COMMUNICATION CORE

John Beilenson
Co-Chair

Ishwaria Subbiah
Co-Chair

Shelley Bluethmann
Junior Investigator Lead

COMMUNICATIONS CORE MEMBERS

- John Beilenson, MA
  Core Co-Chair

- Ishwaria Subbiah, MD, MS
  Core Co-Chair

- Shelly Bluethmann, PhD, PMH
  Junior Investigator Lead

- William Dale, MD, PhD
  PI liaisons

- Ann Penella
  Patient Advocate Board:
  SCOREboard Member

- Dale Mitani

- Gary Wallach

- James Appleby, BSPharm, MPH

- Joan Chan

- Katherine Clifton, MD

- Kathie Jiang

- Nancy Lundebjerg, MPA

- Shakira Grant, MD

- Vani Katheria, MS

CARG
CANCER & AGING RESEARCH GROUP
Infrastructure Grant
Funded by NIH/NIA
Grant No. 1R21AG059206

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

CORE PRIORITIES – R21/R33 PHASE

- 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

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R33 PHASE ACCOMPLISHMENTS

- *R21 phase/R33 accomplishments/deliverables*

- *Updated CARG Website*

- *Created CARG achievement infographic*

- *8 New Quarterly Newsletter*

- *Input for the CARinG Conference*

WHAT'S WORKING/WHAT'S NOT?

- *Core Specific*
  - *(i.e. core structure, projects, membership)*

FUTURE DIRECTION

- Leadership and succession planning

- CARG Structure for the future become a non-for profit or an institute, the current structure has not been made

- Get the "word out" about CARG and what is happening in CARG to the outside, as well as improve internal communications.

- Should communications remain a Core or should it be a different format?

- **Rising tide grant:** We are building a new infrastructure to do trials in older adults. Find the most effective channels to be able to coordinate 5 different clinical sites.

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FUTURE DIRECTION

- **Sustainability**
  - Funding: funding through other foundations, high net worth individuals, charging fees with different levels of access or charging for membership.
    - explaining the value proposition for these membership costs

  - Revamp current methods of communication: newsletter, website and social media.

  - What are the goals and metrics that were set for communications in the grant renewal, are there any tasks stated in the new grant like specific tasks and goals. It is needed to get a good understanding of where we are going for the communications core.