STRATEGIC COMMUNICATION SERVICES

MDB is a Small Business and GSA Contractor holding Federal Supply Schedules under the MOBIS, IT, AIMS, and Environmental programs.
MDB, Inc. is a strategic consulting firm focusing on environmental science, worker safety, and public health. We offer a range of technical, analytic, and creative services to help clients achieve their communication and program goals. Our central vision is “Doing Well by Doing Good” – producing top-quality work in support of a healthier and more sustainable future.

Our Services

At MDB, we make science accessible. Whether we are creating a presentation, producing a podcast, or writing a paper for a peer-reviewed journal, we create communication products that convey important environmental health messages and research findings to academics, policymakers, community leaders, and the public.

The MDB team:
- Researches and writes creative and technical content
- Analyzes and visualizes data
- Creates and enhances websites
- Develops social media strategies and content
- Coordinates communication for stakeholder networks
- Develops training and educational materials
- Writes and produces podcasts and videos
- Designs logos, branding, and marketing elements

Science and Health Communication

Our team presents complex information in a way that is easy to understand and visually appealing. We regularly produce articles, fact sheets, meeting and technical reports, newsletters, slide presentations, posters, and training materials for our clients. We have also authored or co-authored dozens of peer-reviewed publications.

Our team has strong scientific backgrounds and communication expertise in:
- Environmental science
- Biology and toxicology
- Public health
- Environmental justice
- Science and health policy

Representative Clients

- National Institute of Environmental Health Sciences (NIEHS)
- Environmental Protection Agency (EPA)
- National Park Service (NPS)
- Occupational Safety and Health Administration (OSHA)
- Department of Energy (DOE)
- National Institute for Occupational Safety and Health (NIOSH)
Graphics and Data Visualization

MDB’s graphic design team creates high-quality graphics that enhance our client’s messages. We help clients display information in a way that is accessible and compelling through eye-catching reports, fact sheets, infographics, and data visualizations. Our graphics and data visualization services include:

- Analyzing large datasets and portfolios
- Creating charts, graphs, maps, and timelines
- Developing presentations and posters for scientific meetings
- Designing creative graphics for print and electronic materials

Media Relations

Our team of media relations professionals, seasoned writers, and science communication experts have significant experience developing, producing, and monitoring the impact of media strategies. Our media-related services include:

- Identifying target audiences
- Crafting newsworthy messages and press releases
- Disseminating messages to key stakeholders
- Preparing spokespeople
- Designing and implementing evaluation strategies

Video Development and Production

MDB tells stories that educate and engage. From concept to delivery, our videography team handles all stages of development and production, including:

- Developing storyboards
- Writing scripts
- Filming on location
- Recording voice-overs
- Creating graphics
- Editing audio and video
- Creating transcripts and adding captions

Highlight: Newsletters

MDB provides communication and technical support to the National Institute of Environmental Health Sciences (NIEHS). This includes creating and distributing science communication products to help promote awareness of NIEHS-funded research and community engagement:

- The bi-monthly Global Environmental Health (GEH) Newsletter provides a look into the research, policy, training, and outreach activities that NIEHS supports abroad. We talk to scientists from around the world to capture their stories and share the unique opportunities and challenges of conducting environmental health research in low resource settings. The newsletter reaches researchers, policymakers, and other stakeholders in more than 175 countries.

- The monthly Partnerships for Environmental Public Health (PEPH) Newsletter keeps a unique network of scientists, community groups, educators, health care providers, public health officials, and policymakers connected. We create content to share news, research findings, resources, and opportunities that keep the PEPH community informed.

- The quarterly Superfund Research Program (SRP) Science Digest features information on SRP grantee research, leadership activities, and technological innovations. We recommend topics for each issue and draft content in plain language suitable for a general audience. We describe SRP-funded research, contextualize findings, and discuss significance. We distribute the electronic newsletter to more than 13,000 people worldwide and post the content on the SRP website.

For more information about MDB, Inc., go to www.michaeldbaker.com.
Highlight: Communication Strategy

MDB worked with the National Park Service (NPS) Division of Law Enforcement, Security, and Emergency Services (LESES) to help the agency communicate effectively with public safety rangers working across the nation’s 401 parks, monuments, and other sites. To assist LESES, we:

- Led focus groups with law enforcement rangers, conducted interviews with NPS officials, performed a communications audit, and analyzed the communication practices of similar government agencies.
- Developed a brand, tagline, and first-ever logo for LESES.
- Created quarterly newsletters and issue-specific updates that were delivered via email to 2,000 law enforcement and emergency services rangers.
- Developed a mobile app and content to put critical information, such as checklists, training calendars, and policy directives at the rangers’ fingertips.

Highlight: Podcasts

MDB writes and produces podcasts for the NIEHS PEPH and GEH programs. Both podcast series take a journalistic approach to make complex topics accessible to diverse audiences.

MDB proposed these podcasts as a new way for NIEHS-funded scientists to communicate their research and outreach activities with a wide and diverse audience. We manage all stages of production, including proposing and researching topics, conducting interviews, writing narration, and editing the final product. We then distribute and promote each podcast to a range of stakeholders. Our podcasts have covered a variety of topics, including:

- Crumb rubber in playgrounds and children's health
- Demystifying common myths about lead
- Economic benefits of improving air quality
- Vapor intrusion
- The microbiome
- E-cigarettes and teen health

Highlight: Presentations and Print Materials

MDB creates slide presentations to support clients speaking at community events and scientific conferences across the U.S. and around the world. We conduct research, prepare text, incorporate photos, and create graphics to ensure messages are conveyed clearly to the target audience. We have created engaging presentations on a wide range of science and health topics, including:

- Air pollution
- Children’s health
- Disaster response
- Epigenetics
- Exposure assessment tools
- Exposure biology and the exposome
- Public health and the environment

We also create a range of print materials, such as fact sheets, brochures, training resources, meeting agendas, posters, and reports. By striking the right balance between graphic elements, images, and content, our designers create visually engaging materials that leave a lasting impression.

To learn more about our work, visit: [https://www.michaeldbaker.com/expertise/strategic-communication](https://www.michaeldbaker.com/expertise/strategic-communication)