

COMMUNICATIONS GROUP (COM)

Group head

Dr Nicolas Gaudin (until March 2020)
Dr Tamás Landesz
(acting, until December 2020)
Ms Teresa Lee
(acting, until September 2020)

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Ms Sylvie Nouveau
(until December 2020)

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Managing editor

Dr Karen Müller

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Dr Heidi Mattock
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Technical editor

Ms Jessica Cox
(until December 2020)

Communications officer

Ms Véronique Terrasse
(until December 2020)

Institutional webmaster

Ms Maria de la Trinidad Valdivieso
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Web architect

Mr Danil Kister (until April 2020)

Information assistants

Ms Latifa Bouanzi
Ms Meaghan Fortune
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Ms Fiona Gould (until January 2020)
Ms Sylvia Lesage
Mr Nicholas O'Connor
(until December 2020)
Ms Solène Quennehen
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Ms Morena Sarzo
(until December 2020)
Mr Othman Yaquoubi

The Communications Group (COM) has been an integral part of the Director's Office, aiming to present a clear and cohesive image of IARC and its work to the scientific community, the media, and the general public. The role of COM has also encompassed information- and publication-related services to the research Sections, and the work of the COM Group Head as the External Relations Officer and Liaison with WHO headquarters. COM was restructured in January 2021 as part of the broader reorganization of the Agency. Publishing, library, and web services became part of the Services to Science and Research Branch (SSR), whereas media and

external communications remained in the Director's Office as part of the Strategic Engagement and External Relations team.

DIGITAL STRATEGY AND DISSEMINATION

Stewarding the IARC e-bookshop, and in particular the WHO Classification of Tumours Online annual subscription, which was launched in September 2019, was the focus of the 2020–2021 biennium. The digital subscription website currently offers the complete contents of the 11 most recent volumes of this renowned series, along with whole slide images. The number of subscriptions has grown

steadily throughout the biennium, complementing the sale of print books by WHO Press. The current total of digital subscriptions stands at 4200. Hospital libraries, pathology units, and other institutional subscribers are offered a bulk discount model.

The 2020–2021 biennium was also a period of intense behind-the-scenes work to make the Agency's publications compliant with the technical standards of the United States National Library of Medicine (NLM), whose Bookshelf database serves as a repository and additional dissemination channel for many IARC titles.

CORPORATE VISUAL IDENTITY

COM spearheaded the commissioning of a new corporate visual identity that expresses the principles and values crystallized in the IARC Medium-Term Strategy 2021–2025. The new visual identity, comprising a graphic charter and templates for a wide variety of communications materials, was announced in September 2021. Implementation will be carried out in stages, with the goal of full cohesion in the Agency's visual branding.

PUBLICATIONS KEY PERFORMANCE INDICATORS AND BIBLIOMETRICS

The IARC Medium-Term Strategy 2021–2025 prompted a revision of COM's key performance indicators (KPIs) reporting on publications. Moving away from metrics predominantly driven by impact factor, COM strives for a more complete and well-rounded view of the impact of the Agency's scientific publishing by considering the *h*-index, altmetrics, and collaboration with countries.

INFORMATION SERVICES

The provision of information services to IARC personnel and external visitors via the Agency's library is less publicly visible but serves an important function. 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 IARC personnel. Instructional sessions on PubMed, in-depth searching for systematic reviews, copyright, and publishing issues were successfully conducted online during the biennium.

Although the COVID-19 pandemic has led to an even greater emphasis on digital formats and access, for the IARC library this biennium also prompted a review of its legacy print collection in anticipation of the Agency's move to the Nouveau Centre building, where shelving capacity will be significantly reduced. Deselection of materials has been conducted in consultation with IARC scientists and will result in a leaner and refreshed physical collection.

OPEN ACCESS

In terms of the broader Open Access landscape, this biennium witnessed the January 2021 launch of Plan S, an Open Access initiative supported by an international consortium of research funders. Open Access compliance with funding authorities, including Plan S members, is a priority for the Agency, and an information session for IARC scientists was co-presented with a WHO Press staff member in December 2020.

The IARC Governing Council Special Fund for Open Access, which earmarks €50 000 per annum for journal article processing charges, supported 25 articles in 2020 and 21 articles to date in 2021.

During the 2020–2021 biennium, IARC published the following reference publications:

WHO CLASSIFICATION OF TUMOURS

- [WHO Classification of Soft Tissue and Bone Tumours, 5th edition](#) (print)
- [WHO Classification of Female Genital Tumours, 5th edition](#) (print)
- [WHO Classification of Thoracic Tumours, 5th edition](#) (print)

IARC MONOGRAPHS

- [Volume 120, Benzene](#) (print)
- [Volume 121, Styrene, Styrene-7,8-Oxide, and Quinoline](#) (print)
- [Volume 122, Isobutyl Nitrite, \$\beta\$ -Picoline, and Some Acrylates](#) (print)
- [Volume 123, Some Nitrobenzenes and Other Industrial Chemicals](#) (PDF and print)
- [Volume 124, Night Shift Work](#) (PDF and print)
- [Volume 125, Some Industrial Chemical Intermediates and Solvents](#) (PDF and print)
- [Volume 126, Opium Consumption](#) (PDF)
- [Volume 127, Some Aromatic Amines and Related Compounds](#) (PDF)
- [Volume 128, Acrolein, Crotonaldehyde, and Arecoline](#) (PDF)

IARC SCIENTIFIC PUBLICATIONS

- [Cancer Incidence in Five Continents, Volume XI, IARC Scientific Publication No. 166](#) (PDF and print)

BIENNIAL REPORT

- [Biennial Report 2018–2019](#) (print)
- [Rapport biennal 2018–2019](#) (PDF)

NON-SERIES PUBLICATIONS

- [World Cancer Report: Cancer Research for Cancer Prevention](#) (PDF and print)
- [A Checklist for Dad](#) (print)
- [Patterns of Care for Women with Breast Cancer in Morocco: An Assessment of Breast Cancer Diagnosis, Management, and Survival in Two Leading Oncology Centres](#) (PDF)

ELECTRONIC RESOURCES

- [Atlas of Visual Inspection of the Cervix with Acetic Acid for Screening, Triage, and Assessment for Treatment](#), IARC CancerBase No. 16

EDITING, LAYOUT, TRANSLATION, AND LANGUAGE SERVICES

The COM Editing and Layout team is responsible for the editing and layout of established IARC Publications series and non-series publications. The team helps to maintain the reputation and image of the Agency by ensuring high corporate standards. COM also helps to produce various promotional materials about the Agency and its publications.

In addition, COM presents training on writing and publishing and provides English editing services for various materials for the IARC website, as well as articles for submission to peer-reviewed journals, book chapters, and other manuscripts. COM provides translation services for short documents and coordinates external translation services for longer documents. COM also organizes 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 scientists, researchers, and the cancer community, as well as among policy-makers, the media, and the general public.

From January 2020 to September 2021, efforts to design and develop a wide range of visuals led to an increase in activities on IARC's social media platforms. During this period, 534 tweets were posted to the IARC Twitter account and 41 new videos were published on the IARC YouTube channel. This increase in activity was reflected by an increase in the audience: the IARC Twitter account gained more than 3500 followers, surpassing 10 000 followers in May 2021, and the IARC YouTube channel gained 1245 subscribers, about three quarters of the total number who have subscribed to date.

Full communications packages were systematically developed to mark key events such as World Cancer Day, Cervical Cancer Awareness Month, World Cancer Research Day, and Breast Cancer Awareness Month. These packages included videos, Q&As, interviews, news items, infographics, and animations. Specific themes were regularly developed as Featured News topics on the IARC website. From January 2020 to August 2021, almost 250 news items were published on the IARC website.

Media activities continued to grow, with regular interactions with journalists. Interviews with IARC scientists appeared in a wide range of media. Much of this media coverage arose from one of the 23 press releases published to highlight IARC's scientific results. For example, IARC Press Release No. 299 on alcohol and cancer was covered by the BBC, *The Guardian*, Sky News, *Le Monde*, *El País*, and other top-tier international media outlets.

In 2020–2021, communications activities also supported the Agency's resource mobilization efforts and, in particular, the progress of the construction of the Nouveau Centre building, in order to

increase IARC's visibility among the public and the Agency's partners at the local level in Lyon. To this end, a press conference was held in July 2021 and marketing materials were disseminated with the support of local communications companies.

Several activities and events, including webinars, were organized with key partners in Lyon to highlight IARC's role as a core player in cancer research, not only at the international level but also at the local and national levels.

Finally, interactions with international partners increased significantly throughout this biennium, including regular communications and coordination meetings with WHO teams at the headquarters and regional levels, active participation by IARC in various major communication events and campaigns with the Union for International Cancer Control (UICC), and IARC's driving role in the promotion and design of the World Cancer Research Day campaign.

WEB SERVICES

The key aim of the Web services team is to harness web technology to ensure the timely dissemination of the Agency's scientific activities (cancer statistics, publications, meetings, courses, fellowships, etc.) and the complete integration of this information across IARC's newly developed communication channels.

To further the Agency's Internet presence, the Web services team in collaboration with Information Technology Services (ITS) and an external contractor focused on enhancing the look and feel of the IARC website and adding specific features. These included, for example, the implementation of vertical scrolling on the IARC homepage (<https://www.iarc.who.int/>) as well as the creation of Research Branch webpages

(<https://www.iarc.who.int/branches/>) that reflect the new IARC organizational structure, which took effect in January 2021. In addition, and in close collaboration with the Office of the Director of Administration and Finance (DAF) and the Resource Mobilization Office, specific webpages were created in support of resource mobilization activities (<https://www.iarc.who.int/about-iarc-newbuilding/>, <https://www.iarc.who.int/donations-nc/>).

As part of the broader goal of promoting IARC's research, the Web services team in collaboration with ITS and an external contractor coordinated the development of a new look and feel for IARC's Research Project websites in a new content management system (CMS), and migrated 35 existing websites into the CMS in a cloud-based solution.

In addition, during the biennium the Web services team developed or validated and launched nine websites:

- International Collaboration for Cancer Classification and Research (IC³R): <https://ic3r.iarc.who.int>
- Cancer Risk in Childhood Cancer Survivors (CRICCS): <https://criccs.iarc.who.int/>
- NORDCAN 2.0: Comparable cancer statistics: <https://nordcan.iarc.fr/en>
- Human Exposome Assessment Platform (HEAP): <https://heap-exposome.eu/>
- *World Cancer Report* Updates learning platform: <https://learning.iarc.fr/wcr/>
- Cancer Prevention Europe Learning Centre: <https://cancerpreventioneuropa.iarc.fr/learning-centre/>
- Cancers Attributable to Alcohol: <https://gco.iarc.fr/causes/alcohol/home>
- IARC Cervical Cancer Image Bank: <https://screening.iarc.fr/cervicalimagebank.php>
- Cancer Over Time: <https://gco.iarc.fr/vertime>