



NCI Office of Communications

Pathways to 2015

Discovering Opportunities for Translating Research Findings

Developing Innovative Communication Tools

Delivering Timely and Accurate Cancer Information

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Presentation Agenda

- n Mission of the NCI Office of Communications (OC)
- Activities that Support Mission
- n Future Initiatives
- n Question & Answer Session

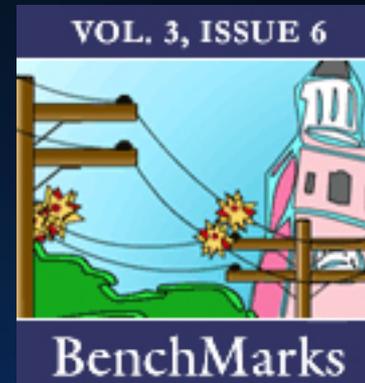
OC Mission

- n Represent the NCI on press-related, public information, and communication planning matters
- Work with internal and external groups to communicate NCI's research findings
- n Use technology to ensure rapid and accurate communication with NCI stakeholders
- n Ensure NCI speaks with a consistent and wide-reaching voice

Represent the NCI on press-related, public information, and communication planning matters

Press Operations and Media Relations

- n Press Calls
- n Media Events
- n Media Training
- n *NewsCenter* Web site, BenchMarks
- Science Writers Seminars



Represent the NCI on press-related, public information, and communication planning matters (continued)

Media Outreach

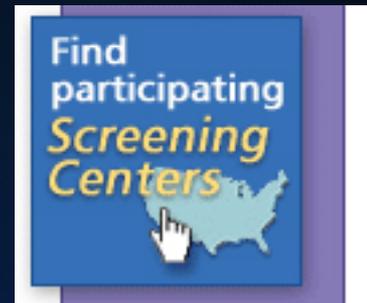
- n *Hollywood, Health and Society* Pilot
- *Telemundo and Univision*
- n Op-Eds and Letters to the Editor



Represent the NCI on press-related, public information, and communication planning matters (continued)

Communication Planning and Support

- n Clinical Trials
- n Institute Initiatives and Priorities
- n Special Events



Work with internal and external groups to communicate NCI's research findings

Strategic Planning with staff from NCI's Divisions, Centers, and Offices

Issues Management

Collaborations with External Groups

NCI Exhibit Program



Use technology to ensure rapid and accurate communication with all NCI stakeholders

cancer.gov

The Director's Corner



- n Content and design
- n Performance and usability
- n *The Director's Corner*
- Improved ability to find clinical trials

Use technology to ensure rapid and accurate communication with NCI stakeholders (continued)

PDQ Clinical Trials Database

- n ClinicalTrials.gov
- n Piloting *TrialsCheck* in collaboration with the Coalition of National Cancer Cooperative Groups
- Collaboration with NCI Center for Bioinformatics

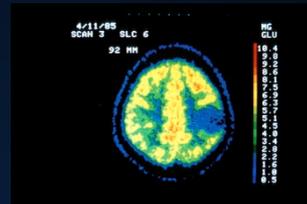
Use technology to ensure rapid and accurate communication with NCI stakeholders (continued)

LION (Library Online)

- n Web-based catalogue of more than 60,000 items about NCI and cancer

Electronic Databases

- n Publication Locator, Visuals Online, NCI Calendar of Events



Office of Communications Intranet

Ensure NCI speaks with a consistent and wide-reaching voice

Information Services

- n Cancer Information Service 1-800-4-CANCER
- n LiveHelp
- n NCI's Smoking Quitline
- n Publications Distribution
- n Public Inquiries



Ensure NCI speaks with a consistent and wide-reaching voice (continued)

CIS Partnership Program

- n Assist with local/regional cancer control planning
- n Outreach to communities in need



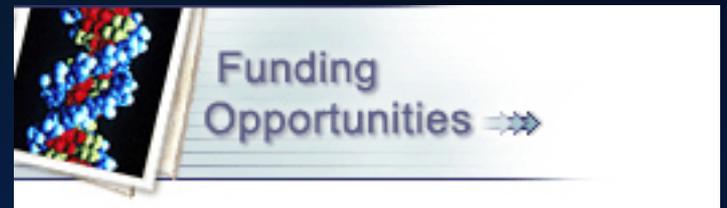
Ensure NCI speaks with a consistent and wide-reaching voice (continued)

Consumer Health Profiles

- n Enable NCI and partners to reach people in need of screening or cancer-related messages

The Director's Corner

- n Weekly Director's Update
- Funding Opportunities



OC's Priorities for 2004

NCI Cancer Bulletin

NCI Traveling
Exhibit

Director's
Lecture
Series

Redesign of
cancer.gov

*Hollywood, Health
& Society*

Director's
All-Hands Meeting

*The NCI
Annual Report*

Enhanced
Media
Relations

Enhanced
VisualsOnline

Quitline



Question and Answer Session

