



**MAXIMIZING THE IMPACT OF IARC:  
DISSEMINATION AND COMMUNICATION STRATEGY  
“CELEBRATING 60 YEARS OF IARC RESEARCH”**

In 2022, IARC’s Communication and Dissemination Strategy was reviewed and aligned with the Medium-Term Strategy (MTS) objectives. It aims to raise awareness of the Agency’s profile and mission, as well as highlight the impact of the Agency on all relevant stakeholders: the scientific community, partners, governments, public health decision makers, other relevant entities in cancer research and public health, the media, and the general public.

The strategy defines three main axes of development in terms of communication and dissemination:

**Institutional Communication:** the activities aim to create and coordinate content to be published on the main institutional platforms, the IARC website, and IARC social media platforms, in order to promote the work of the Agency and enhance its visibility. It provides a framework for key areas of focus, activities, and priorities to reach the defined target audiences. Specific communication strategies are defined within this framework for a wide range of projects.

**Dissemination for impact:** This includes various initiatives led by Branches and supported or coordinated by the Communications Team:

- Scientists play a central role in promoting and disseminating research outcomes and scientific projects.
- Materials initiated by scientific Branches are encouraged and need to be coordinated with the Communications Team to maximize dissemination and ensure IARC speaks with one voice (coherence of messaging).
- Activities may include webinars, newsletters, animations, production and promotion of reports, posters and dissemination of research results through presentations at conferences, social media posts, and public events coordinated with partners.
- This also includes long-term initiatives with a strong focus on dissemination and advocacy, such as the Knowledge Transfer and Translation Working Group (KTTWG).

**Support to Fundraising and Resource mobilization:** communications activities support and complement strategies such as the Resource Mobilization strategy, external relations activities, and specific projects such as the Nouveau Centre project.

To maximize the visibility of the Agency and deliver on the expected results, as defined in the Communication and Dissemination Strategy, IARC is embarking on a new journey by creating a year-long campaign to celebrate its 60th anniversary.

### **Our Narrative:**

As IARC approaches its 60<sup>th</sup> year, it stands at the intersection of legacy and innovation. While IARC contributions to cancer research are widely recognized within the cancer research community, its impact extends far beyond these circles. The IARC@60 campaign is a strategic initiative designed to bridge this gap, bringing our mission and accomplishments to the forefront of global consciousness.

### **Campaign Objectives:**

- **Elevating Visibility:** IARC@60 is our beacon for reaching new horizons. By increasing visibility, we position IARC as a key player, not just in cancer research, but as a vital force in shaping global health policies.
- **Enhancing Reputation:** More than a mere milestone, this campaign solidifies IARC's reputation as a transformative force. We aim to be recognized not only for our historical contribution but for our ongoing commitment to innovation and progress.
- **Attracting New Stakeholders:** IARC's journey doesn't exist in isolation. We seek to engage new Participating States, policymakers, donors, and strategic partners who share our vision and can contribute to the collective global effort against cancer.
- **Showcasing Impact:** IARC has been at the forefront of producing public goods that transcend boundaries. IARC@60 is our canvas to showcase the impact of initiatives like the IARC Monographs, GLOBOCAN, and CanScreen5, emphasizing how they contribute to global health and scientific advancement.

### **The IARC@60 Journey:**

#### *1. Pre-Campaign Preparation:*

We will refine our messaging to clearly articulate the significance of IARC's mission and the impact of our work. By identifying key stakeholders, we tailor our communication strategies to resonate with diverse audiences.

A curated content repository will serve as a testament to our journey, providing a comprehensive showcase of IARC's historical achievements.

## *2. Campaign Launch (May 2025):*

The Anniversary Event on the last day of the IARC Governing Council will mark the commencement of our campaign, uniting stakeholders in celebration.

A distinguished Keynote Address will not only reflect on our past but set the stage for a future characterized by innovation and global collaboration.

The unveiling of a special IARC@60 logo will serve as a visual identifier of this momentous occasion, promoting a consistent and recognizable brand throughout the campaign.

Media outreach through press releases and interviews will amplify our message, ensuring it resonates across global platforms.

## *3. Year-Long Activities:*

A dynamic Social Media Blitz will weave engaging narratives, sharing success stories and the impact of our initiatives with a global audience and monthly spotlights on different IARC initiatives will deepen understanding and appreciation.

Webinars featuring experts will foster engagement, demystifying our research and highlighting the relevance of our work.

Tailored messages for potential Participating States, policymakers, donors, and partners will draw attention to the mutual benefits of collaboration and interactive content, such as quizzes and polls, will not only engage the public but encourage them to be a part of the global conversation on cancer research.

## *4. Mid-Campaign Review (End of 2025):*

As we evaluate our progress, we seek not just to measure engagement but to understand the resonance of our narrative and adjust strategies for maximum impact.

## *5. Lead-Up to Scientific Conference (2026):*

The announcement of the Save-the-Date for the scientific conference builds anticipation, inviting a global audience to join in this intellectual celebration.

Inviting researchers and experts to submit abstracts ensures that the conference is a platform for cutting-edge research and a nexus for future collaborations.

Conference promotion through teaser content, speaker profiles, and session highlights will set the stage for a grand culmination.

#### 6. *Grand Scientific Conference (May 2026):*

Our multi-day conference is not merely a celebration of our past but a convergence of global minds to shape the future of cancer research. By showcasing our latest research findings, we invite stakeholders to witness the tangible impact of IARC's work.

Networking opportunities will foster collaboration, bridging gaps between researchers, policymakers, donors, and partners and the announcement of future plans will underscore our commitment to advancing the global fight against cancer.

#### 7. *Post-Conference Follow-Up:*

Recapitulating conference content through various channels ensures that the intellectual wealth generated continues to reverberate.

Expressing gratitude to speakers, sponsors, attendees, and stakeholders is not just a courtesy but an acknowledgment of a collective effort.

Ongoing engagement through regular updates on IARC's initiatives maintains the momentum generated during the campaign.

#### 8. *Campaign Evaluation:*

Our assessment of success is not just in numbers but in the stories we have told, the collaborations we have initiated, and the impact we have made. Stakeholder feedback will guide us, ensuring that our narrative aligns with the expectations and aspirations of our global community.

Documenting lessons learned will be our compass for future visibility campaigns, ensuring continuous improvement and innovation.

#### **The IARC@60 Legacy:**

As we embark on this journey, we recognize that the success of IARC@60 is not just about celebrating the past but fortifying our commitment to the future. This campaign is a powerful tool, not only for shaping the perception of IARC but for advancing the cause of science on a global scale.

#### **Benefits for IARC:**

**Increased Global Influence:** By increasing our visibility, we position IARC as a thought leader in the global conversation on cancer research, shaping policies and initiatives.

**Expanded Collaborations:** Attracting new stakeholders and partners expands our network, fostering collaborations that transcend geographical boundaries.

**Diversified Funding Opportunities:** Engaging with potential donors opens avenues for diversified funding streams, ensuring the sustainability of our initiatives.

**Public Recognition:** A heightened public profile not only boosts our credibility but also instills public trust, reinforcing the importance of evidence-based cancer research.

**Scientific Legacy:** IARC@60 becomes a milestone not just for our organization but for the global scientific community. Our impact on cancer research is not only acknowledged but woven into the fabric of global scientific progress.

In essence, IARC@60 is not just a celebration of the past 60 years but a bold declaration of our commitment to shaping the next 60. It is a testament to our resilience, innovation, and unwavering dedication to the global fight against cancer.

The SC is invited to provide feedback and/or recommendations to IARC on its proposed 60<sup>th</sup> Anniversary celebrations.