Core 6: Dissemination and Communication

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

Members

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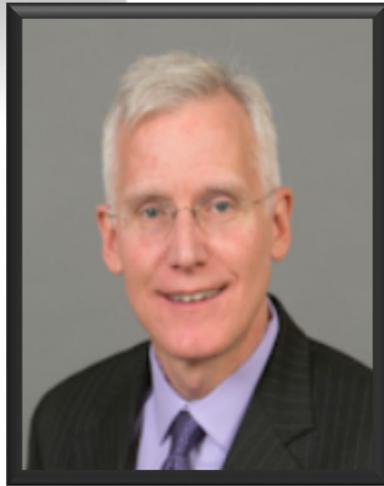
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Core Mission/Our Objectives

- 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

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Infrastructure Grant
Funded by NIH/NIA
Grant No. 1R21AG059206

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

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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.

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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.

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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.

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