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November 1, 2016

Group i&i to Serve as External Review Firm for Child Trends' Newly Funded NSF Grant

Child Trends tapped Group i&i Consultancy to provide independent external review of its newly awarded News Service (CTNS), funded as a proof of concept by the National Science Foundation through its AISL grant program. Child Trends is a highly reputable not-for-profit, non-partisan research organization focused on child development.

Through this new project, the organization will research and produce 80-some broadcast-ready TV news segments translating latest research on child development into messages and language accessible to the public, with a focus on Hispanic/Latino parents in a number of local TV markets around the country. In addition to disseminating these segments, to be produced by Ivanhoe Syndicated Service, Child Trends will conduct qualitative and quantitative research to examine the extent to which these child development stories increase parental awareness and influence their behaviors. The project will be led by Alicia Torres, PhD, Senior Director for Communications.

The Review Team assigned by Group i&i will involve three principals, Toufic Hakim, PhD; Kathy Wiener, MPA; and Eve Wenger, MBA. They will conduct a comprehensive process and implementation evaluation, with special attention on the communication among practitioners, researchers, and media professionals in disseminating science research findings to the public.

"This is project that straddles child development science and communication science," shared Hakim at an early meeting of the project's Advisory Panel. "Any effort to make science and its social value more accessible to the public is a worthy effort." He shares this perspective informed by his former involvement with Dr. Torres while serving on the Executive Committee of the American Institute of Physics. He had served then as an active member of the Advisory Group supporting the Discoveries and Breakthroughs in Science (DBIS), also developed and managed by Torres, which has inspired the development of the Child Trends News Service.

“We are pleased to be involved in this effort,” he added, “and look forward to both learning more about this nexus of the two sciences and contributing our data-informed suggestions for formative enhancement of the project.”

Group i&i is a firm based in Union, NJ, focused on advancing communities. Through its work, it helps facilitate the development of partnerships, fostering of community dialogue, and empowerment of individuals through education, employment, and personal development. The firm’s activities revolve around strategic funding, outcomes and impact evaluations, and forward-looking, strategic organizational development.

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