From: Dowd, Sean
To: Garges, J. Brian
Cc: Lobdell, Danelle; Blackburn, Elizabeth; Kapuscinski, Jacques; Hubbard, Carolyn
Subject: RE: Website for East Liverpool Mn study
Date: Thursday, May 16, 2013 7:44:48 AM

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

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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

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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

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