

# The Redesigned NICEATM-ICCVAM Website: Improving Communication with Stakeholders

D Winters<sup>1</sup>, C Sprankle<sup>1</sup>, S Bailey<sup>1</sup>, D Allen<sup>1</sup>, R Tice<sup>2</sup>, and W Stokes<sup>2</sup>

<sup>1</sup>ILS, Inc., Research Triangle Park, NC ; <sup>2</sup>National Toxicology Program Interagency Center for the Evaluation of Alternative Toxicological Methods (NICEATM), NIEHS, Research Triangle Park, NC

## Abstract

Communication with stakeholders is a critical aspect of the ICCVAM mission to facilitate development, validation and regulatory acceptance of new and revised regulatory test methods that reduce, refine, and replace the use of animals in testing. Recognizing that the Internet represents a primary source of information for ICCVAM stakeholders, NICEATM-ICCVAM recently launched a redesigned version of its website (<http://iccvam.niehs.nih.gov/>). The new NICEATM-ICCVAM website provides four searchable databases that facilitate locating *Federal Register* (FR) notices, public comments, NICEATM-ICCVAM publications, and guidelines and regulations. Additional searchable databases containing information specific to test method areas are currently under development. Visitors to the website can also obtain up-to-date information on test method evaluation activities, relevant guidelines and regulations, and meeting and workshop information. Procedures for making nominations and submissions to ICCVAM and background information concerning NICEATM and ICCVAM are also available. Online forms enable visitors to submit public comments to NICEATM and register for NICEATM meetings and workshops. Persistent menus (identical menus appearing on every page of the site) and a site map enable easy navigation throughout the website, and all information is presented in a manner that is consistent with U.S. Federal Government Plain Language Guidelines. The revised NICEATM-ICCVAM website will play a key role in facilitating effective communication between NICEATM-ICCVAM and its stakeholders.

## Communication with Stakeholders: A Key Mission

ICCVAM's mission is to facilitate development, validation, and regulatory acceptance of new and revised regulatory test methods that reduce, refine, and replace the use of animals in testing. Two of ICCVAM's Strategic Priorities (ICCVAM 2004) are to:

- Stimulate development of priority test methods and strategies
- Foster appropriate use of validated test methods

Similarly, two of the four key challenges for NICEATM and ICCVAM identified in the 2008-2012 Five-Year Plan (ICCVAM 2007) are to:

- Foster the acceptance and appropriate use of alternative test methods through outreach and communication
- Develop partnerships and strengthen interactions with ICCVAM stakeholders

The NICEATM and ICCVAM website, which is a comprehensive source of information related to new test methods and past, current, and future activities of NICEATM and ICCVAM, is a vital tool for effective communication with stakeholders.

## The Redesigned NICEATM-ICCVAM Website

In March 2007, NICEATM launched a redesigned version of its website (<http://iccvam.niehs.nih.gov/>) to make information more readily available to visitors to the site.

## Key Features

- Menus provide for easy navigation
- Comprehensive information about ICCVAM test method evaluations
- Instructions on the ICCVAM nomination and submission process
- Four searchable databases
  - FR notices
  - Public Comments
  - NICEATM-ICCVAM publications
  - Guidelines and Regulations
- Public Meeting and Workshop Information
- Background information concerning NICEATM and ICCVAM
- Online forms for
  - Submitting public comments to NICEATM
  - Registering for NICEATM meetings and workshops
- Information is presented in a manner that is consistent with U.S. Federal Government Plain Language Guidelines (<http://www.plainlanguage.gov/>)

## Sample Webpages

### Home Page

Menu allows easy navigation throughout site  
Ready access to recent announcements

Links provide access to other U.S. Government resources

Site map offers additional navigation options

Page shown: <http://iccvam.niehs.nih.gov/>

### Methods Page

Expanded menu allows access to all method areas

Breadcrumb links (showing path back to home page) enable navigation throughout the site

Updated text provides a concise overview of activities and accomplishments

Links to all relevant documents

Page shown: <http://iccvam.niehs.nih.gov/methods/ocutox/vocutox.htm>

### Contact NICEATM Via the Website

Expanded menu offers forms for general or specific comments, instructions for joining the ICCVAM-all listserve mailing list, and contact information

Several forms offer different commenting options

Page shown: [http://iccvam.niehs.nih.gov/contact/FR\\_OcuData\\_comment.htm](http://iccvam.niehs.nih.gov/contact/FR_OcuData_comment.htm)

### Meetings and Workshop Schedule

Information on both upcoming and past meetings

Time and location information available at a glance

Links to more detailed information

Page shown: <http://iccvam.niehs.nih.gov/meetings/schedule.htm>

### Federal Register Notice Database

Searchable database on all ICCVAM, NICEATM, and SACATM-related FR notices

Search by year, title word, or a combination

View full text of FR notice in PDF format

Links to all public comments received for that notice

Page shown: <http://ntp-apps.niehs.nih.gov/iccvamp/searchFR.cfm>

### NICEATM/ICCVAM Documents Database

Searchable database of all NICEATM-ICCVAM documents

Search by title word, keyword, year, or regulatory test area

View full text of document in PDF format

Page shown: <http://ntp-apps.niehs.nih.gov/iccvamp/searchDoc.cfm>

### Background Information

Information pages about NICEATM, ICCVAM, and SACATM

"Contact NICEATM" and "Contact the Webmaster" links on all pages

Page shown: [http://iccvam.niehs.nih.gov/about/about\\_ICCVAM.htm](http://iccvam.niehs.nih.gov/about/about_ICCVAM.htm)

### Agency Guidelines and Regulations Database

Searchable database on testing guidelines and regulations for: CPSC, DOT, EPA, OECD, FDA, USDA

Search by agency

View full text of regulation in PDF format

Page shown: <http://ntp-apps.niehs.nih.gov/iccvamp/searchGL.cfm>

### Public Comment Database

Searchable database of all public comments in response to NICEATM-ICCVAM Federal Register Notices

Search by FR Notice title; options to view comments from organizations and/or general public

View full text of FR Notice in PDF format

View full text of comment in PDF format

Page shown: <http://ntp-apps.niehs.nih.gov/iccvamp/searchPubCom.cfm>

### Summary

The redesigned NICEATM-ICCVAM website will play a key role in facilitating effective communication between NICEATM-ICCVAM and its stakeholders. The website provides easy navigation, information that is comprehensive and up-to-date, and searchable databases. These features make information about ICCVAM test method evaluation activities and NICEATM-ICCVAM documents readily available. In doing so, the NICEATM-ICCVAM website promotes awareness of validated methods and provides education on their usefulness and limitations. The website also provides background information on ICCVAM procedures and guidelines, thereby facilitating the nomination and submission of promising alternative test methods. The variety of options for stakeholders to communicate with NICEATM and ICCVAM enables dialog between ICCVAM and its stakeholders.

Please visit the NICEATM-ICCVAM website (<http://iccvam.niehs.nih.gov/>).

### References

ICCVAM. 2004. ICCVAM Mission, Vision and Strategic Priorities. Research Triangle Park, NC: National Institute for Environmental Health Sciences. Available: <http://iccvam.niehs.nih.gov/>

ICCVAM. 2007. NICEATM-ICCVAM Five-Year Plan (2008-2012). Research Triangle Park, NC: National Institute for Environmental Health Sciences. In preparation; draft available: <http://iccvam.niehs.nih.gov/>

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