

Date: January 26, 2010

From: Chief Research and Development Officer (12)

Subj: National VA Research Week, April 26 – 30, 2010

To: Associate Chiefs of Staff for Research and Development  
Administrative Officers for Research and Development  
Research Week Coordinators  
Through: VISN Directors

1. The **2010** National VA Research Week is scheduled for **April 26-30**. This is a prime opportunity to showcase VA investigators' significant discoveries and innovations that have led to advancements in Veterans' care and the nation's medical knowledge. The Office of Research and Development (ORD) encourages all VA medical centers to conduct events that recognize the role of the Research and Development program in improving Veterans' lives. The theme for 2010 is "**VA Research: 85 Years of Discovery, Innovation, and Advancements for Veterans.**"
2. In support of your local efforts, ORD Communications will send promotional materials to your office during the month of February 2010, including posters and the Secretary's declaration designating 2010 National VA Research Week. In addition, each research office and public affairs office will receive a shipment of VA research brochures and videos for dissemination during your local research week activities. Resources such as suggestions about how to plan a successful Research Week, templates for congressional invitation letters, sample media advertisements, activity suggestions, and graphic art work will be provided on the VA Research and Development website—see *Resources* at [www.research.va.gov](http://www.research.va.gov). A special 85<sup>th</sup> anniversary research logo and emblem will also be provided. Please use this information as a guide in planning your activities. Your medical media service may be able to assist you.
3. In addition to local material, I encourage you to have national information about the ORD program available. Information can be found in your shipment as well as on the ORD webpage, i.e.:
  - "Research Advances" - summaries of VA investigators' advances in medical areas such as depression, heart disease, personalized medicine (genomics), posttraumatic stress disorder, traumatic brain injury, and women's health.
  - Frequently Asked Questions for new and/or hot topics.
  - Educational materials for many research topics.
4. In order to identify opportunities where ORD can support your efforts, I would like to hear about your 2010 Research Week plans well in advance of the event(s). I also encourage you, as soon as possible, to directly contact any member(s) of ORD who you would like to attend or speak at your event. Please fax a *VAMC Summary of Plans* form to (410) 962-0084 or send them electronically to [christine.amereihn@va.gov](mailto:christine.amereihn@va.gov). A blank copy of the form is attached in word format and will be available under *Resources* on the ORD web page. Additionally, it is imperative that you work with your VAMC public affairs officer to coordinate publicity of any news/advertising avenues prior to your scheduled activities.

5. As mentioned previously, this year is also the **85-year anniversary** of the program and we will be showcasing historical accomplishments throughout the year, including the national research week kickoff event in VA Central Office. Previously, research offices received information asking for:
- Nominations of research centers, or a component of research, to be featured in an 85-year highlight video that we are creating (historical, existing, and future aspects desired as well as testimony on the importance of the program from all levels of the VAMC and Veterans).
  - Nominations of Veterans who have participated in a local research project to participate in the Veterans' panel during kickoff events and/or to be featured in the highlight video. Nominations should only be for a Veteran who has expressed interest in supporting VA Research. Contact for us to follow-up if we need additional information for consideration. Do not provide Veteran's name(s). Designate a VA contact individual that we can work through and provide their contact information.
  - Nominations of a researcher or a research service/center/activity that demonstrates historical accomplishment or cutting-edge research to participate in the investigators panel. (If selected, ten minute presentations; speaker's travel reimbursed).
  - Photos (high resolution if possible) for use in promotional activities, events, etc. Only submit photos where you have appropriate releases. Ideally, we would have photos from all centers, covering all periods of the program, and in all research areas. Please - submit photos!

We thank the many research centers that responded to this request. We are currently reviewing all submissions and will get back to you shortly. If your center did not provide information, and would like to do so, please contact Christine Amereihn at [christine.amereihn@va.gov](mailto:christine.amereihn@va.gov). It may still be possible to consider your submissions especially historical photographs and nominations of Veterans.

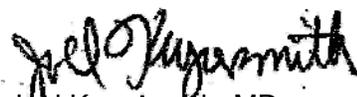
6. Please send a summary report after your event, including agendas, programs, photos, illustrations, and brochures that describe your activities. Photographs that demonstrate any aspect of the broad scope of VA research, from basic science to clinical care and health care delivery, would also be greatly appreciated. These photos may be used for the ORD Research Week summary report as well as other ORD special publications; therefore, photos should be of the highest quality, and all necessary releases should be obtained and maintained at your location. Please send these materials to:

[christine.amereihn@va.gov](mailto:christine.amereihn@va.gov).

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VA R&D Communications  
Attn: Christine Amereihn  
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I am confident that you will use this opportunity to showcase the local and national VA innovations and discoveries that advance the care of Veterans and the nation. I am eager to hear about your activities and will participate as time permits.



Joel Kupersmith, MD

cc: Public Affairs Offices