

# COMMUNICATIONS GROUP (COM)

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(until June 2014)

The objective of the Communications Group (COM), as an integral part of the Director's Office, is to present a clear and coherent image of IARC and its work to the scientific community, the media, and the general public. COM also provides information- and publication-related services to the research Sections.

#### KNOWLEDGE MANAGEMENT SERVICES

The Knowledge Management Centre comprises the IARC Library and the IARC Publications Programme. After the restructuring of COM in 2013, knowledge management activities during the 2014–2015 biennium focused on establishing the workflows, policies, frameworks, and technical infrastructure needed to forward IARC's digital publishing and dissemination strategy.

#### AGREEMENT WITH WHO PRESS

The commercial agreement with the distributor of IARC publications, WHO Press, was renegotiated in 2014, dividing responsibilities for sales into two parts, print and electronic. WHO Press retained rights to sell IARC titles in print, while IARC became responsible for distribution of titles in electronic formats.

#### DIGITAL DISTRIBUTION CHANNELS

As part of the transition to electronic formats, COM increased its channels of online dissemination, by establishing its own license and workflows to service academic and research institutions directly, and by entering into contracts with major electronic book aggregators that service those markets.

In addition to focusing on diversifying business models, the Knowledge Management Centre sought reputable channels through which to disseminate publications freely. IARC became a participating publisher in HINARI, a programme created by WHO together with major commercial publishers to enable institutions in low- and middle-income countries to access one of the world's largest collections of biomedical and health literature. IARC also entered into an agreement with the United States National Library of Medicine to deposit full-text content in PubMed Bookshelf, a free digital repository of life sciences books.

COM continued its support of PubCan, an integrated online database that brings together IARC publications content in a dynamic and cross-searchable format. May 2014 saw the launch of ICD-O-3 Online, one of the three main components of PubCan, and in April 2015 the PubCan web architect took up a temporary post to continue development of the platform under COM supervision.

#### DIGITAL STRATEGY

COM continued to develop its strategic vision, engaging a consultant from November 2013 to June 2014 to review IARC's publications activities in the light of current global media trends and practices, and to articulate actionable steps for IARC publishing. Key recommendations from the consultancy were: improved marketing by better aligning IARC publishing activities with external scientific events and through strategic alliances; the streamlining and standardization of publishing workflows in concert with careful technology selection; a strategy for the increased output and digital dissemination of the WHO Classification of Tumours series; raising of awareness within the Agency about publishing trends and business models; and investment in producing and outputting flexible electronic content.

#### OPEN ACCESS

IARC's Open Access Policy was launched in January 2015. As approved by the Governing Council in May 2015, the IARC Open Access Fund was established, whereby a maximum of €50 000 per annum for 3 years can be spent in support of open access publishing.

During the 2014–2015 biennium, IARC published several key reference publications:

#### WHO CLASSIFICATION OF TUMOURS

[WHO Classification of Tumours of Female Reproductive Organs, 4th edition](#) (print)  
[WHO Classification of Tumours of the Lung, Pleura, Thymus and Heart, 4th edition](#) (print)

#### IARC MONOGRAPHS

[Volume 104, Malaria and Some Polyomaviruses \(SV40, BK, JC, and Merkel Cell Viruses\)](#) (print)  
[Volume 105, Diesel and Gasoline Engine Exhausts and Some Nitroarenes](#) (print)  
[Volume 106, Trichloroethylene, Tetrachloroethylene and Some Other Chlorinated Agents](#) (print)  
[Volume 107, Polychlorinated Biphenyls and Polybrominated Biphenyls](#) (PDF)  
[Volume 108, Some Drugs and Herbal Products](#) (PDF)  
[Volume 112, Some Organophosphate Insecticides and Herbicides: Diazinon, Glyphosate, Malathion, Parathion, and Tetrachlorvinphos](#) (Monograph on Glyphosate, PDF)

#### IARC WORKING GROUP REPORTS

[Primary end-points for prophylactic HPV vaccine trials, IARC Working Group Report No. 7](#) (PDF)  
[Helicobacter pylori eradication as a strategy for preventing gastric cancer, IARC Working Group Report No. 8](#) (PDF)  
[Mycotoxin control in low- and middle-income countries, IARC Working Group Report No. 9](#) (print, PDF, and EPUB)  
[Lutte contre les mycotoxines dans les pays à revenu faible et intermédiaire, Rapports des Groupes de travail du CIRC N° 9](#) (print, PDF, and EPUB)  
[Control de las micotoxinas en los países de ingresos bajos y medios, IARC. Informes de grupos de trabajo N° 9](#) (print, PDF, and EPUB)

#### IARC SCIENTIFIC PUBLICATIONS

[Cancer Incidence in Five Continents, Vol. X, IARC Scientific Publication No. 164](#) (print and PDF)  
[Air Pollution and Cancer, IARC Scientific Publication No. 161](#) (PDF)

#### IARC TECHNICAL PUBLICATIONS

[Planning and developing population-based cancer registration in low- and middle-income settings, IARC Technical Publication No. 43](#) (print, PDF, and EPUB)  
[Planification et développement des registres du cancer basés sur la population dans les pays à revenu faible ou intermédiaire, Publications techniques du CIRC N° 43](#) (PDF)

[Planificación y desarrollo de registros de cáncer de base poblacional en los países de ingresos bajos y medios, IARC. Publicaciones técnicas N° 43 \(PDF\)](#)  
[The Origin of the International Agency for Research on Cancer, IARC Technical Report No. 6 \(PDF\)](#)

#### NON-SERIAL PUBLICATIONS

[World Cancer Report 2014](#) (print and EPUB)  
[The Cancer Atlas, 2nd edition](#) (print; joint publication with the American Cancer Society)  
[International Agency for Research on Cancer: The First 50 Years, 1965–2015](#) (print, PDF, and EPUB)

#### ELECTRONIC RESOURCES

[International Classification of Diseases for Oncology: ICD-O-3 Online](#) (<http://codes.iarc.fr/>)  
[Cancer Incidence in Five Continents, CI5plus. IARC CancerBase No. 9](#) (<http://ci5.iarc.fr/CI5plus/Default.aspx>)  
[Cancer Incidence in Five Continents, Vol. I–X](#) (<http://ci5.iarc.fr/CI5I-X/Default.aspx>)  
[European Code Against Cancer, 4th edition](#) (<http://cancer-code-europe.iarc.fr/>)

#### EDITING, LANGUAGE, AND TRANSLATION SERVICES

COM provides English editing services to all IARC Groups, for manuscripts of book chapters, of peer-reviewed journals, or for publication in one of the established IARC Publications series, and administers external translation services for longer documents. COM also organizes successful language courses for the Agency's personnel in both working languages plus Spanish.

#### MEDIA SERVICES

Media services play a pivotal role in communicating IARC's mission and work clearly and coherently to the world at large. During the 2014–2015 biennium, the Agency's visibility in the media was reinforced and played a key role in promoting the work of IARC to the general public, the scientific community, and a wider range of stakeholders, including policy-makers. Interaction with strategic media outlets was increased, and a database of more than 4500 contacts was developed and updated. A wide range of communication tools and activities were also developed to

ensure that IARC research was featured regularly in mainstream and scientific media.

During the biennium, 17 IARC press releases were issued, more than 140 IARC news items were published, and two international press conferences were organized by IARC: in February 2014 (on World Cancer Day) in London, to launch *World Cancer Report 2014*, and in October 2014, to launch the fourth edition of the European Code Against Cancer, with the collaboration of the European Commission. Several Monograph evaluations were the focus of media outreach, such as the Monographs on Glyphosate and on Consumption of Red Meat and Processed Meat. Other communication materials produced included Q&As, a video on IARC's research in Latin America to improve cervical cancer screening in the region, and several web interviews of participants in the IARC Summer School. Continual contact with key media outlets was maintained, and regular interviews were set up with IARC experts throughout the biennium. Media training was provided to IARC scientific spokespeople on an ad hoc basis.



## WEB SERVICES

The Web services team ensures that all IARC websites and subsites present a unified look and feel and a consistent information architecture. During the 2014–2015 biennium, the Web services team successfully developed and launched the following websites:

## PUBLIC WEBSITES

Education and Training Programme (<http://training.iarc.fr/>)

ABC-DO: The African Breast Cancer – Disparities in Outcomes study (<http://abc-do.iarc.fr/>)

ICD-O-3 Online: International Classification of Diseases for Oncology (<http://codes.iarc.fr/>)

PRECAMA study: Molecular Subtypes of Premenopausal Breast Cancer in Latin American Women (<http://precama.iarc.fr/>)

EPIC: European Prospective Investigation into Cancer and Nutrition (new release) (<http://epic.iarc.fr/>)

IARC Handbooks of Cancer Prevention (<http://handbooks.iarc.fr/index.php>)

BCNet: Low- and Middle-Income Countries Biobank and Cohort Building Network (<http://bcnet.iarc.fr/>)

European Code Against Cancer, 4th edition (<http://cancer-code-europe.iarc.fr/index.php/en/>)

GICR: Global Initiative for Cancer Registry Development (<http://gicr.iarc.fr/>)

CO-CHER: Cooperation on Chernobyl Health Research (<http://co-cher.iarc.fr/>)

BBMRI-LPC: Second Scientific Call for Access (<http://bbmri-lpc.iarc.fr/>)

EPICentre: The lifestyle and cancer blog (<http://blogs.iarc.fr/epicentre/>)

ESCAPE: The Oesophageal Squamous Cell Carcinoma African Prevention Effort (<http://esccape.iarc.fr/>)

## MEETING WEBSITES

Emerging Issues in Oncogenic Virus Research (<http://www.iarc.fr/oncogenicviruses2016/>)

Global Cancer: Occurrence, Causes, and Avenues to Prevention (<http://www.iarc.fr/conference2016>)