From:	Hollandsworth, David
To:	Lobdell, Danelle
Cc:	Tarpley, Keith; Wall, Kate; Garges, J. Brian; Drumm, Heather
Subject:	RE: Website for East Liverpool Mn study
Date:	Tuesday, June 11, 2013 11:48:20 AM

Thanks Danelle, this will help with the ProTrac submission. I'll keep you apprised of progress ...

-----Original Message-----
From: Lobdell, Danelle
Sent: Tuesday, June 11, 2013 12:38 PM
To: Hollandsworth, David
Cc: Tarpley, Keith; Andrews, Kate; Garges, J. Brian; Drumm, Heather
Subject: RE: Website for East Liverpool Mn study

Hi David,

Here are the answers to the three questions for PROTRAC:

A.) Top 1-3 audiences
1.) Citizens of East Liverpool
2.) State (Ohio) and local (East Liverpool) governments - especially departments of health and environment
3.) Industry

B.) Tasks for website for audience
1.) All three audiences will go to website to find updates to the preliminary research study results that were presented at the July 11th Community Meeting

C.) Primary purpose of website:
1.) Primary purpose of website is to provide updates about overall study results of the East Liverpool air Mn study to the community of East Liverpool. As peer reviewed manuscripts are published, we will post abstracts and links to papers (if publically available) as well as any abstracts and presentations that are made at scientific conferences. We will also post any EPA generated report based on this study. This website will also have the original study fact sheet and slide presentation that were used at the July 11th community meeting in East Liverpool.

Danelle T. Lobdell, Ph.D., M.S.
Epidemiologist
National Health and Environmental Effects Research Laboratory Environmental Public Health Division
Mail:
USEPA
MD 58A
Research Triangle Park, NC 27711
Package Delivery:
USEPA Human Studies Facility
104 Mason Farm Rd, Room 52
Chapel Hill, NC 27514-4512
Phone: 919-843-4434 Fax: 919-966-7584

-----Original Message-----
From: Hollandsworth, David
Sent: Monday, June 10, 2013 3:35 PM
To: Lobdell, Danelle
Cc: Tarpley, Keith; Andrews, Kate
Subject: RE: Website for East Liverpool Mn study

Greetings Danelle -- I will be helping you get this site up (it'll probably be my coworker Kate Andrews who will be doing most of the work). From reading this email thread, it looks like we are going to need to go through EPA's PROTRAC review system to get initial direction for the site. I've put in an initial inquiry to Sean Dowd to get a little more understanding of what PROTRAC needs and the order of things. You may want to go ahead and give some thought to the main questions that Sean mentioned in his email below:

A. Identify your top 1-3 audiences to properly focus content selection. Who visits your content to learn about your topic? Set aside all audiences other than your top 1-3.
• Examples: citizens, manufacturers, state and local government regulatory officials
• Note: "the general public" isn't specific enough

B. For each of your audiences, identify the 1-3 top tasks they seek to accomplish when they come to epa.gov. What are your audiences trying to do when they visit your content?
• Examples: citizens may want to know about safety issues for their family, especially young children; manufacturers may want to know what federal environmental regulations exist that affect their business or industry.
• Tip: Think about what they want to do, not about the information you can provide

C. Define the purpose of your site. What information does EPA have or should EPA develop to help your audiences answer their questions? Tie the purpose to EPA strategic plan goals or administrator priorities if possible.

This sounds like the information we'll be needing to get to the review folks. Once we get through this review step we should be able to get the site together fairly quickly -- it will be in the public access template, so there won't be a lot of design choices to make, just getting the right content that you want. We'll work with you on all that, and let you tweak things until it's right.

==========
David Hollandsworth
SRA International
Contractor to ORD - SES3
Technical Webmaster
email: hollandsworth.david@epa.gov
Office: 919-541-5568
Fax: 919-685-3224
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-----Original Message-----
From: Garges, J. Brian
Sent: Friday, June 07, 2013 10:27 AM
To: Hollandsworth, David
Cc: Tarpley, Keith; Lobdell, Danelle
Subject: FW: Website for East Liverpool Mn study

David,

Can you please work with Danelle and Heather on submitting this site through PROTRAC and building it for them. Please see guidance below.

Thanks,
Brian

From: Lobdell, Danelle
Sent: Thursday, June 06, 2013 1:20 PM
To: Garges, J. Brian; Dowd, Sean
Cc: Blackburn, Elizabeth; Kapuscinski, Jacques; Hubbard, Carolyn; Drumm, Heather
Subject: RE: Website for East Liverpool Mn study

Hi Brian,

Just following up with you. Is there anything you need from me at this point? We would need the website to be live on July 12th,the day after our community meeting. If you need some assistance, Heather Drumm asks that you give her a call. She may have some people who could help in her group.

Thanks,

Danelle

Danelle T. Lobdell, Ph.D., M.S.
Epidemiologist
National Health and Environmental Effects Research Laboratory Environmental Public Health Division
Mail:
USEPA
MD 58A
Research Triangle Park, NC 27711
Package Delivery:
USEPA Human Studies Facility
104 Mason Farm Rd, Room 52
Chapel Hill, NC 27514-4512
Phone: 919-843-4434 Fax: 919-966-7584

From: Garges, J. Brian
Sent: Friday, May 17, 2013 5:52 PM
To: Dowd, Sean
Cc: Lobdell, Danelle; Blackburn, Elizabeth; Kapuscinski, Jacques; Hubbard, Carolyn
Subject: RE: Website for East Liverpool Mn study

Thanks Sean for the information, Danelle and I will talk about next steps. Take care.

From: Dowd, Sean
Sent: Thursday, May 16, 2013 11:44 AM
To: Garges, J. Brian
Cc: Lobdell, Danelle; Blackburn, Elizabeth; Kapuscinski, Jacques; Hubbard, Carolyn
Subject: RE: Website for East Liverpool Mn study Hey Brian –

Thanks for contacting me. I discussed this with Liz Blackburn some, and we agreed that it should go through ProTrac.
The focus of the page will likely need to be refined, and going through that process will help us sort that out.
We would probably link to it from the 'Community Public Health' section on the 'health research' page (http://www.epa.gov/research/healthscience/), but either NHEERL or Region 5 would be responsible for keeping up with the content on the page. At some point, that will happen in the Web CMS – but for right now, it should be on the NHEERL or R5 server.

While this information will not be going in the CMS yet, these principles taken from that process will help define what should be posted:

A. Identify your top 1-3 audiences to properly focus content selection. Who visits your content to learn about your topic? Set aside all audiences other than your top 1-3.
- Examples: citizens, manufacturers, state and local government regulatory officials
- Note: "the general public" isn't specific enough

B. For each of your audiences, identify the 1-3 top tasks they seek to accomplish when they come to epa.gov. What are your audiences trying to do when they visit your content?
- Examples: citizens may want to know about safety issues for their family, especially young children; manufacturers may want to know what federal environmental regulations exist that affect their business or industry.

- Tip: Think about what they want to do, not about the information you can provide

C. Define the purpose of your site. What information does EPA have or should EPA develop to help your audiences answer their questions? Tie the purpose to EPA strategic plan goals or administrator priorities if possible.

Let me know if you have other questions – thanks, Sean

Sean Dowd
Acting Director, Information Management Support Division Office of Science Information Management US EPA Office of Research & Development
(919) 541-0543 (phone), (919) 685-3314 (fax), (919)605-2399 (alt.)
dowd.sean@epa.gov<mailto:dowd.sean@epa.gov>

From: Garges, J. Brian
Sent: Wednesday, May 15, 2013 12:17 PM
To: Dowd, Sean
Cc: Lobdell, Danelle
Subject: FW: Website for East Liverpool Mn study

Sean,

You are up on the most recent Web policy. Are we able to do a site like this without OEA approval or do we have to go through PROTRAC and that process? And should this site sit under SHC or NHEERL's site

Thanks,
B

From: Lobdell, Danelle
Sent: Monday, May 13, 2013 2:19 PM
To: Garges, J. Brian
Cc: Drumm, Heather; Hubbard, Carolyn; Coberly, Dan
Subject: RE: Website for East Liverpool Mn study

Hi Brian,

The East Liverpool Community Meeting has been rescheduled for July 11th. Would you still be able to create a website for us as discussed to be available starting July 12th?

Thanks,

Danelle

Danelle T. Lobdell, Ph.D., M.S.
Epidemiologist
National Health and Environmental Effects Research Laboratory Environmental Public Health Division
Mail:
USEPA
MD 58A
Research Triangle Park, NC 27711
Package Delivery:
USEPA Human Studies Facility
104 Mason Farm Rd, Room 52
Chapel Hill, NC 27514-4512
Phone: 919-843-4434 Fax: 919-966-7584

From: Lobdell, Danelle
Sent: Tuesday, March 26, 2013 4:15 PM
To: Garges, J. Brian
Cc: Drumm, Heather; Hubbard, Carolyn
Subject: Website for East Liverpool Mn study

Hi Brian,

Per our conversation today, here is an outline of what we would like included on the website for the Region 5 Air Manganese Study that was conducted in East Liverpool, Marietta, and Mount Vernon, OH.

This is an informational website where we plan to post any updates to our study results. On April 18, we plan to conduct a community meeting presenting preliminary study results. I would like the website to go live on April 19th. On the website, I would like the study fact sheet, the community slide presentation and the FAQ's that we prepared for the meeting.

Updates to the website will include abstracts presented at meetings and provide versions of our future published papers (based on how NIH provides public copies of their papers from journals). Eventually we will also have an EPA report that we will post.

As an FYI, Rosemarie Bowler who was our contractor for conducting the study in East Liverpool has a study website up already for the Marietta and Mount Vernon portion of the study (she conducted that portion of the study under a cooperative agreement). http://online.sfsu.edu/mnstudy/index.htm

Danelle

Danelle T. Lobdell, Ph.D., M.S.
Epidemiologist
National Health and Environmental Effects Research Laboratory Environmental Public Health Division
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