

Launching and Developing an Identity for the New USGS Environmental Health Mission Area (EH-MA)

Vision: The USGS is a *premier source* of the environmental health science needed to safeguard the health of the environment, fish, wildlife, and people.

- Developing the identity
- Communicating it inside the USGS
- Communicating it outside the USGS
- Conclusion

- Find an **identity** for the Environmental Health Mission Area that **resonates** both within and outside the USGS

Overview

- Like a Mission Area, but . . .
- Very broad science purview
- Concept of negative space . . . **Everybody in USGS is ALREADY IN**
- In fact, **big & overarching**
- Purpose . . . to synthesize diverse data? . . . one-stop information portal for environmental health science?

Communicating it inside the USGS

- Importance of scientist – to – scientist
- Incentives:
 - advocacy
 - synergy
 - dissemination
 - promise of future funding

Stick-em-up
Polarity Map
Converging Grid

Examples

- Rewards
 - Contribute Paper; Receive Visibility
 - Community of Practice; (ie CDI)
 - Hire Diverse Students or Youths; Receive Funds

Communicating it outside the USGS

- Wooing the public with a substantive practical approach
 - FameLab
 - Application like “did you feel it?”; Shakemap
 - Work with communications action learning
- Become Federal “partner of first choice”

EH-MA Mission Statement

Mission – The mission of USGS in environment health science is to contribute scientific information to environmental, wildlife, agricultural, natural resources, and public-health *managers, who use that science to support sound decision making.*

EPA 2012 Budget

EPA 2012 \$8.9B

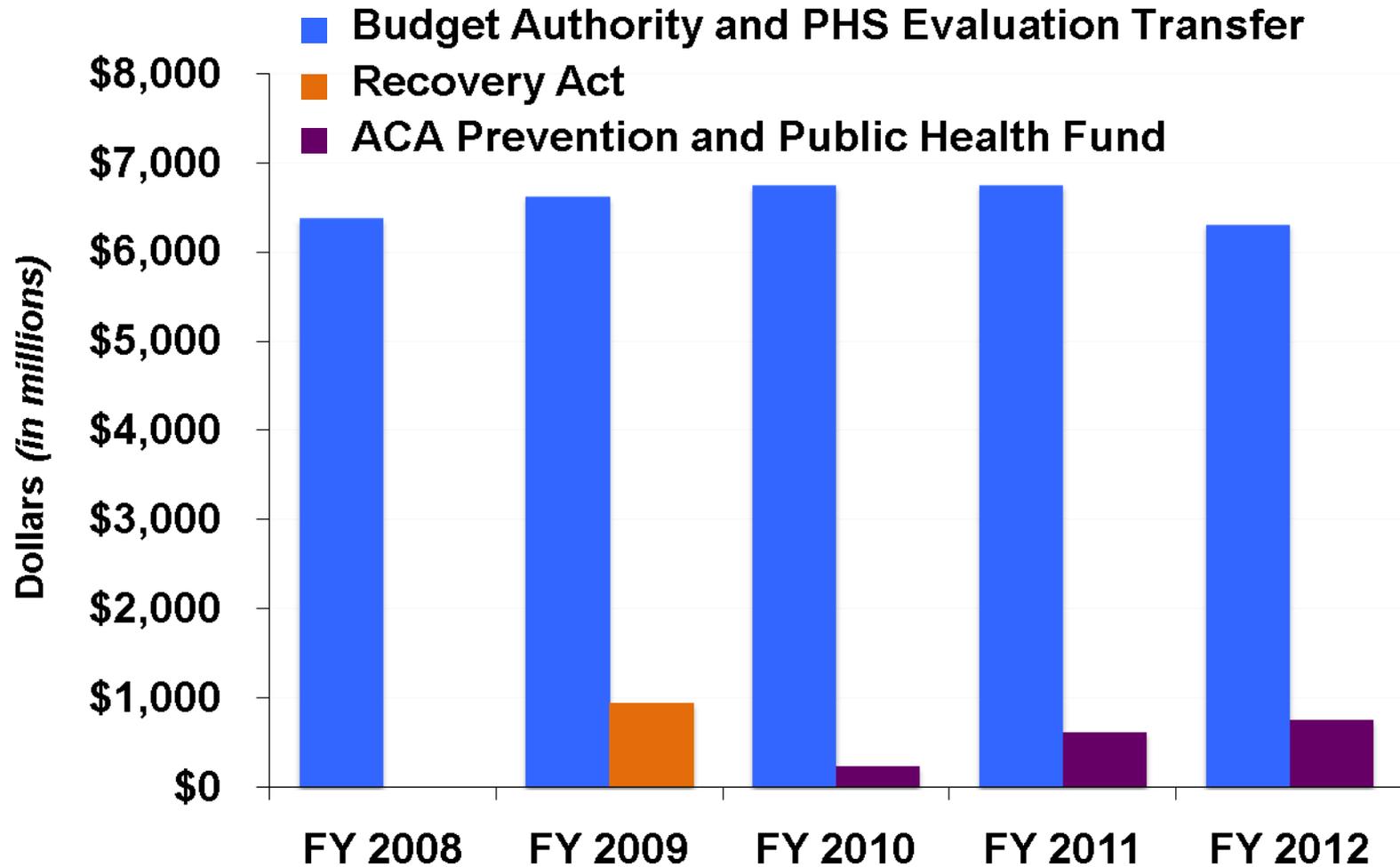
\$1.2B on Superfund sites

EPA 2012 Budget

- \$67.4 million to support EPA's efforts to clean up America's great water bodies, specifically in the Chesapeake Bay. This water body serves as an economic engine for an entire region of the country, and millions of Americans rely on it for access to clean, safe water. Investing in these waters will help local economies and protect Americans' health.
- \$584 million to support *research and innovation into new and emerging environmental science*. This includes a \$24.7 million increase to Science to Achieve Results (STAR) grants to ensure that EPA is using the best science to protect the air we breathe, the water we drink and the land we build our communities on. EPA's research program is being *restructured to ensure that scientific work is conducted more efficiently and effectively*.

CDC budget history

Funding over the past five years

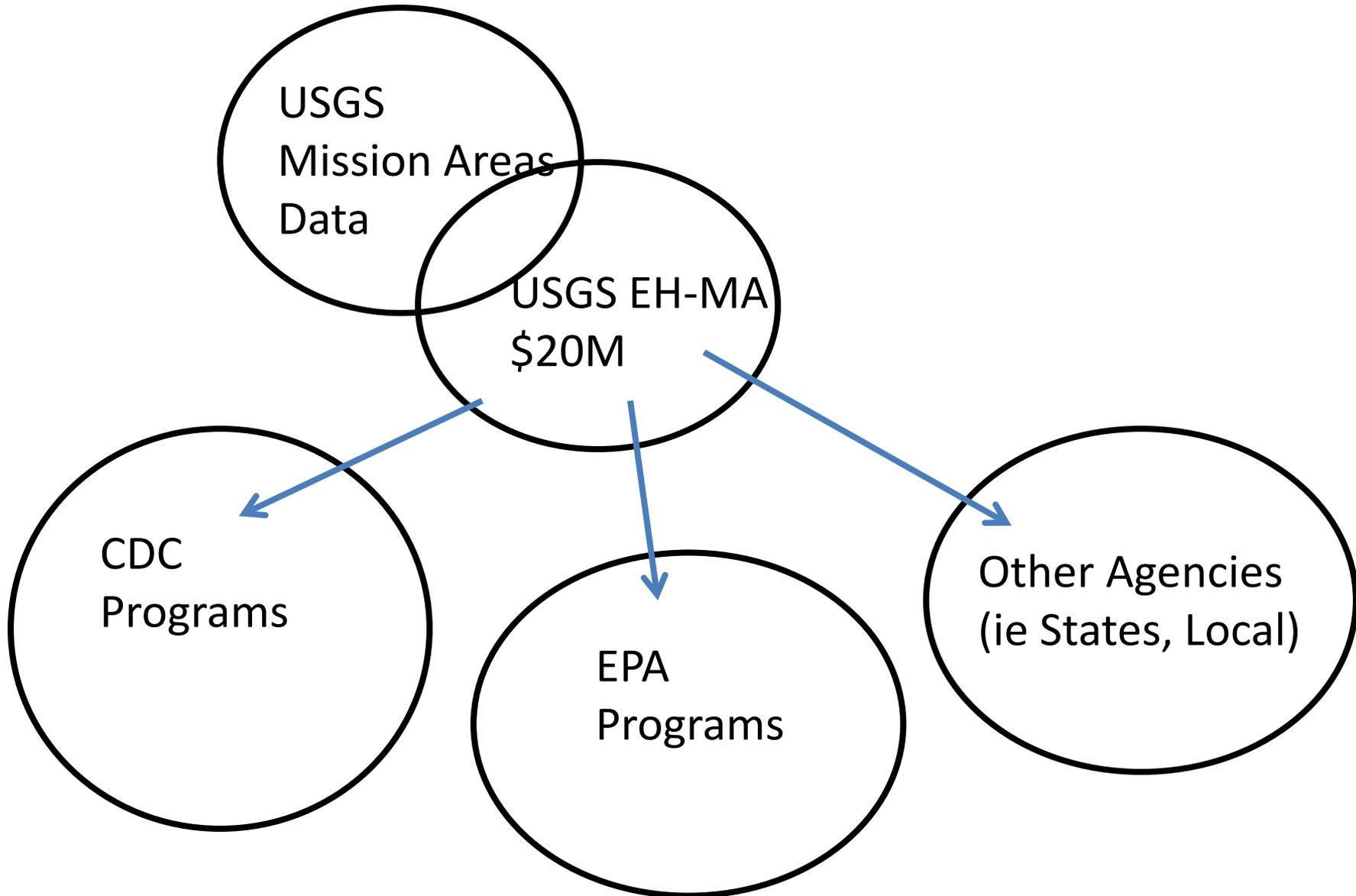


FY 2012 budget request

(Dollars in millions)

Budget Activity/Description	FY 2010	FY 2011CR	FY 2012PB	FY 2012+/- FY 2010
Immunization and Respiratory Diseases	721.2	821.3	721.7	+0.5
HIV/AIDS, Viral Hep, STD and TB Prevention	1,118.7	1,088.5	1,187.5	+68.8
Emerging and Zoonotic Diseases	281.2	312.9	349.1	+67.9
Preventive Health and Health Services Block Grant	100.2	100.3	- 0 -	-100.2
Chronic Disease and Health Promotion	924.4	1,166.5	1,185.5	+261.1
Birth Defects, Developmental Disabilities, Disability and Health	143.6	143.6	143.9	+0.3
Injury Prevention and Control	148.8	148.8	167.5	+18.7
Environmental Health	181.0	216.0	137.7	-43.3

Need to be “Partner of first choice”



USDA Budget 2012 Language

The Administration places a priority upon ensuring clean and safe water supplies and restoring and protecting ecosystems. To do so, Federal agencies must work together and with State and local governments, tribes, industry, and the agriculture sector. These integrated efforts lead to improved strategies and results that better protect this vital resource. For example, in the Chesapeake Bay, EPA, USDA, *DOI*, *NOAA*, and State and local governments are working together in an unprecedented fashion to reduce pollution and clean up the Nation's largest estuary. We are taking similar integrated approaches to restore other large aquatic ecosystems including the California Bay-Delta, the Everglades, the Great Lakes, and the Gulf Coast. The Administration is committed to continuing such integration across Federal agencies and stakeholders to address the myriad of water resource challenges facing the Nation.

Conclusions

- This is a BIG concept that must appeal to a BIG audience
- Breadth is almost equivalent to that of the bureau and may require a focus that is commensurate with that breadth
- Communication of the identity, regardless of audience, must be:
 - Simple
 - Quickly understood
 - Emanate from the Director or higher

Identity looks like?

- A puzzle? All of the pieces connect together into one picture. Missing pieces stand out.
- A bald eagle? Represents the culmination of decades of environmental health focus, regulation, and science.

Barriers?

- Carrots
- Using video systems
- Having meetings together
- Synthesis papers
- Paper numbering system

- Unlike the deep/narrow focus of CDC etc, ours would be **shallower/broader** (polarity!), emphasizing intersections between water/rocks, biological communities, humans