

IARC

**COMMUNICATION &
DISSEMINATION STRATEGY**

2022-2025

International Agency
for Research on Cancer



A Strategic Roadmap

- Define Objectives
- Activities and Priorities
- Target Audiences
- Channels & Tools
- Messages
- Evaluation and KPIs

Overall objectives

The overall purpose of the Communication and Dissemination strategy is to enhance the Agency's visibility (communication) and to contribute to its impact (dissemination).

Specific objectives:

- **Raise awareness of the wide range of IARC's activities in cancer prevention**
- **Enhance visibility of the Agency as a leading cancer research institution at local, national, and international levels**
- **Support key objectives of the Agency as developed in the Medium-Term Strategy (MTS) below:**
 - To serve as a global reference for cancer surveillance data and indicators to the international cancer community
 - To enhance global knowledge and understanding of known, as well as of hitherto unidentified, causes of cancer, their respective pathways, and potential prevention measures
 - To generate new scientific evidence related to the effectiveness of implementing primary and secondary prevention interventions
 - To enhance global knowledge and understanding of cancer classification, hazards, and potential preventive means
 - To enhance and strengthen global and national capacities for cancer research and science



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Enhance visibility
and contribute to

1. Three Pillars of Activities



The COM strategy will complement and support the IARC Medium-Term Strategy by reaching the right people, with the right messages,

Team Effort: Communication & Comms TEAM

- **Creation of a cross-cutting Communication and Dissemination (C&D) Team**
- **Enhanced Coordination Internally**
- **Enhanced Coordination Externally (WHO & partners)**

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Coordinate, support, and complement.

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Communication Highlights: Slideshow

Highlight 1: JOINT PRESS RELEASE (IARC & JECFA) Aspartame hazard and risk assessment results released

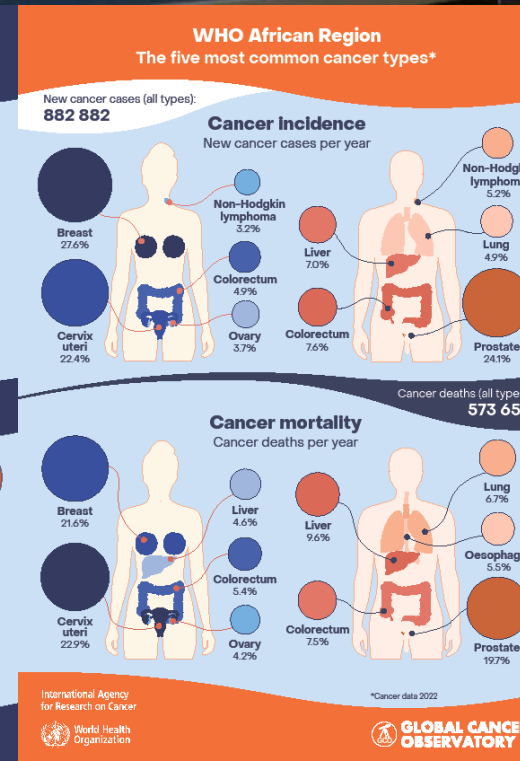
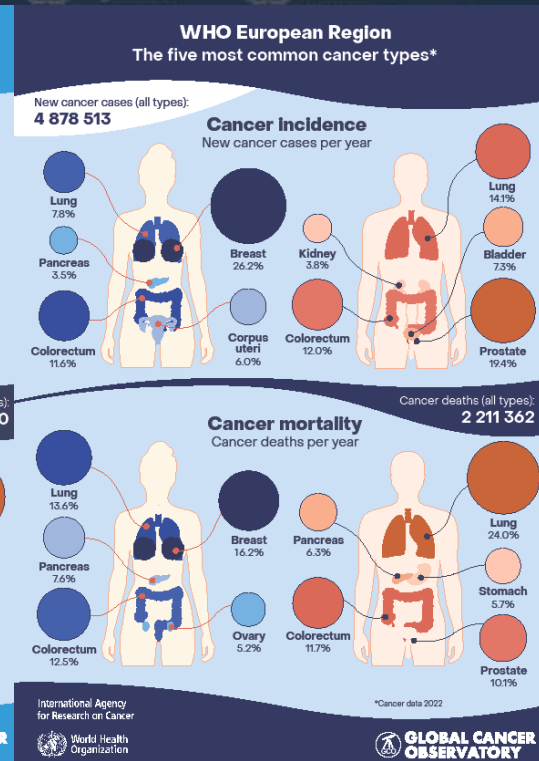
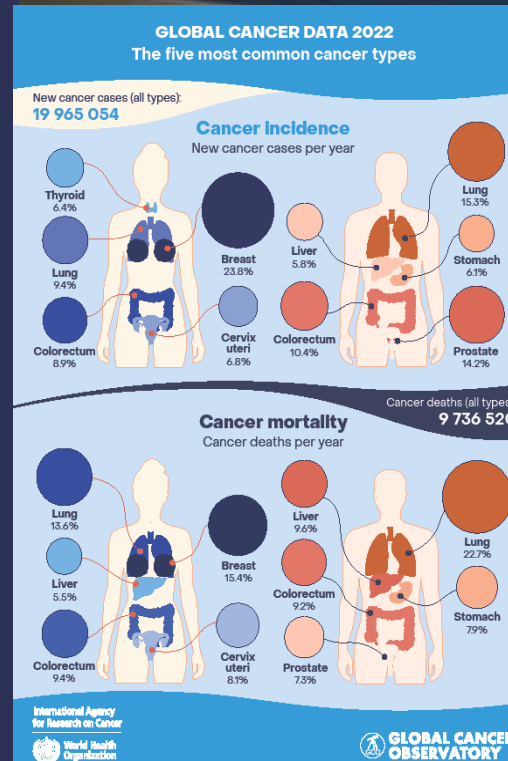
- 1 joint PR in 7 languages
- 1 Q&A + Talking Points
- 7 videos
- Animations Hazard Risk
- Infographics
- Material in 7 languages
- Social media visuals
- Media Training
- Several WHO and Partners coordination meetings
- SOP



Highlight 2: JOINT PRESS Conference IARC/WHO

Global Cancer Data
01/02/2024

- 1 joint PR in 7 languages
- IARC lead and moderation
- Coordinated message
- 1 Q&A
- 7 infographics in 7 languages
- Social media package
- Several WHO and Partners coordination meetings
- Major media coverage



Media visibility

- Overall Editorial Reach continues to grow this year
- Same for social media outreach
- Regular media coverage in US, UK and even France



From 14/07-19/07 more than 20K mentions in the media
Major media outlets

**CANCER
TODAY**

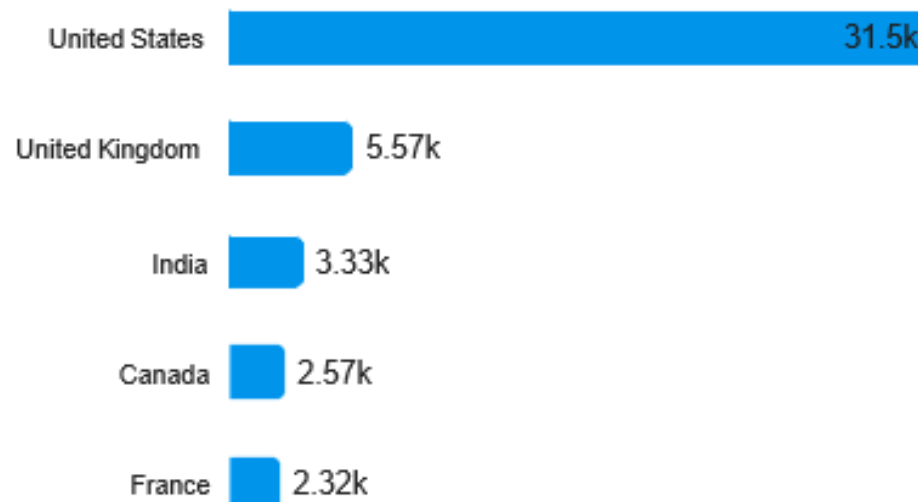
Major media outlet and coverage

A coordinated message with data and public health messages:
IARC/WHO/Cancer NGOs

Enhanced collaboration

Principaux pays

Feb 6, 2023 - Feb 5



Total Potential Editorial Reach

Feb 6, 2023 - Feb 5

169B

↑ 75%

Previous Value **96.7B**

Coordination & Development

Communications Team

Institutional Communication



Dissemination for Impact



Fundraising & Resource Mobilization



Cost Recovery System



Q&A

The image features three large, 3D-rendered characters: a red 'Q', a green '&', and a blue 'A'. The characters are positioned on a white surface, casting soft shadows. The 'Q' is on the left, the '&' is in the middle, and the 'A' is on the right. The characters have a glossy, slightly reflective texture.