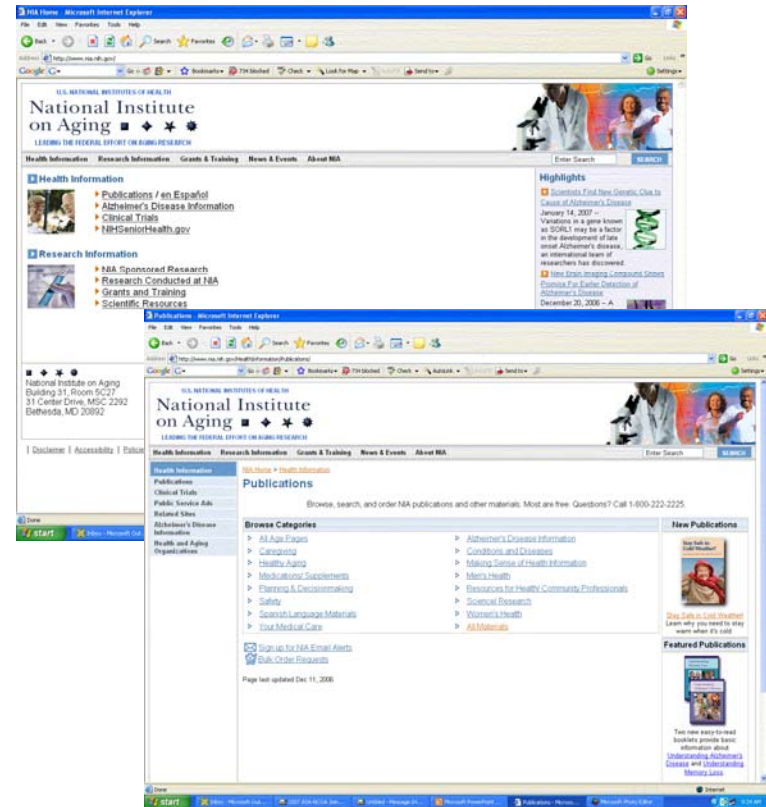
Public Outreach

NIA Information Center

- Toll-free information line, Web site (English & Spanish)
- Information/publications/distribution clearinghouse

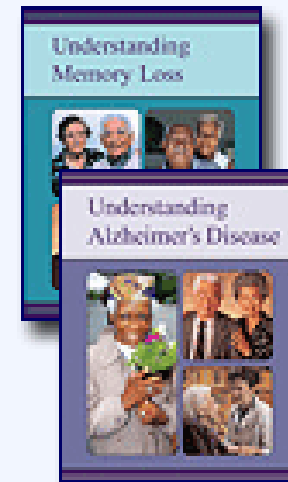
In 2006:

- **2.3 million** materials distributed
- **4.1 million** Web visits (all NIA public sites, including ADEAR)
- **51,000** requests via phone, fax, e-mail, mail



Public Outreach ADEAR Center

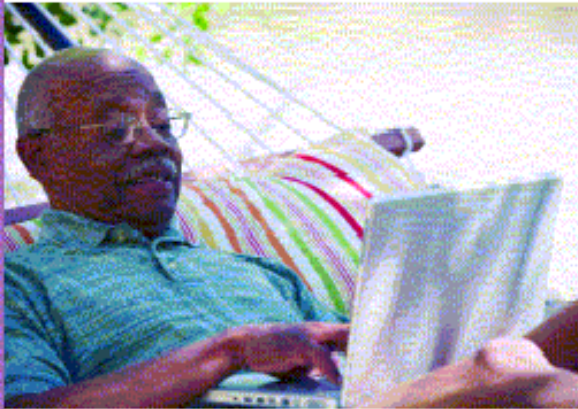
- Toll-free information line, Web site (English & Spanish)
- Alzheimer's disease information/publications/distribution clearinghouse



NIHSeniorHealth.Gov

- Joint project with National Library of Medicine
- Aging related health information in a senior-friendly format
- Based on cognitive research and tested with groups of older adults
- “Talking” Web site: users can read or listen to the text
- More than 30 topics
- PSA Campaign in 2007


At last, a medical website designed for grown-ups.



NIHSeniorHealth is the premier government health website for older Americans. It's packed with easy-to-read information about conditions that are more common as we get older. And it's easy to use: You can make the text bigger. You can make the contrast better. You can even make it talk. In other words, it was built with you in mind.

The website was developed by the National Institutes of Health – the Nation's Medical Research Agency. NIH is a part of the U.S. Department of Health and Human Services.

For up-to-date health information tailor-made just for you, visit www.nih.gov/seniorhealthgov – the first senior-friendly medical website.



NIHSeniorHealth.gov
Built with you in mind



Contact Us

NIA Office of Communications & Public Liaison
301-496-1752

NIA Information Center (NIAIC)
1-800-222-2225
www.nia.nih.gov/HealthInformation

**NIA Alzheimer's Disease Education and
Referral (ADEAR) Center**
1-800-438-4380
www.alzheimers.nia.nih.gov

