

COMMUNICATIONS GROUP (COM)

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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.

DIGITAL STRATEGY

COM continued with its digital strategy of streamlining and standardizing publishing workflows, making careful technology choices, expanding its offerings of electronic formats, and engaging with readers.

The internal Manuscript Clearance System was launched in March 2016,

with the aim of greater oversight and coordination of the Agency's scholarly outputs in mainstream journals.

The IARC Publications website (<http://publications.iarc.fr>), newly launched in December 2015, was further enhanced. The website has a modern and user-friendly design and offers seamless access to multiple formats to both individual and institutional users.

A subscription to Altmetric was integrated with the IARC Publications website in August 2017. Altmetric allows both the public and IARC personnel a view of the attention garnered by the Agency's publications in mainstream media, social media, policy documents, and other citing sources.

DISSEMINATION OF ELECTRONIC BOOKS

COM has made it a priority to increase its channels of dissemination of electronic books. The IARC E-Bookshop was launched in June 2016. Because most of the Agency's titles are offered online in electronic format free of charge, the E-Bookshop offers a small range of for-sale titles. Investment in the E-Bookshop has continued in order to optimize efficient and cost-effective dissemination of the *WHO Classification of Tumours* ("Blue Books") series in electronic format.

AGREEMENT WITH WHO PRESS

After an interim period in which COM conducted a review of print book

distribution options on the market, IARC and WHO Press renewed the publishing agreement in mid-2017. The agreement anticipates a sales model in which the Blue Books are released simultaneously in print and electronic formats, and thus clarifies the responsibilities of each party in coordinating bundle sales of the two formats.

BOOK PROMOTION

COM prioritized user engagement as part of its digital dissemination strategy. September 2017 saw the release of a follow-up to the 2015 survey of the Blue Books readership.

In addition to its annual participation at the World Health Assembly and a booth at the 2016 World Cancer Congress, COM held booths at the United States and Canadian Academy of Pathology (USCAP) and the European Congress of Pathology (ECP) conferences in 2016, to engage directly with pathology audiences and promote the sale of Blue Books in electronic format.

OPEN ACCESS

Following the creation in 2015 of an IARC Open Access (OA) fund in the amount of €50 000 per annum, the GCSF OA fund has supported 10 articles in 2016, along with project support for the 2016 publication of a series of OA articles on Cancer in Central and South America in a supplement issue of *Cancer Epidemiology*, and 21 articles in 2017 to date. The period available for analysis of the impact of the GCSF OA fund on OA publishing at IARC has been limited. However, comparison of 2015 and 2016 with 2014 as the baseline figure suggests that the GCSF OA fund has a positive impact on OA publishing at the Agency.

During the 2016–2017 biennium, IARC published several key reference publications:

WHO CLASSIFICATION OF TUMOURS

WHO Classification of Tumours of the Urinary System and Male Genital Organs, 4th edition (print)
WHO Classification of Tumours of the Central Nervous System, revised 4th edition (print)

WHO Classification of Tumours of Female Reproductive Organs, 4th edition (PDF and EPUB)
WHO Classification of Tumours of the Breast, 4th edition (PDF and EPUB)
WHO Classification of Tumours of Soft Tissue and Bone, 4th edition (PDF and EPUB)
WHO Classification of Head and Neck Tumours, 4th edition (print)
WHO Classification of Tumours of Endocrine Organs, 4th edition (print)
WHO Classification of Tumours of Haematopoietic and Lymphoid Tissues, revised 4th edition (print)

IARC MONOGRAPHS

Volume 107, Polychlorinated Biphenyls and Polybrominated Biphenyls (print)
Volume 108, Some Drugs and Herbal Products (print)
Volume 109, Outdoor Air Pollution (print)
Volume 110, Some Chemicals Used as Solvents and in Polymer Manufacture (print and PDF)
Volume 111, Some Nanomaterials and Some Fibres (print and PDF)
Volume 112, Some Organophosphate Insecticides and Herbicides (print and PDF)
Volume 113, 2,4-Dichlorophenoxyacetic acid (2,4-D) and Some Organochlorine Insecticides (Monograph on 2,4-Dichlorophenoxyacetic acid (2,4-D); PDF)

IARC HANDBOOKS

Volume 15, Breast Cancer Screening (print, PDF, and EPUB)

IARC WORKING GROUP REPORTS

Energy Balance and Obesity, IARC Working Group Report No. 10 (print and PDF)

IARC SCIENTIFIC PUBLICATIONS

Improving Public Health through Mycotoxin Control, IARC Scientific Publication No. 158 (PDF)
Molecular Epidemiology: Principles and Practices, IARC Scientific Publication No. 163 (PDF)

IARC TECHNICAL PUBLICATIONS

Planification et développement des registres du cancer basés sur la

population dans les pays à revenu faible et intermédiaire, Publications techniques du CIRC N° 43 (print and PDF)
Planificación y desarrollo de registros de cáncer de base poblacional en los países de ingresos bajos y medios, IARC. Publicaciones técnicas N° 43 (print and PDF)
ПЛАНИРОВАНИЕ И РАЗВИТИЕ СИСТЕМЫ ПОПУЛЯЦИОННОЙ РЕГИСТРАЦИИ ЗЛОКАЧЕСТВЕННЫХ НОВООБРАЗОВАНИЙ В СТРАНАХ С НИЗКИМ И СРЕДНИМ УРОВНЕМ ДОХОДА. ТЕХНИЧЕСКАЯ ПУБЛИКАЦИЯ МАИР Номер 43 (print and PDF)

Common Minimum Technical Standards and Protocols for Biobanks Dedicated to Cancer Research, IARC Technical Publication No. 44 (print and PDF)
Colposcopy and Treatment of Cervical Precancer, IARC Technical Publication No. 45 (print and PDF)

NON-SERIES PUBLICATIONS

Centre international de Recherche sur le Cancer: Les 50 premières années, 1965–2015 (print, PDF, and EPUB)
World Cancer Report 2014 (PDF)

ELECTRONIC RESOURCES

Atlas of Colposcopy: Principles and Practice. IARC CancerBase No. 13: <http://screening.iarc.fr/atlascolpo.php>

EDITING, LAYOUT, TRANSLATION, AND LANGUAGE SERVICES

As a result of the restructuring of IARC publishing in 2017, the COM Editing and Layout Team is now responsible for the post-production of the *IARC Monographs*, the *IARC Handbooks*, and the *WHO Classification of Tumours* (Blue Books) series, in addition to other established IARC Publications series. COM also provides English editing services to all IARC Groups, for articles for submission to peer-reviewed journals, book chapters, and other manuscripts.

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

IARC has expanded its media strategy, has increased its multimedia production, with the introduction of social media (Twitter, YouTube channel) to engage the wider public, and has an ever-wider base of media contacts. During the biennium, the Media team has increased the visibility of the Agency's research portfolio through more than 140 IARC news items and 12 press releases to date, along with Q&As, videos, interviews, and tutorials. Key dates such as World Cancer Day and Breast Cancer Awareness Month were marked with the production of a wide range of materials, including videos and interviews with IARC scientists, to raise awareness about the activities of the Agency in various fields of cancer research. The IARC Cancer and Society Lecture, timed to coincide with World Cancer Day, is aimed at all IARC personnel, providing an opportunity to consider where cancer research has an impact on society in a wider context.

The Media area and the broader Communications effort has strengthened and enhanced relationships with WHO, to better coordinate messaging between the two organizations. This area has expanded its personnel to include a professional visual designer, who translates scientific output in a

visually enhanced fashion, to improve clarity and efficiency, particularly for prevention messaging. This has enabled the development of new tools, such as infographics and animations.

WEB SERVICES

The Web services team has continued to ensure timely dissemination and promote IARC's core work through its website. The team has dedicated a substantial amount of work to improving the visibility of the increasing multimedia production through the new Media Centre page (<http://www.iarc.fr/en/media-centre/index.php>). In addition, during the biennium, the Web services team coordinated the process of developing and/or launching more than 10 research project and meeting websites.

The Web services team is currently continuing to improve the IARC Publications website by implementing the second phase of its development, which includes the consolidation of all IARC publications series, including the *IARC Monographs*, into the Publications website.

PUBLIC WEBSITES

Determinants of Breast Cancer in Morocco (EDSMAR) study: <http://edsmar.iarc.fr>

Thyroid Monitoring after Nuclear Accidents (TM-NUC) project: <http://tmnuc.iarc.fr>

Screening Group website: <http://screening.iarc.fr>

International Cancer Survival Benchmarking: <http://survival.iarc.fr>

International Incidence of Childhood Cancer (IICC) project (data update): <http://iicc.iarc.fr/results>

Exposome-Explorer: <http://exposome-explorer.iarc.fr>

South Africa Breast Cancer (SABC) study: <http://sabc.iarc.fr>

European Code Against Cancer in all EU languages: <http://cancer-code-europe.iarc.fr/index.php/en/>

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

Cancer in Central and South America Project: <http://gco.iarc.fr/resources/csa.php>

MEETING WEBSITE

Emerging Issues in Oncogenic Virus Research: http://www.iarc.fr/oncogenic_viruses2018/en/