

COMMUNICATIONS GROUP (COM)

Group head

Dr Nicolas Gaudin

Secretary

Ms Sylvie Nouveau

Knowledge manager

Ms Teresa Lee

Managing editor

Dr Karen Müller

Scientific editor

Dr Heidi Mattock

Technical editor

Ms Jessica Cox

Communications officer

Ms Véronique Terrasse

Institutional webmaster

Ms Maria de la Trinidad Valdivieso
Gonzalez

Web architect

Mr Danil Kister

Information assistants

Ms Latifa Bouanzi
Ms Freya Damrell (until July 2019)
Ms Elisabeth Elbers (until June 2018)
Ms Meaghan Fortune
Ms Fiona Gould
Ms Sylvia Lesage
Mr Nicholas O'Connor
Ms Solène Quennehen
Ms Morena Sarzo
Mr Othman Yaquobi

The Communications Group (COM), as an integral part of the Director's Office, aims 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. The COM Group Head also serves as External Relations Officer and Liaison with WHO management.

DIGITAL STRATEGY AND DISSEMINATION

Streamlining and standardizing publishing workflows and making careful investments in technology continued to be priorities in the 2018–2019 biennium.

The internal Manuscript Clearance System, which was launched in March 2016 to provide greater oversight for external journal articles produced by

Agency personnel, was significantly enhanced, and version 2 was launched in March 2018.

As part of a long-term strategy of consolidating IARC publications in one central portal, in 2019 the IARC Publications website (<https://publications.iarc.fr/>) gained prominence as the authoritative site for providing access to *IARC Monographs*.

In September 2019, the new digital subscription website, WHO Classification of Tumours Online (<https://tumourclassification.iarc.who.int/>), was released at the European Congress of Pathology, held in Nice, France. This much-anticipated digital subscription website brings together the complete digital contents of the six most recent volumes of this renowned series, along with whole slide images.

The Agency entered into an agreement with the United States National Library of Medicine (NLM) in 2015 for the deposit of its *IARC Monographs* and *IARC Working Group Reports* series in NLM's digital repository, NLM Bookshelf. Addenda to this deposit agreement in 2016 and again in 2019 have expanded the number of IARC titles eligible for deposit.

This biennium also saw the production of the new *World Cancer Report: Cancer Research for Cancer Prevention*, another IARC flagship publication. Considerable efforts were made to coordinate between this publication and the *Global Report on Cancer Policy* being produced by WHO. Both publications are due to be released in early 2020. In line with WHO's expansion of its Open Access policy to include WHO-published books, the new *World Cancer Report* will be one of IARC's first truly Open Access books.

MEASURING IMPACT THROUGH BIBLIOMETRICS

Reporting requirements for the Agency's Medium-Term Strategy (2016–2020) gave COM an opportunity to experiment with new bibliometric tools and vendors. The Agency ran a 1-year trial of Altmetric that continued to July 2018, which yielded several interesting results showing social media attention to IARC research output.

ALIGNMENT WITH WHO PUBLISHING

The 2018–2019 biennium was a period of productive collaboration with WHO publishing. Recognizing the efficiencies and other benefits of aligning IARC publishing workflows with those of WHO headquarters, the Agency entered into an agreement with WHO Press for IARC authors' use of standing copyright agreements between WHO and major health publishers. Transactional permissions granted by IARC for the use of Agency-copyrighted materials have also been aligned with WHO practices. COM, WHO Press, and WHO Legal Counsel also worked jointly to harmonize copyright licenses with the United States National Institutes of Health (NIH), to facilitate the involvement of NIH authors in publications produced by WHO and IARC.

INFORMATION SERVICES

A less publicly visible but important function of COM is the provision of information services to Agency personnel and external visitors via the institution's library. In addition to providing access to journals and other materials in print and digital formats, the information services team plays a key role in training Agency personnel. In the 2018–2019 biennium, training topics in scholarly communications were expanded to encompass in-depth searching for systematic reviews, predatory journals, copyright, plagiarism, and more. The IARC library, as a part of the WHO Global Libraries Group, also participated in training WHO personnel more widely.

OPEN ACCESS

Following the creation of an IARC Open Access fund in the amount of €50 000 per annum, the fund has supported 27

articles in 2018 and 26 articles in 2019 to date. Although comparative baseline figures are available only for 2014, tracking of IARC's Open Access journal article output since the establishment of the fund in 2015 suggests that the fund has a notably positive impact on Open Access publishing at the Agency.

During the 2018–2019 biennium, IARC published the following reference publications:

WHO CLASSIFICATION OF TUMOURS

WHO Classification of Tumours of the Skin, 4th edition (print)

WHO Classification of Tumours of the Eye, 4th edition (print)

WHO Classification of Digestive System Tumours, 5th edition (print)

WHO Classification of Breast Tumours, 5th edition (print)

IARC MONOGRAPHS

Volume 113, DDT, Lindane, and 2,4-D (print)

Volume 114, Red Meat and Processed Meat (print and PDF)

Volume 115, Some Industrial Chemicals (print and PDF)

Volume 116, Drinking Coffee, Mate, and Very Hot Beverages (print and PDF)

Volume 117, Pentachlorophenol and Some Related Compounds (print and PDF)

Volume 118, Welding, Molybdenum Trioxide, and Indium Tin Oxide (print and PDF)

Volume 119, Some Chemicals That Cause Tumours of the Urinary Tract in Rodents (print and PDF)

Volume 120, Benzene (PDF)

Volume 121, Styrene, Styrene-7,8-Oxide, and Quinoline (PDF)

Volume 122, Isobutyl Nitrite, β -Picoline, and Some Acrylates (PDF)

IARC HANDBOOKS

Volume 16, Absence of Excess Body Fatness (print and PDF)

Volume 17, Colorectal Cancer Screening (print and PDF)

IARC SCIENTIFIC PUBLICATIONS

Tumour Site Concordance and Mechanisms of Carcinogenesis, IARC

Scientific Publication No. 165 (print and PDF)

Cancer in Sub-Saharan Africa, IARC Scientific Publication No. 167 (print and PDF)

Reducing Social Inequalities in Cancer: Evidence and Priorities for Research, IARC Scientific Publication No. 168 (print and PDF)

IARC TECHNICAL PUBLICATIONS

Thyroid Health Monitoring after Nuclear Accidents, IARC Technical Publication No. 46 (PDF)

BIENNIAL REPORT

Rapport biennal 2016–2017 (PDF)

NON-SERIES PUBLICATIONS

Programme de dépistage des cancers du sein et du col de l'utérus du Maroc: Etat de la mise en œuvre, organisation et résultats

The Cancer Atlas, 3rd edition (print and website; joint publication with the American Cancer Society and the Union for International Cancer Control)

Cancer in Sub-Saharan Africa, Volume III (print and PDF; joint publication with the Union for International Cancer Control)

ELECTRONIC RESOURCES

WHO Classification of Tumours Online

EDITING, LAYOUT, TRANSLATION, AND LANGUAGE SERVICES

The COM Editing and Layout team is responsible for the editing and layout of the *IARC Monographs*, the *IARC Handbooks*, and the *WHO Classification of Tumours* (also known as the WHO Blue Books) series, in addition to other established IARC Publications series and non-series publications. By ensuring high corporate standards, the team helps to maintain the reputation and image of the Agency. During the biennium, an Information Assistant for Layout joined the team when the layout of the WHO Blue Books was moved in-house. COM also produces various promotional materials about the Agency and its publications.

COM also provides English editing services for articles for submission to peer-reviewed journals, book chapters, and other manuscripts, as well as various materials for the IARC website, and provides training on writing and publishing. COM provides translation services for short documents and administers external translation services for longer documents. COM also organizes successful language courses for the Agency's personnel in English, French, and Spanish.

MEDIA SERVICES

The IARC Communications strategy aims to increase the Agency's visibility among all stakeholders: the scientific community, governments, public health decision-makers, cancer research entities, the general public, and the media.

From January 2018 to September 2019, 186 news items and 21 press releases were published; of these, 86 news items and 12 press releases were posted since 1 January 2019.

In September 2018, a press conference for the launch of GLOBOCAN 2018 was organized with WHO at the Palais des Nations in Geneva, which led to extensive international media coverage.

During the biennium, an increased number of videos and infographics were produced by COM and promoted through IARC's social media (Twitter, YouTube) platforms to increasingly reach and engage all audiences.

IARC's database of media contacts continued to grow and was restructured to enable more precise targeting of content: complex scientific topics are pitched to scientific media or journals, and less technical topics are shared with general news media.

IARC also strived to increase its visual communications, with press releases and news items and events increasingly supported by video interviews, animations, and infographics.

In particular, events such as International Childhood Cancer Day, International Women's Day, World Cancer Day, and the 25th anniversary of the European

Prospective Investigation into Cancer and Nutrition (EPIC) study were marked with coordinated multimedia communications packages. The media team also regularly supported resource mobilization initiatives, including through video interviews, photographs, and advice.

The IARC Media team continued its efforts towards a closer relationship and coordination with the WHO Department of Communications at all levels, with regular meetings, increased coordination on social media, sharing information, defining joint messages, and sharing communications materials.

The continued work of the Visual Designer and the integration of an Information Assistant for Communications have enabled and enhanced the effectiveness of the Agency's media services.

WEB SERVICES

The Web services team has continued to advance and promote IARC's high-level research profile by disseminating timely and accurate cancer research information to a wide range of audiences, promoting external communications, providing access to interlinked online resources and databases, promoting activities of the Education and Training Group (ETR), and ensuring a consistent visual identity.

IARC WEBSITE

As part of the IARC Communications strategy and to continue the improvement of the Agency's Internet presence, COM/ Web services in collaboration with Information Technology Services (ITS) and ETR coordinated the development, by an external contractor, of the IARC content management system (CMS) using WordPress. The IARC CMS introduced a new look and feel based on modern trends in web design and focuses on the IARC website as a communications tool. The new look and feel enhances the visibility of the increasing multimedia production through the Media Centre page (<https://www.iarc.fr/media-centre/>), highlights in a more attractive way key IARC publications (e.g. *World Cancer Report*; https://www.iarc.fr/cards_page/world-cancer-report/), and advertises

and promotes IARC seminars and meetings through the new Events webpage (<https://www.iarc.fr/events/>).

Also in the context of the development of the IARC CMS, the *IARC Monographs* website and the Education and Training website were migrated to the CMS with the new look and feel.

Efforts have been made to enhance the visibility of IARC's research work through the IARC website. These include the development of a "Just Published" feature where IARC journal articles indexed by PubMed are listed automatically on the IARC homepage (<https://www.iarc.fr/>), the addition to each scientist's staff page of a link to the PubMed listing of that scientist's record of publications (<https://www.iarc.fr/who-is-who/>), and the creation of a new webpage that highlights the collaborative international research projects conducted by IARC (https://www.iarc.fr/cards_page/research-iarc-international-research-collaborations/).

In close collaboration with the Office of the Director of Administration and Finance (DAF) and the Resource Mobilization Office, the "Donate Now" and "IARC Newsletter" features were implemented, in support of the resource mobilization activities.

IARC PUBLICATIONS WEBSITE

The Web services team finalized the second phase of the development of the IARC Publications website (<https://publications.iarc.fr/>), which included the consolidation of all IARC Publications series, including the *IARC Monographs*, on the IARC Publications website.

IARC RESEARCH PROJECT WEBSITES

During the biennium, the Web services team coordinated and/or developed more than 10 research project and meeting websites.

The following websites were developed and launched:

6th Meeting on Emerging Issues in Oncogenic Virus Research: <https://oncogenicviruses2020.iarc.fr/>
Translational Studies of Head and Neck Cancer in South America and Europe (HEADSpAcE): <https://headspace.iarc.fr/>

SURVPOOL project (A Consortium on Risk Factors and Cancer Survival): <http://survival.iarc.fr/Survpool/en/>
Childhood Leukemia International Consortium (CLIC): <https://clic.iarc.fr/>

The following websites were validated and launched:

IARC Learning Portal: <https://learning.iarc.fr>

ICBP SURVMARK-2: Cancer Survival in High-Income Countries (SURVMARK-2) within the International Cancer Benchmarking Partnership (ICBP): <http://gco.iarc.fr/survival-678ksdfs897/survmark/>

IARC Cancer Screening in Five Continents (CanScreen5): <http://canscreen5.iarc.fr/>
Global Initiative for Cancer Registry Development (GICR): <http://gicr.iarc.fr/>
Cancer Prevention Europe (CPE): <https://cancerpreventioneuropa.iarc.fr/>

Biobank Learning platform: <http://biobanklearning.iarc.fr/>

IARC Global Cancer Observatory (GCO): <http://gco.iarc.fr/>

Les cancers attribuables au mode de vie et à l'environnement en France métropolitaine: http://gco.iarc.fr/resources/paf-france_en.php

Cancers Attributable to UV Radiation: <https://gco.iarc.fr/causes/uv/home>

LIAISON AND EXTERNAL RELATIONS

To bring the Agency's activities and processes in line with those of WHO, it is important to maintain adequate communication with the various WHO departments and key stakeholders, so that appropriate cross-representation is ensured on key panels and expert groups and there is no duplication of work. The ultimate goals are for WHO and its cancer agency to speak with one voice on cancer-related issues and for the cancer prevention research agenda of IARC to support the overarching WHO programme, as required by the

standard operating procedures agreed to by the two organizations.

In addition, IARC Governance has requested that key developments be regularly communicated to IARC Participating States. This is why the COM Group Head, in addition to maintaining the contacts as outlined above, has been tasked with ensuring the provision of proper and timely updates on IARC activities to the Participating States' Permanent Missions in Geneva by organizing regular meetings with their representatives. The Group Head also represents the IARC Director as needed at the World Health Assembly and at WHO Executive Board and other high-level meetings, and acts as a first point of contact in identifying reputational risks to IARC and WHO headquarters in relation to areas of overlapping activities.

