

NIAAA Extramural Advisory Board Recommendations  
Health Communications Programs and Research  
June 3-4, 2008

- 1.a. 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.
- 1.b. Develop and emphasize brand and branding policy and tagline that incorporates mission and vision for products. Make NIAAA America's alcohol information resource.
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:
  - a. Middle and high school students and parents (delay age of drinking onset - inform about the FASD). Inform teachers in ways that meet curriculum needs;
  - b. Young adults, military, college and youth in justice system (reducing risk of alcohol problems);
  - c. Professional groups (physicians, psychologists, social workers, primary care physicians (identify/refer and treat);
  - d. Legal system (infuse evidence based knowledge - partnerships);
  - e. "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;
  - f. Policy makers.
3. Partnerships should be explored. For example:
  - a. Government (DoD and others);
  - b. Federal agencies;
  - c. Professional and private groups;
  - d. Alcohol research Centers and training programs;
  - e. Multicultural agencies (tribal entities; inner city agencies).
4. Evaluate your products and strategies. Implement a strategic plan/process that will:
  - a. Update and redesign Web site to achieve strategic goals;
  - b. Create a workgroup to examine use of social media. Write a strategy that includes moving material to public space including Wikipedia;
  - c. Seek clearance from OMB and initiate surveys;
  - d. Seek partners in the survey effort;
  - e. Focus on electronic and other new media;
  - f. Evaluate other information sources;
  - g. Evaluate existing data bases for secondary data including novel creative ways to measure impact;
  - h. Explore 1% set aside funds for evaluation.
5. Establish staff and grantee education regarding communication (e.g., RSA) to improve communications planning, interview skills, and consistency of messaging.
6. Consider a call for communications and dissemination research. (e.g., 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.)