

NIAAA Extramural Advisory Board

Recommendations

Health Communications – Progress and
Research

June, 2008

Extramural Advisory Board (EAB)

- Functions to provide critical review of the relevant extramural research portfolio of NIAAA and a list of prioritized recommendations
- Reviews are done by **portfolio topic** (e.g., Alcohol & HIV/AIDs), **Interdisciplinary Team** (e.g., Mechanisms of Alcohol Action and Injury Team), **concept** (e.g., Mechanisms of Behavior Change), and **division** (e.g., Division of Epidemiology and Prevention Research).
- Accomplished though face-to-face meeting held over 2 days:
 - EAB Members (standing committee), National Advisory Council Members, Invited Ad Hoc Experts, Program Staff (contributing to briefing book and making presentations)
 - Meeting preceded by mailing of relevant information contained in a briefing book (consisting of short reviews of specific areas and opportunities) together with abstracts for the portfolio under review.

EAB Review June 2008

- Topic/Theme effort
 - Topic: Health Communications Research – Progress and Research

- Meeting held at NIAAA site on June 3-4, 2008

- Participants included:
 - EAB members
 - Council members
 - Ad Hoc Experts
 - Institute Staff
 - Institute Management

Topic: Health Communications Research – Progress and Research

➤ Topic Contributors and Organizers

- Linda Chezem
- Ken Warren
- Diane Miller
- Fred Donodeo
- Charlotte Armstrong
- John Bowersox
- Ann Bradley
- Maureen Gardner
- Greg Roa

Extramural Advisory Board

- Meetings held in conjunction with Council meetings (usually)
- 2008 meeting topics:
 - June: Health Communications – Progress and Research (June 3-4)
- 2009 meeting topics:
 - February: Liver-Brain Interaction (Feb 3-4)
 - June: TBD (June 9-10)

General Themes Discussed: Health Communications

- Communications Goals and Approaches – how does NIAAA carry out its federally mandated role to disseminate the extent of its research results to a global audience
- Audience consideration
- Developing the message through multi-media solutions

NIAAA Main Audiences

	Alcohol Researchers	Medical, Mental Health, and Public Health Community	Policy Makers	Liaison Organizations and Advocacy Groups	The Lay Public
Audience*	Biomedical and behavioral scientists, including current and potential grantees	Practicing clinicians (medical and behavioral health); health professional school instructors; medical and public health program administrators	Elected officials and legislators (national, state, local) and leaders of public policy, judicial, and law enforcement organizations	Representatives of organizations and advocacy groups in alcohol and mental health fields as well as community health and youth development.	Anyone who drinks, but primarily at-risk drinkers, those with alcohol use disorders, and people who care about them; young teens and their parents; and women who are or could become pregnant
Sample NIAAA Topics of Interest	<ul style="list-style-type: none"> - research priorities - funding opportunities - training opportunities - research news - clinical trials information 	<ul style="list-style-type: none"> - guidelines for screening and managing the care of patients who drink too much - medications research updates - clinical trials information - brief research updates 	<ul style="list-style-type: none"> - clinical and epidemiological findings with the potential to guide public health decisions - brief research updates 	<ul style="list-style-type: none"> - research-based recommendations for prevention, treatment, and recovery strategies - brief research updates 	<ul style="list-style-type: none"> - research-based information on at-risk drinking and the causes, diagnosis, prevention, and treatment of alcohol use disorders

NIAAA Communication Activities

	Alcohol Researchers	Medical, Mental Health, and Public Health Community	Policy Makers	Liaison Organizations and Advocacy Groups	The Lay Public
Producing Web sites – general and specialized	X	X	X	X	X
Producing publications – for print and online	X	X	X	X	X
Conducting news media activities	X	X	X	X	X
Sponsoring workshops, symposia, & webinars	X	X		X	
Giving presentations at prof. org. meetings	X	X	X	X	X
Publishing in prof. org. journals	X	X			
Issuing RFAs and PAs for grants	X	X			
Responding to inquiries	X	X	X	X	X

First Day Proceedings

Tuesday, June 3, 2008

10:00 a.m.	Registration: Terrace Level Lobby (light refreshments)	
10:15 a.m.	Welcome and Introductions	Dr. Ting-Kai Li Dr. Kenneth Warren Dr. Fulton Crews
	Overview of EAB Meeting Process	
10:30 a.m.	Overview of the NIAAA Health Communication Concept Proposal	Judge Linda Chezem
11:00 a.m.	An Agency's Dilemma: How Do We Say 100 Things at Once?	Dr. William DeJong
11:30 a.m.	Beyond Dissemination: A Guiding Framework for Communication Diffusion, Partnership and Impact	Dr. Max Lum
12:00 p.m.	Lunch (on your own; Café Gallery on first floor).	
1:00 p.m.	Communications Products	Ms. Diane Miller
2:00 p.m.	Putting Alcohol Health Communications in Context: Health Services and Behavior Change in the Clinical and Community Setting	Dr. Mark Willenbring
3:00 p.m.	Overview of Small Group format Move to small group rooms/BREAK	Dr. Fulton Crews
3:30	Breakout Groups (4 groups)	
5:00 p.m.	ADJOURN	

Health Communications Research – Progress and Research

- National Advisory Council Members attending
 - Adron Harris, Deborah Hasin, Victor Hesselbrock, Peter Monti, Guy Mahoney (for Joyce Adkins), Larry Palmer
- Extramural Advisory Board Members
 - Fulton Crews, Andrew Heath, Linda Spear

Ad Hoc Experts, June 2008

➤ **Elaine B. Arkin – Consultant**

- Communications and marketing, market research and polling, message development, campaign planning, implementation and evaluation.

➤ **Hyunyi Cho, Ph.D. – Purdue University**

- Theories of persuasion, media effect, and behavior change; evaluate health/risk message effects on diverse audiences.

➤ **William DeJong, Ph.D. – Boston University School of Public Health**

- Health education; effectiveness of social norms campaigns in reducing college student drinking.

Ad Hoc Experts, continued

- **Tom Donaldson – National Organization on Fetal Alcohol Syndrome (NOFAS)**
 - Social marketing, curriculum development, public policy and media relations.
- **Max Lum, Ed.D., M.P.A. – NIOSH/CDC**
 - Health communication, media relations, effectiveness of court programs, crime epidemiology, probation programs, and adolescent substance abuse programs.

Second Day Proceedings

Wednesday, June 4, 2008

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| 8:30 a.m. | Terrace Level Lobby (light refreshments) |
| 9:00 a.m. | Breakout Groups (2 groups) |
| 10:30 a.m. | BREAK |
| 11:00 a.m. | Reconvene in Terrace Level rooms.
Reports from breakout groups.
Final Recommendations. |
| 1:00 p.m. | ADJOURN |

Recommendation #1

- **Develop a Mission and Vision statement to guide NIAAA communications that make NIAAA recognized as the definitive source for research, knowledge, and evidence-based information on alcohol and health.**
- **Develop and emphasize brand and branding policy and tagline that incorporates mission and vision for products. Make NIAAA America's alcohol information resource.**

Recommendation #2

- **Encourage NIAAA to identify a key message (tied to a specific, change-related objective) for each of its most critical audiences, and then to identify appropriate partners to amplify those messages and support a larger program for change. Inform to influence. Identify priority audiences such as these:**
 - **Middle and high school students and parents; Young adults, military, college and youth in justice system (reducing risk of alcohol problems); Professional groups (physicians, psychologists, social workers, primary care physicians (identify/refer and treat); Legal system (infuse evidence based knowledge - partnerships); “Treatment Can Work” (accompanied by an effort to shift understanding of what treatment involves). The new face of alcohol dependence—i.e., the functional alcohol-dependent individual; Policy makers.**

Recommendation #3

- **Partnerships should be explored.**
 - **Government (DoD and others); Federal agencies; Professional and private groups; Alcohol research Centers and training programs; Multicultural agencies (tribal entities; inner city agencies).**

Recommendation #4

- **Evaluate your products and strategies. Implement a strategic plan/process that will:**
 - **Update and redesign Web site to achieve strategic goals; Create a workgroup to examine use of social media; Write a strategy that includes moving material to public space including Wikipedia.**
 - **Seek clearance from OMB and initiate surveys; Seek partners in the survey effort; Focus on electronic and other new media.**
 - **Evaluate other information sources; Evaluate existing data bases for secondary data including novel creative ways to measure impact; Explore 1% set aside funds for evaluation.**

Recommendation #5

- **Establish staff and grantee education regarding communication (e.g., RSA) to improve communications planning, interview skills, and consistency of messaging.**

Recommendation #6

- **Consider a call for communications and dissemination research.**
 - **For example, how to motivate a wider range of people to seek treatment, creative uses of secondary data sources for evaluation of communication efforts in the alcohol field.)**

Recommendations

1. **NIAAA should implement communication practices that draw attention to the institute and identify it as the definitive source for research, knowledge, and evidence-based information on alcohol and health;**
2. **Identify a key message for each of its most critical audiences;**
3. **Explore partnerships with various groups to target specific messages;**
4. **Evaluate products and strategies;**
5. **Establish staff and grantee education to improve communications planning, interview skills, and consistency of messaging;**
6. **Issue a call for communications and dissemination research**

All NIAAA Extramural Advisory Board Meeting Recommendations

- NIAAA website contains recommendations from all EAB meetings:
- <http://www.niaaa.nih.gov/ResearchInformation/ExtramuralResearch/AdvisoryCouncil/>