COMMUNICATION CORE

John Beilenson  
Core Chair

Ishwaria Subbiah  
Junior Faculty Lead
CORE MEMBERSHIP

- James Appleby, BSPharm, MPH
  Organizational Liaisons Board Member
- Shelly Bluethmann, PhD, MPH
  Junior Investigator Board Member
- Nancy Lundebjerg, MPA
  Organizational Liaisons Board Member
- Dale Mitani
- Lewis Morton
  Patient Advocate Board: SCOREboard Member
- Gary Wallach
  Patient Advocate Board: SCOREboard Member
- John Beilenson, MA
  Oversight Board Member
- Ishwaria Subbiah, MD, MS
  Junior Investigator Board Member
- William Dale, MD, PhD
  CARinG MPI
DISSEMINATION AND COMMUNICATION CORE

The Dissemination and Communication Core is dedicated to dissemination in order to effectively inform our professional colleagues, policy makers, patients, and the public of our research findings.

CORE MISSION

- **External Functions**
  - Promote awareness about CARG and its offerings
  - Build capacity to communicate importance of cancer and aging research to stakeholders, policymakers, and general public
  - Recruit new investigators to field of cancer and aging research
  - Reframe how broader oncology world views aging and scientific/clinical opportunities, and needs associated with care of older adults

- **Internal Functions**
  - Build engagement among researchers who expressed interest in studying cancer and aging
  - Engage individual institutions and national organizations critical to CARG’s sustainability
Support a revised and updated myCARG website to demonstrate the excitement and progress that CARG and CARG-supported research is generating.

Develop and publish a quarterly CARG newsletter for all stakeholders, including establishing a mailing list for this newsletter and creating a strategy for expanding that list.

Develop and begin to implement a strategy to expand the activity, followers and engagement of @MyCarg on Twitter, as well as build the social media capacity of the broader CARG community with tools and a webinar.

Provide communication support for the CARG infrastructure (i.e. pilot grants, Core projects).

Set up policies and procedures to manage and triage inquiries for various Core services and ensure appropriate level of support.
R33 PHASE ACCOMPLISHMENTS

- Updated CARG Website
- Updated CARG logo
- Quarterly Newsletter
- Input for the CARinG Conference
- Communication Core Inquiry (June 2020)
- Social Media
  - Twitter Chats
Welcome to CARG!

The mission of the Cancer and Aging Research Group is to join geriatric oncology researchers across the nation in a collaborative effort of designing and implementing clinical trials to improve the care of older adults with cancer. The only requirement for membership is the desire to help older adults with cancer.
Twitter Chat Overview (April 16, 2020)

- Defining Undertreatment and Overtreatment in Older Adults With Cancer: A Scoping Literature Review, Journal of Clinical Oncology

- Hashtags: #overtreatCARG #undertreatCARG

- 254 Total Engagements

  - The sum of interactions received for the tweets published in the selected timeframe: retweets, replies and likes
    - 172 Likes
    - 33 Replies
    - 49 Retweets

Altmetric

- A measure of success was altmetric score on the publication from 25 to 30 as a direct result of the twitter chat; 5 points in an hour is a big success!

- Currently the altmetric is at 63, an increase by 38 points

- So far, Altmetric has seen 171 tweets from 106 users, with an upper bound of 344,284 followers.
WHAT’S WORKING/WHAT’S NOT?

- What’s Working
  - Regular meetings
  - Engagement and Feedback
  - Functioning website
  - New ideas
  - Academic output

- What to improve
  - Continuing to grow
  - Keep core open to new members
  - How to engage other cores
  - Communications training process
  - Utilize the inquiry form
FUTURE DIRECTION

- Expand CARG and CARG member's communications capacity
  - Develop Twitter Chat Toolkit Manuscript
  - Building training and capacity building for CARG members
    - For example, train people on 5-minute “Lightning” presentation; making it available on the website as a resource
    - Identify additional communications training topics for CARG members
  - Consider, create speaker's bureau to provide
  - Examine opportunities for institutional advocacy
  - Connect with other Cores and promote further interactions

- Build communications in support of the Initiative’s public profile and sustainability

Continue Current Projects:
- Quarterly Newsletters
- Update Website
- Twitter Chats
- Regular Monthly Meetings
COMMUNICATION CORE: PRIORITIES

Priority #1: Inquiries – bringing additional inquiries into all Cores.

- Marketing/comms in our lane.
- Assess the current/near-future capacity of individual cores before any large-scale Core-awareness efforts.
- Potential solution: Engage a broader swath of entire CARG membership to answer/participate in inquiries.
- Action items:
  - *Inquire about the number of inquiries for each core.
  - *Better understand each core capacity.
  - *Develop flowchart as guide to appropriate core
  - *Communicate inquiry expectations: (1) a timeline for feedback and response to inquiries, (2) confidentiality of inquiries, and (3) 'disclaimer' regarding feedback.

Priority #2: Diversity, Equity, Inclusion (DEI)

- Explore LGBTQ issues and needs in older adults further.
- Need a position statement on DEI.
- ACTION ITEMS:
  - *Develop a DEI position statement in partnership with Advocacy Group (Canin, et al)
  - Domains to address: (1) patient-centered - inclusive study design, (2) peer-centered - DEI in gerionc investigator community
  - Engage CARG members on their home institutions
  - *Reinforce the DEI message as a brief statement on CARG agenda and other communications.
  - *Engage Nancy to share DEI related content she has developed on an upcoming Comms Core call to inform the overall CARG statement.
COMMUNICATION CORE: PRIORITIES

- **Priority #3: Training and capacity building**
  - **Introduction:** CARG providing communications training for members.
  - **Scenarios:** discussions with program officers.
  - **How do we first assess the comms needs of individual CARG members?** Perhaps a survey?
    - **Action Items:**
      - "Bring 'small bites' and 'large bites.' More frequent offerings, integrated into CARG calls and other scheduled calls when possible.

- **Priority #4: Sustainability**
  - **Defining the goal:** how can we leverage our Communications Core expertise and work to ensure the long-term sustainability of CARG?
  - **How to further align the Comms Core efforts feed into the question of why CARG matters?**
  - **Broader dissemination of CARG messaging across all platforms (journals, SoMe, podcasts, etc.).**
  - **Expand the repertoire for dissemination of CARG’s work:**
    - **ACTION ITEMS:**
      - *Podcasts: Engage GeriPal podcast team for GSA initiative (Trish)
      - *Identify the full body of journals to target w our work.
      - *Engage R33 MPIs on dissemination of work.
      - *Identify private funding sources to support CARG (e.g. Grantmakers in Health, Grantmakers in Aging, etc.)