

# Publication, Communication and Engagement Policy

## 1. Introduction

- 1.1. Breast Cancer Now has an obligation to make available information about the work that it funds. This policy covers the expectations and responsibilities of Breast Cancer Now-funded researchers when publishing and publicising your work. This policy also sets out what Breast Cancer Now expects from its researchers 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. Presentations templates and our logo can be requested from the Research Funding team at [grants\\_admin@breastcancer.org](mailto:grants_admin@breastcancer.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.breastcancer.org](http://www.breastcancer.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@breastcancer.org](mailto:grants_admin@breastcancer.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 to 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. Grant Holders must provide Breast Cancer Now with details of all publications arising from their Breast Cancer Now Research Grant, whether wholly or partly funded (email [grants\\_admin@breastcancer.org](mailto:grants_admin@breastcancer.org)), and should supply a copy of any such publications.
- 3.3. These details should be provided **at the time of** submitting the paper for publication. Grant Holders should then 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.

- 3.4. It is a condition of funding that Breast Cancer Now Grant Holders to deposit an electronic copy of peer-reviewed, published papers arising from their Breast Cancer Now funded work in the Europe PubMed Central database as soon as possible and no later than **12 months** from publication date. Please refer to [Breast Cancer Now's Policy on Open Access](#) for details on how to comply.
- 3.5. 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]'***

- 3.6. The unique project 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.

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

- 4.1. In order to safeguard future voluntary income it is essential that Breast Cancer Now is widely known and respected among the scientific community, the media and among fundraisers and the general public. We are therefore keen to ensure that all opportunities to promote Breast Cancer Now are fully exploited and that the generosity of Breast Cancer Now's supporters is recognised across all Breast Cancer Now's activities and funded research. Both you and your Host Institution must co-operate with Breast Cancer Now over any publicity or fundraising activity arising from Breast Cancer Now-funded research.
- 4.2. In order to support our researchers in the dissemination of their research, we have a press office and research communications team that can help you to promote your research findings. We will work with you to help publicise your work in the local, national or international media, and to public or targeted scientific audiences, including online and in social media. We want to give you appropriate support and will work directly with you and your Host institution to coordinate media promotion. To do so effectively we must know about your results as soon as possible, and 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.
- 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's Press Office (email [publications@breastcancer.org](mailto:publications@breastcancer.org)) prior to any publicity releases about Breast Cancer Now-funded research. Where Breast Cancer Now is the main or a joint-lead funder this should be prior to a release being drafted.
- 4.5. When speaking publicly about research funded by Breast Cancer Now, and particularly when speaking to representatives of the media, researchers should ensure that they are recognised as a Breast Cancer Now funded scientist. However, researchers should not speak to the media as a 'Breast Cancer Now funded scientist' without prior consultation with the Breast Cancer Now Press

Office. If Breast Cancer Now asks a researcher 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 National Cancer Research Institute (NCRI).
- 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.

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

- 5.1. We aim to bring our research and breast cancer community together whenever we can. We are proud of the research that we fund and are keen to show our supporters how their donations are used. Breast Cancer Now expects its researchers to contribute to its fundraising and engagement initiatives, local community work and national campaigns when asked to do so. Contribution could be by hosting lab tours, speaking at fundraising events, volunteering or actively participating in events. These visits may include Breast Cancer Now's staff, Trustees, Science Strategy Committee members, technology transfer agents, fundraisers, spokespeople, local politicians and supporters. Requests will be reasonable and appropriate and will be agreed with the Grant Holder in advance.
- 5.2. For more details about how you can volunteer and participate in events please see [www.breastcancernow.org/get-involved](http://www.breastcancernow.org/get-involved). If you are happy to participate from time to time in these kind of events, you can email [researchevents@breastcancernow.org.uk](mailto:researchevents@breastcancernow.org.uk), detailing how you would like to get involved and whether you have experience of talking to a lay audience.
- 5.3. The public activity described above can sometimes generate publicity. Where possible Breast Cancer Now will contact you to make you aware of this beforehand; however, this is something that cannot always be foreseen.
- 5.4. Breast Cancer Now will, from time to time, communicate with its grant holders by way of a bi-annual 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. If you do not wish to receive our Researcher eNewsletters, please email [researchevents@breastcancernow.org.uk](mailto:researchevents@breastcancernow.org.uk).

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

- 6.1. Grant Holders are expected to respond positively and punctually to requests to peer review Breast Cancer Now Grant applications.