



MDB provides full-service strategic communication services. We help our clients raise their profile, advance program goals, and reach their target audiences. We translate complex information to make it meaningful, compelling, and useful — and we do it in a way that ensures the message is consistent, clear, and impactful.



At MDB, we make science accessible. We are a strategic consulting firm focusing on environmental science, worker safety, and public health. Whether we are producing a podcast, developing a training curriculum, creating an engagement and outreach plan, or writing a paper for a peer-reviewed journal, we create and deliver communication materials that convey critical environmental health messages and research findings to academics, policymakers, community leaders, and the public.

MDB communication experts as well as subject matter experts work collaboratively to translate complex scientific messages. Highlights of MDB's efforts include the following:

-  **Research and Writing Creative and Technical Content**
-  **Coordinating Communication for Stakeholder Networks**
-  **Analyzing and Visualizing Data**
-  **Developing Training and Educational Materials**
-  **Creating and Enhancing Websites**
-  **Writing and Producing Podcasts and Videos**
-  **Developing Social Media Strategies and Content**
-  **Designing Logos, Branding, and Marketing Elements**

Representative case studies of MDB's emergency public health mission support include:

SCIENCE AND HEALTH COMMUNICATION

Our team presents complex information in a way that is easy to understand and visually appealing. MDB regularly produces 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, and science and health policy.

OUR CLIENTS

MDB has engaged in strategic communication projects for various federal clients including:

- National Institute of Environmental Health Sciences (NIEHS)
- Occupational Safety and Health Administration (OSHA)
- National Institute for Occupational Safety and Health (NIOSH)
- U.S. Department of Energy (DOE)
- U.S. Environmental Protection Agency (EPA)

SCIENCE AND HEALTH COMMUNICATION HIGHLIGHT: BIG RIVER PARTNERSHIP

MDB led the development of a communications strategy and outreach materials for the Meramec and Big River Partnership, located near St. Louis, MO, for EPA Region 7. The communications strategy provided a cohesive plan for state and local organizations leading education and outreach efforts on lead contamination and health prevention in the Big River watershed. MDB identified key messages based on an organized dialogue with a diverse group of local, state, and federal stakeholders that form the Big River Communications subgroup.



NIEHS 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.



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CONTINUED FROM OTHER SIDE

- 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 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.



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.



GRAPHIC DESIGN, DATA VISUALIZATION, AND AUDIO AND VIDEO PRODUCTIONS

MDB's communications and graphic design teams work collaboratively to create high-quality graphics, data representations, and audio or visual products that enhance our clients' messages. We help clients display and share information in a way that is accessible and compelling through eye-catching reports, fact sheets, infographics, data visualizations, audio podcasts, and videos.



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, and public health and the environment.

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.



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MDB holds a GSA Multiple Award Schedule: Contract 47QRAA20D0028, that allows us to offer a wide range of professional services to the U.S. federal government.