

## Publication, communication and engagement policy

### 1. Introduction

- 1.1. Breast Cancer Now has an obligation to make information about the work that it funds available. This policy covers the expectations and responsibilities of Breast Cancer Now grant holders when publishing and publicising your work. This policy also sets out what Breast Cancer Now expects from its grant holders in terms of its fundraising and engagement initiatives.

### 2. Acknowledging Breast Cancer Now

- 2.1. In any oral or written report or poster presentation of results or otherwise relating to the Research, the author **must acknowledge** the support of Breast Cancer Now and, where possible, display the Breast Cancer Now logo. Presentation templates and our logo can be requested from the Research team at [grants\\_admin@breastcancernow.org](mailto:grants_admin@breastcancernow.org).
- 2.2. All references to Breast Cancer Now-funded work placed on websites, electronic bulletin boards and similar must state clearly that the work is funded by Breast Cancer Now and, where practical, should include a link to Breast Cancer Now's website, [www.breastcancernow.org](http://www.breastcancernow.org).
- 2.3. Where possible, Breast Cancer Now's logo should be visible in laboratories, offices or other locations where funding is received from Breast Cancer Now. This is expected of our long-term grants. Please get in touch with us at [grants\\_admin@breastcancernow.org](mailto:grants_admin@breastcancernow.org) for further information on how to comply.

### 3. Publishing your work

- 3.1. Breast Cancer Now requires researchers to disseminate the results of the research that it funds in the usual manner, for example by publication and by presenting at meetings. Breast Cancer Now may sometimes request the publication be delayed to meet reasonable requirements for the protection of Intellectual Property Rights, fundraising and other matters, but this will not be applied unnecessarily.
- 3.2. The following standard format is required for inclusion in an appropriate place within the funding or acknowledgement section of any publication:

***“This work was supported by Breast Cancer Now [Grant Ref no:[xxx]”***

The unique grant reference number can be found on the Grant Holders Award Letter e.g. **2018NovPR102**. Where appropriate, you should indicate where individuals hold specific, named fellowships.

- 3.3. It is a condition of funding that Breast Cancer Now grant holders deposit an electronic copy of peer-reviewed, published papers arising from their Breast Cancer Now-funded work in [Europe PMC](https://www.europepmc.org) as soon as possible and no later than

**12 months** from publication date. Please refer to Breast Cancer Now's [Open Access Policy](#) for details on how to comply.

- 3.4. Grant Holders must provide Breast Cancer Now with details of all publications arising from their Breast Cancer Now grant, whether wholly or partly funded (email [grants\\_admin@breastcancernow.org](mailto:grants_admin@breastcancernow.org)), and should supply a copy of any such papers. These details should be provided **before** submitting the paper for publication. Once submitted, grant holders should update Breast Cancer Now as the paper is accepted and then published. This ensures that Breast Cancer Now is kept fully informed of all results entering the public domain and that there is sufficient notice to arrange any publicity.
- 3.5. Breast Cancer Now works with Cancer Research Horizons, to ensure that Breast Cancer Now-funded research is translated into patient benefit. Cancer Research Horizons acts as the commercial advisor of Breast Cancer Now working with our grant holders to identify the most commercially and clinically promising projects. They are keen to engage and visit Breast Cancer Now-funded scientists at our research sites to discuss and explore any potential commercial opportunities.
- 3.6. Grant holders, on request, must provide a copy of presentations, publications or other research output to Cancer Research Horizons in good time (and in any event at least thirty (30) days) before the presentation, publication or other dissemination, whether patentable or not, which appear to be suitable for commercial exploitation or otherwise worthy of protection.

#### **4. Publicising your work**

- 4.1. Grant holders and personnel involved in Breast Cancer Now research activities will assist Breast Cancer Now upon request in publicising the award of the grant and any subsequent results.
- 4.2. Grant holders must inform Breast Cancer Now (email [publications@breastcancernow.org](mailto:publications@breastcancernow.org)) when submitting research results for publication or presentation. Any manuscripts and details will be held in the strictest confidence. To support grant holders in the dissemination of their research, we have a press office and research communications team. To do this effectively we must know about your results as soon as possible, and well in advance of publication.
- 4.3. Where Breast Cancer Now is the main funder of the research, Breast Cancer Now reserves the right to lead on publicity. This constitutes first-refusal and does not mean that every piece of research will be press released. We will work directly with you and your institution to coordinate media promotion. We may suggest and support with alternative ways to publicise your research, for example through digital and social media channels.
- 4.4. In all cases, including where Breast Cancer Now is not the main funder, grant holders and the host institution are required to contact Breast Cancer Now (email [publications@breastcancernow.org](mailto:publications@breastcancernow.org)) prior to drafting any publicity releases about Breast Cancer Now-funded research. Any press release or other materials including reference to Breast Cancer Now-funded results must be approved by Breast Cancer Now press office before it is released to the media. A minimum period of 72 hours is required for sign off.

- 4.5. When speaking publicly about research funded by Breast Cancer Now, and particularly when speaking to representatives of the media, grant holders should ensure that they are recognised as a Breast Cancer Now-funded scientist, but be clear that they are not speaking on behalf of Breast Cancer Now. Grant holders should not speak to the media about their grant or subsequent results without prior consultation with the Breast Cancer Now press office. If Breast Cancer Now asks a grant holder to act as a spokesperson, we will provide briefings and support as needed.
- 4.6. Breast Cancer Now reserves the right to use data or other material from research that it funds as part of its fundraising or publicity activities and as part of submissions to the Association of Medical Research Charities (AMRC) and other bodies as required, unless it's specifically designated as confidential.
- 4.7. In publicity work, Breast Cancer Now will adhere to any embargo time and date placed on a publication by the journal in which it is being published. Where necessary and agreed with the grant holder, we may negotiate the publication date to allow for publicity plans.

## **5. Engagement with the breast cancer community, fundraisers and supporters**

- 5.1. Breast Cancer Now expects its grant holders to contribute to its communication, fundraising and engagement activities when asked to do so. Contribution could be hosting lab tours, speaking, attending, or volunteering at live or virtual events, providing help with images and copy. Requests will be reasonable and appropriate and will be agreed with the grant holder in advance. We are proud of the research that we fund and are keen to show our supporters how their donations are used.
- 5.2. The public activity described above can sometimes generate publicity. Where possible Breast Cancer Now will contact the grant holder to make them aware of this beforehand.
- 5.3. For more details about how Grant Holders can participate in Breast Cancer Now activities please see <https://www.breastcancernow.org/our-research/share-your-work> or email [research.communications@breastcancernow.org](mailto:research.communications@breastcancernow.org).

## **6. Communications from Breast Cancer Now**

- 6.1. Breast Cancer Now will regularly communicate with its grant holders by way of newsletters which will provide information on grant funding, science updates and other relevant articles. Breast Cancer Now may also communicate details of relevant upcoming conferences and courses and its own activities. If you do not wish to receive our researcher newsletters, please email us at [research.communications@breastcancernow.org.uk](mailto:research.communications@breastcancernow.org.uk).
- 6.2. Breast Cancer Now will also contact grant holders from time to time with requests to support their communications, fundraising and engagement activities, participation in surveys or opportunities for free gifts from Breast Cancer Now partners.

## **7. Supporting Breast Cancer Now's peer review process**

- 7.1. Grant holders are expected to respond positively and punctually to requests to peer review Breast Cancer Now grant applications.