



MEETING MINUTES

NIH Environmental Management System (NEMS) Communications and Outreach Planning Meeting Tuesday, March 27, 2007 3:00 pm Natcher Building 45/Conference Room D

Meeting Objective(s): To further discuss the NEMS communications plan, identify NIH Communications best practices and lessons learned, and to continue to develop a communications working group designed to further NEMS communications at NIH

Attendees: Susan Johnson (NIDCR), Catherine Law (NCCAM), Terry Leland, Betsy Singer (NIDDK), Mary Kinnard-Brown (Booz Allen), and Padma Natarajan (Booz Allen)

Minutes:

Welcome and Recap of previous meeting – Terry Leland

- NIH Earth Day/NEMS Launch
 - Terry distributed sustainability fact sheet
 - Reintroduced idea of launching the NEMS at Earth Day
 - Use Dr. Zerhouni's speech to launch the NEMS and highlight how NIH is a good "green" neighbor
 - Dr. Zerhouni will have direct involvement and be able to get other senior directors involved
 - Speech should stress that environmental issues become public health issues and therefore protecting the environment protects public health, which ultimately ties to the NIH mission
 - Include examples of 3 key highlights/milestones of the NEMS:
 - Forest conservation plan – reconverting forest area into actual forest land
 - Storm water management
 - Green roof on the visitors center
 - Include a few secondary highlights/milestones examples:
 - 5300 employees use the trans-share program taking 5300 cars off the roads
 - For every tree that is taken down due to construction, multiple trees are planted elsewhere on campus
 - Present awards for "IT" contest

- Betsy will work with Bonnie Flock to get the local media involved, including the Bethesda Gazette
- Today's Discussion
 - Identify appropriate target audiences
 - Further define key messages
 - Next steps

NEMS Communications – Mary Kinnard-Brown

- Target Audiences
 - Group assessed target audiences and made changes accordingly
 - Target audiences for the NEMS:
 - I/C Directors, Scientific Directors, Executive Officers, Administrative Officers
 - Intramural Staff:
 - Laboratory Staff
 - Animal Care Staff
 - Clinical Staff
 - Office Staff
 - Facilities Staff
 - Procurement and Purchasing
- Target Audience Table
 - Currently lists communications activities and expected outcomes
 - Group suggested rearranging table to read:
 - Target Audience
 - Expected Outcome
 - Key Messages
 - Communications Activities
- Expected Outcomes
 - Group stated that current outcomes are too nebulous, and should be more specific to what each target audience needs to see or hear in order to change their behavior
 - Outcomes should also include more tangible items and specific objectives that are measurable and reportable
 - Currently, the working groups are developing specific target outcomes and many of these can be used as the expected outcomes

- Milestones can become current outcomes
- The first step would be to socialize these metrics and outcomes with scientific directors for feedback
- Also need an overarching message that states that what an employee does day-to-day affects the environment
- Need to sell the NEMS like a product, provide a daily checklist/job aide to people, and provide take-home messages
- After launching the awareness training, NEMS should launch a large event presenting a speaker with a large presence in the community
- NEMS Website
 - Needs to be well-populated with information and pdf documents
 - Should include a photo section of NEMS activities and highlights
- NIH clubs should also get involved to get value added to the NEMS

Next Steps

- Members of the group will reconvene on Tuesday April 10, 2007 to discuss revised expected outcomes and key messages
- Booz Allen will incorporate group feedback into the tactical plan and present it to the group

Action Items:

1. Booz Allen will schedule a NEMS Communications Advisory Group meeting to commence in two weeks
2. Booz Allen will incorporate feedback into tactical plan
3. Booz Allen will include questions not discussed in this meeting on the agenda for the next meeting

Next Meeting:

The date of the next meeting is on Tuesday, April 10, 2007 from 3pm – 5pm to continue to discuss the NEMS communications plan. The location is Building 31C, Conference Room 9.