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

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

R33 PHASE ACCOMPLISHMENTS

- *Updated CARG Website*

- *Updated CARG logo*

- *Quarterly Newsletter*

- *Input for the CARinG Conference*

- *1 Communication Core Inquiry (June 2020)*

- *Social Media*
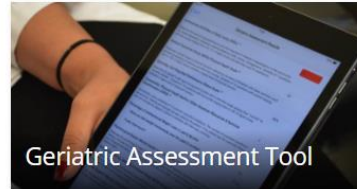 - *Twitter Chats*

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MEASURING OUTCOMES OF TWITTER CHAT

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**

ALL RESEARCH OUTPUTS	OUTPUTS FROM JOURNAL OF CLINICAL ONCOLOGY	OUTPUTS OF SIMILAR AGE	OUTPUTS OF SIMILAR AGE FROM JOURNAL OF CLINICAL ONCOLOGY
#350,104	#832	#12,611	#29
of 15,626,055 outputs	of 14,947 outputs	of 270,882 outputs	of 352 outputs

Altmetric has tracked 15,626,055 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 97th percentile: it's **in the top 5% of all research outputs ever tracked** by Altmetric.

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 altimetric 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.

Submit research/scholarly inquiries for CARG/CARInG Cores

CARG/CARInG Inquiry Form

Subscribe to our new CARG newsletter

Cancer and Aging Research Report Newsletter

Follow CARG on Twitter

@mycarg
#GeriOnc

Cancer and Aging Research Group (CARG) and CARInG Inquiry Form

The purpose of the Inquiry Form is to reach out to CARG and/or CARInG Cores with any research/scholarly inquiries. Please complete the survey below with as much information you can provide.

*questions are required fields

If you have any questions, please email CARInG@coh.org

* 1. First, Last Name:

* 2. Email Address:

3. Current Professional Role/Title:

CARG
Cancer & Aging Research Group

Cancer & Aging Research Report

Volume 1, Issue 1   Spring 2020

WELCOME!

We are pleased to introduce the first issue of the new CARG newsletter, *Cancer and Aging Research Report*. This quarterly publication will provide you with news from the CARG initiative, as well as information and resources relevant to the growing number of researchers and clinicians working at the intersection of oncology and geriatrics.

If you have any feedback on this publication or items that you think would be appropriate for the *Report*, please write us at: CARInG@coh.org. We look forward to hearing from you.

Cancer and Aging Research Group (CARG) #Ger
266 Tweets

The mission of the Cancer and Aging Research Group is to join geriatric oncology researchers collaborative effort of designing and implementing clinical trials to improve the care of older adult requirement for membership is the desire to help older adults with cancer.

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ncer and Aging Research Group (CARG) #GeriOnc
/CARG Follows you

Cancer and Aging Research Group (CARG) is a national consortium o tigators. For more information visit mycarg.org
iOnc #GeriHeme

orn September 7   Joined November 2014

Following   **1,230** Followers

Followed by Dept of Supportive Care Medicine, City of Hope, Eleana Liou, M 4 others you follow

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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

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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.

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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.)