Core 6: Dissemination and Communication

*How Does Your Core Contribute to the Infrastructure as a Whole?*
Members

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Core Mission/Our Objectives

• Short term
  • Promote awareness about CARG and its offerings and build engagement among cancer and aging researchers already in the choir (within Year 1)

• Mid-term and Long-term
  • Build the leadership/communications capacity of CARG researchers
  • Recruit new investigators to the field
  • Engage individual institutions and national groups critical to sustainability (NIH, etc.)
  • Reframe how the broader (cancer) world views aging
Core Functions

• Develop an outreach infrastructure and effort to alert current investigators in (and beyond) the choir of what CARG is offering
  • Publicize to broader oncology world through ASCO, ACS, JAGS, etc.
  • Leverage positions of infrastructure grant leaders within committees across oncology
    • e.g., William Dale (ASCO Communications Committee)

• Build junior (and senior) investigators’ capacity to serve as ‘an army’ of communicators about CARG and cancer and aging. How to...
  • Build a social media presence
  • Develop a press release
  • Develop graphics, visual abstracts, etc.
  • Communicate with leadership at your institution

• Support CARG sustainability strategy
Work Flow

• Establish core CARG communications vehicles – website, e-newsletter, webinars, Facebook group

• Build a CARG social media presence
  • Have dedicated staff to maintain #SoMe presence
  • Join existing groups on Facebook, promote CARG events

• Create new and/or identify existing resources to build CARG members communications capacity
  • Tools, templates, workshops, seminars.

• Consider developing a virtual learning collaborative.
  • Different from WebEx – here members can log in and contribute to ongoing forum-based interface at their own convenience.
Policies and Procedures

• Manage/triage inquiries for various core services and ensure support
• Clarify cost/charge for core services as part of value proposition for CARG offerings (folks should pay, also include in pilot grants?)
• Ensure there is a formal structure to obtain feedback from mentors and mentees of services rendered and needs not met.
Interaction with other core groups

• Identify a member within each core to serve as the Communications Core Liaison.

• Collaborate with Cores 3 and 4 in particular to assist in translation of research outcomes into clinical practice
  • Engage Translation Science expertise
Sustainability

• Engage established organizations: ASCO, AGS, GSA, etc. to provide in-kind support, maintain resources (i.e. our social media presence or website), and build broader awareness

• Develop value propositions for each group—why should they support us? What can we provide that others can’t?

• Ensure that services/support to CARG pilot grantees are supported by grantee host organizations

• Partner in particular with both aging societies and cancer groups.

• Consider turning CARG into a nonprofit and look to foundations, philanthropists, etc.