



National Institutes of Health
National Cancer Institute
Bethesda, Maryland 20892

June 1, 2007

John E. Niederhuber, M.D.
Director, National Cancer Institute
31 Center Drive
Building 31, Room 11A48, MSC 2590
Bethesda, MD 20892-2590

Dear Dr. Niederhuber:

At the March 29 – 30, 2007, meeting of the NCI Director's Consumer Liaison Group (DCLG) we selected from among four scenarios for the future of the *NCI Listens and Learns* Web site (at <http://ncilistens.cancer.gov>) and voted to recommend to you that NCI consider continuing the Web site with some modifications. There was a consensus among us that NCI continue to host an online dialogue with the advocacy community and the public, but based on the results of the evaluation, modify the site to ensure that it reaches as many people in the advocacy community as possible.

Specifically, we would like to recommend that where possible the NCI:

- Work with topics that are more relevant to the grassroots cancer advocacy communities.
- Create a more timely dialogue process so that users get feedback, or responses, more quickly (in real-time when technologically and logistically feasible).
- Consider newer technologies such as online chats with NCI staff or blogging.

The DCLG thanks the NCI for the opportunity to be involved in the development and oversight of the first pilot online dialogue project focused on communication with the advocacy community. With over 1,000 visitors every month and 400 comments received on 17 different topics since January 2005, the NCI has been demystified and made more transparent through the *NCI Listens and Learns* Web site. In the future we would appreciate being updated about the progress of the site as staff review the evaluation report and the DCLG's recommendations.

Sincerely,

Doug Ulman
Chair
NCI Director's Consumer Liaison Group

Beverly Laird
Vice-Chair
NCI Director's Consumer Liaison Group

cc: Ms. Lenora Johnson
Acting Director, Office of Liaison Activities, NCI

COL (Ret) James E. Williams, Jr., USA,
Chair, *NCI Listens and Learns* Working Group, DCLG