

CTSA Communications Workgroup Web Meeting

March 19, 2008, 2-4 P.M. EST

Attendees: K. Kidd, NCRP; T. Fogg, Rochester; D. Matthias, Pittsburgh; S. Pollard, NCRP; I. Orams, NCRP; D. Eichmann, Iowa; J. McKeel, Duke; K. Anderson, UC Davis; C. Will, Emory; J. Obeid, Weill-Cornell; L. Schierri, Pennsylvania; C. Booth-LaForce, Washington; J. Allen, Washington University; A. Greene, NCRP; I. Parvanova, Mayo; M. McDonald, Pittsburgh; D. Timpane, NCRP; T. LaMotte, NCRP; G. Ericson, Wisconsin; S. Scirocco, Yale; J. Bonner, Rockefeller; C. Kelleher, OHSU; B. Spiher, Michigan; L. O'Fallon, NIEHS; N. Castro, NCRP; J. Gorden, Mayo; S. Craig, Columbia; J. Goldstein, BAH; J. Hollahan, BAH.

I. Welcome for the meeting (Kameha Kidd, Tom Fogg)

Workgroup members were welcomed to the CTSA Communications Workgroup quarterly meeting.

II. Media/Public Relations Taskforce Report (Joyce McDonald)

Joyce McDonald provided an overview of the Media / Public Relations Taskforce. The primary purpose of the Taskforce is to provide greater awareness regarding the CTSA program and consortium while targeting specific audiences. Priorities and actions have recently been established by the Taskforce. One of their first efforts has been to create a standard descriptive concise statement with common language that explains the work being accomplished at the CTSA institutions. The intention is to use this statement for news releases. This statement has been written, and it will be circulated to all CTSA institutions and PIs. Vignettes or short stories describe the work being accomplished in clinical research at the institutions across the country and are currently being collected from the various sites. The taskforce is working to identify media hooks around which to focus the collection of future vignettes.

Additional identified priorities and actions include the coordination of media contacts at the CTSA institutions and streamlining media requests. Another action intended to heighten visibility of the institutions and the work they are engaged in is to create a stronger presence for institutions on CTSAweb.org, and to make sure the site is more accessible to the media. A media roll out plan for new CTSA's is in the planning stages. To help capitalize on this media hook, NCRP will be requesting information about the CTSA institutions in the form of vignettes on the topics of community engagement activities and leveraging activities of the institutions. There is information on the Wiki regarding the contribution of vignettes.

III. Special Topics: How Research Benefits the Community - Ideas, Approaches, Lessons Learned (David Mathias, University of Pittsburgh)

David Mathias of the University of Pittsburgh spoke about a project to facilitate understanding on the part of the local community about clinical and translational research. One of the partners of the University Pittsburgh is the Urban League of Pittsburgh. The two organizations realized that the community did not understand clinical and translational research. This presented an opportunity to collaborate with the local public television station, WQED to create a product that could be used to educate the community. Several versions of this product were created to be used throughout the community - a 28-minute version to be used as a scheduled television show; a shorter 16-minute version to be used in community presentations, and a looped version for continuous display at doctors' offices and other community venues. Multiple stakeholders were invited to participate in this project in order to capture different perspectives of individuals engaged in translational research.

Pittsburgh will evaluate the video and determine whether it is effective in getting its messages across in the community. The initial set of messages were shaped by a group of approximately thirty people that represented the Urban League, the research community and the community at large. The messages were focused on topics deemed to be important to potential research participants. These messages include confidentiality, informed consent and the variety of settings in which clinical and translational research can take place. In crafting the messages, the intention was not just to facilitate recruitment of research participants, but also (and perhaps primarily) to educate them about clinical and translational science. D. Mathias also reviewed the evaluation design for the messaging. A study is being designed by investigators in Pittsburgh's Department of Psychology in which subjects will be evaluated regarding their attitudes about clinical and translational research before and after exposure to the video.

The group is currently engaged in locating a sponsor so the video may be shown on public television.

IV. Other Taskforce Reports

a.) Communication Systems and Information Management (Kent Anderson)
Kent Anderson chairs this new Taskforce that operates under the Communications Workgroup. The taskforce has had the opportunity to meet twice and is in the process of developing an inventory modeled after the Craig's List website concept. This inventory would serve as a Communications information repository of communication management tools in existence at the various CTSA sites, and also provide a vehicle through which CTSA's can make their needs known to other CTSA's that might already have a solution. While one goal is to understand the tools currently in use, the system will also be used to encourage CTSA's to help one another with challenges encountered that are not strictly tool related. This process might actually foster a marketplace environment that encourages vibrant exchange.

The work being undertaken by the Calendar Integration project group which operates under the Taskforce is similar to the work being done at CTSA site, University of California, Davis. The goal is to share and market events pertaining to clinical and translational science. Relevant events from various calendars may be merged into a centralized CTSC event repository and be shared nationwide.

b.) Operations Committee (Tom Fogg)

Tom Fogg provided a brief overview of the business conducted in the last operations meeting, which included taskforce reports and a review of the goals and objectives of the operations committee and the Workgroup. A list of goals and audiences were identified as well as a list of activities and products relevant to the various goals. A draft mind map document was created and shown to the Workgroup. One goal of this document was to identify overlaps and look at existing groups and tools. Two draft matrices which identified the audiences and various products related to the Workgroup and institutions were also presented to the group. Workgroup membership is encouraged to add to the matrices and amend as needed. Potential overlap between the matrices and existing communications grid on the Wiki was referenced and will be evaluated.

V.) Next Steps: Additional Items

Members were encouraged to seek membership in taskforces if interested. The PI meeting in Chicago of April, 2008 was referenced, as the Communications Workgroup will be presenting to the Committee.

The next face to face meeting for the Communications Workgroup will likely occur in February of 2009 in Bethesda, Maryland.

VI.) Action Items

#	Action Items	Owner	Due Date
1	Compile lists of media request in Wiki space	Members	On going
2	Send e-mail to membership with deadline requesting vignettes.	Joyce McDonald, Kameha Kidd	
3	Create repository on Wiki for sharing institution success stories.		
4	Place matrices and mind map on Wiki for members to add to.	Jenna	3/24/08