## Table 39: Public Education Campaign Collaborations - FY 2010 = 20 NIH Funding = $5,185,926

| Collaboration Title and Link | Collaboration Type with Various Additional Links | Brief Description of Collaboration | HHS Participating Agencies | HHS Strategic Priority Alignment | NIH Participating Institutes/Centers/ Office of the Director *(Activity Submitting Office(s) Bolded)* | NIH Strategic Priority Alignment | Year Collaboration Originated | NIH Funding Contribution in FY 2010 |
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| Addiction Technology Transfer Center | Public Education Campaign | This historic partnership between the National Institutes of Drug Abuse (NIDA) and the Center for Substance Abuse Treatment (CSAT) and the Substance Abuse and Mental Health Services Administration (SAMHSA) helps expedite the dissemination of research results in addiction and treatment. This blended team of researchers, community treatment providers, and trainers from the Addiction Technology Transfer Centers (ATTC), work closely together to create innovative Blending solutions. Completed products include training packages composed of informational manuals, PowerPoint presentations, videos, CDs, curricula and annotated bibliographies. | SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public, Innovative biomedical technologies, Patient-centered research, and Translate basic science into new therapies. Social/Behavior Research. | **NIDA** | Empowering Biomedical Research Community: Training. Health Care Reform: Comparative Effectiveness Research, and Behavioral Science. | 2003 | 1,500,000 |
| Collaboration with SAMHSA on "Talk Early, Talk Often, Get Others Involved" underage drinking campaign for parents | Public Education Campaign | NIAAA collaborated with SAMHSA on its most recent underage drinking prevention ad campaign for parents, providing detailed input on the development and content of the accompanying web site as well as other aspects of the campaign. | SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. Early Childhood Health/Development. Social/Behavior Research. | **NIAAA** | NONE | 2009 | 0 |
| Community Health Worker Initiative | Public Education Campaign | The Community Health Worker (CHW) Initiative supports activities to reduce disparities in cardiovascular risk factors and asthma in African Americans, Latino, American Indian, and Filipino population groups. The project uses formative research (literature reviews, focus groups, and workshops) to inform the development and implementation of approaches that integrate CHW activities into the broader health workforce to improve cardiovascular health and reduce asthma disparities. | HRSA/IHS | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public and Non-Infectious diseases. Nutrition/Obesity. Social/Behavior Research. Tobacco Prevention and/or Control. | **NHLBI** | Empowering Biomedical Research Community: Training and Workforce. Health Care Reform: Behavioral Science and Health Disparities. | 2009 | 1,320,000 |
| Family History Initiative | Public Education Campaign | Collaborative initiative to promote public and health care provider awareness and use of family History as a tool for health care. The activity has also served as a very important driver of work on developing interoperability of health information technology systems and clinical decision support tools. Has included the development and continued enhancement of the U.S. Surgeon General's My Family Health Portrait family history web tool. | AHRQ/CDC/ HRSA/IHS/OS/ OSG/SAMHSA | NONE | NCI/**NHGRI** | Health Care Reform: Health Information Technology. Translational Research. | 2004 | 75,000 |
| Health Initiative of the Americas | Public Education Campaign | Provide scientific publications on drug abuse and addiction for teens, parents, and teachers. Publications will be distributed to all Latin American consulates in California. | SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NIDA** | NONE | Unknown | 0 |
| Healthy Vision Month | Public Education Campaign | Each May, the NEI sponsors Healthy Vision Month which is national observance designed to elevate eye health as a priority for Americans. NIH worked closely with CDC for the 2010 observance and worked together to create a MMWR article, develop information for their Vision Initiative website and provided online banners and buttons linking to the HVM site and to the NEI for additional information. | CDC | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NEI** | Health Care Reform: Health Disparities. | 2003 | 166,700 |

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|---|---|---|---|---|---|---|---|---|
| Indian Health Service Interagency Agreement for Health Promotion and Disease Prevention | Public Education Campaign | The purpose of this collaboration is to implement cardiovascular health/disease prevention strategies in American Indian and Alaskan Native communities. | IHS | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. Global Health: Non-Infectious Diseases. Nutrition/Obesity. Social/Behavior Research. Tobacco Prevention and/or Control. | **NHLBI** | Empowering Biomedical Research Community: Training and Workforce Diversity. Health Care Reform: Behavioral Science and Health Disparities. | 2006 | 0 |
| Know Stroke in the Community | Public Education Campaign | The NINDS developed the Know Stroke campaign to help educate the public about the symptoms of stroke and the importance of getting to the hospital quickly. The campaign includes outreach to consumers and health care professionals using mass media, grassroots outreach, partnerships, and community education. | CDC | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public and Patient-centered Research. | **NINDS** | Health Care Reform: Health Disparities. | 2004 | 0 |
| Medicare benefit postcard developed by NEI and CMS | Public Education Campaign | NEI worked with CMS to develop and disseminate a Medicare benefit card in English and Spanish which describes eligibility for the Medicare benefit for glaucoma and diabetic eye disease. The postcards are distributed to Medicare beneficiaries, the general public, and to health professionals. | CMS | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NEI** | NONE | 2006 | 0 |
| National Alcohol and Drug Addiction Recovery Month Planning | Public Education Campaign | For more than 20 years, the National Alcohol and Drug Addiction Recovery Month campaign has joined together millions of people to celebrate recovery and educate communities about addiction. Supported by the efforts of the Planning Partners, Recovery Month is a fundamental part of raising awareness outside the treatment and recovery community of the potential for recovery from alcohol and drug addiction. | SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NIAAA**/NIDA | NONE | 1989 | 0 |
| National Coalition for Health Professional Education in Genetics/(NCHPEG ) | Public Education Campaign | Independent umbrella organization promoting education of health professionals regarding genetics and genomics. Also conducts relevant research activities. | HRSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public and Patient-centered Research. Pharmacogenomics. | NCI/NEI/**NHGRI**/ NICHD | Empowering Biomedical Research Community: Training. | 1996 | 428,391 |
| National Drug Facts Week | Public Education Campaign | NIDA is launching this new national health awareness week in November 2010 to bring together teens and scientific experts to discuss the facts about drug abuse. The observance is being supported by offices in multiple federal agencies that share an interest in preventing teen drug abuse: ONDCP, U.S. Department of Education, U.S. Department of Transportation, U.S. Department of Justice, and U.S. Department of Defense. | SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | NIAAA/**NIDA** | Health Care Reform: Patient Safety. | 2010 | 0 |
| National Hispanic Youth Initiative (NHYI) | Public Education Campaign | The NHYI allows qualified Hispanic students nationwide to learn about careers in biomedical research and other professional opportunities within the government and the private sector. Y1-MD-1002 | HRSA/OS | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NEI**/NIAAA/ NCRR/NIGMS/ NIMHD/**NIMH** | Empowering Biomedical Research Community: Training and Workforce Diversity. | 1998 | 0 |
| National Native American Youth Initiative (NNAYI) | Public Education Campaign | The NNAYI allows qualified Native American students nationwide to learn about careers in biomedical research and other professional opportunities within the government and the private sector. Y1-MD-1011 | OS | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NEI**/NIAAA/ NCRR/NIGMS/ NIMHD/**NIMH** | Empowering Biomedical Research Community: Training and Workforce Diversity. | 2000 | 0 |

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|---|---|---|---|---|---|---|---|---|
| National Women's Health Week | Public Education Campaign | This is a weeklong health observance to empower women to make their health a top priority and encourages women to take simple steps for a longer, healthier, and happier life. This nationwide initiative is collaboration between federal departments, agencies, state and local governments and the general public. | ACF/AoA/AHRQ/ CDC/CMS/FDA/ HRSA/SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. HIV/AIDS. Nutrition/Obesity. Pain Research. Tobacco Prevention and/or Control. | CC/CIT/CSR/FIC/ NCCAM/NCI/ NCRR/NEI/ NHLBI/NHGRI/ NIA/NIAAA/ NIAID/NIAMS/ NIBIB/NICHD/ NIDA/NIDCD/ NIDCR/NIDDK/ NIEHS/NIGMS/ NIMH/NIMHD/ NINDS/NINR/NLM/**OD** | Health Care Reform: Behavioral Science and Health Disparities. Translational Research. | 2005 | 13,343 |
| Oral Health, Cancer Care, and You | Public Education Campaign | A series of publications to inform health care providers and patients about steps they can take before, during, and after cancer treatment to reduce the risk and impact of these often painful side effects. | CDC | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | NCI/**NIDCR**/NINR | NONE | 1999 | 13,900 |
| Practical Oral Care for People with Developmental Disabilities | Public Education Campaign | A series of publications designed to equip dental professionals in the community with the information they need to deliver quality oral health care to people with special needs. | CDC | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | NICHD/**NIDCR** | Health Care Reform: Health Disparities. | 2004 | 7,200 |
| The Healthy Brain Initiative | Public Education Campaign | A call to action and a guide to assist in implementing a coordinated approach to moving cognitive health into public health practice. | CDC | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. | **NIA** | NONE | 2002 | 0 |
| The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking and the Guides to Action for Families, Communities and Educators | Public Education Campaign | NIAAA partnered with the Office of the Surgeon General and SAMHSA to develop and disseminate the Call to Action. | OSG/SAMHSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. Early Childhood Health/Development. Social/Behavior Research. | **NIAAA** | NONE | 2005 | 0 |
| We Can! (Ways to Enhance Children's Activity and Nutrition) | Public Education Campaign | Through the We Can! program, the NIH and other HHS partner agencies disseminate strategies, tools, and resources to community organizations, the general public, healthcare providers, and other groups. Strategies focus on three behaviors: eating right, moving more, and reducing screen time to help prevent obesity in youth. Parents and caregivers of 8-13 year olds are the primary focus of the program's outreach, followed by the youth themselves. | CDC/HRSA | Accelerate Discovery to Improve Patient Care: Disseminate health information to the public. Early Childhood Health Development. Global Health: Non-Infectious Diseases. Nutrition/Obesity. Social/Behavior Research. | NCI/**NHLBI**/ NICHD/NIDDK | Empowering Biomedical Research Community: Global Health. Health Care Reform: Behavioral Science and Health Disparities. | 2005 | 1,661,392 |