

# COMMUNICATION CORE



John Beilenson  
Core Chair



Ishwaria Subbiah  
Junior Faculty Lead

# CORE MEMBERSHIP

- James Appleby, BPharm, MPH  
Organizational Liaisons Board Member
- Shelly Bluethmann, PhD, MPH  
Junior Investigator Board Member
- Nancy Lundebjerg, MPA  
Organizational Liaisons Board Member
- Dale Mitani
- Lewis Morton  
Patient Advocate Board: SCOREboard Member
- Gary Wallach  
Patient Advocate Board: SCOREboard Member
- John Beilenson, MA  
Oversight Board Member
- Ishwaria Subbiah, MD, MS  
Junior Investigator Board Member
- William Dale, MD, PhD  
CARinG MPI



# DISSEMINATION AND COMMUNICATION CORE

The Dissemination and Communication Core is dedicated to dissemination in order to effectively inform our professional colleagues, policy makers, patients, and the public of our research findings.

## CORE MISSION

- External Functions
  - Promote awareness about CARG and its offerings
  - Build capacity to communicate importance of cancer and aging research to stakeholders, policymakers, and general public
  - Recruit new investigators to field of cancer and aging research
  - Reframe how broader oncology world views aging and scientific/clinical opportunities, and needs associated with care of older adults
- Internal Functions
  - Build engagement among researchers who expressed interest in studying cancer and aging
  - Engage individual institutions and national organizations critical to CARG's sustainability

# CORE PRIORITIES – R21/R33 PHASE

- Support a revised and updated **myCARG website** to demonstrate the excitement and progress that CARG and CARG-supported research is generating
- Develop and publish a quarterly **CARG newsletter** for all stakeholders, including establishing a mailing list for this newsletter and creating a strategy for expanding that list.
- Develop and begin to implement a strategy to expand the activity, followers and engagement of **@MyCarg on Twitter**, as well as build the social media capacity of the broader CARG community with tools and a webinar
- Provide communication support for the **CARG infrastructure** (i.e. pilot grants, Core projects)
- Set up policies and procedures to manage and triage inquiries for various **Core services** and ensure appropriate level of support

# R33 PHASE ACCOMPLISHMENTS

- *Updated CARG Website*
- *Updated CARG logo*
- *Quarterly Newsletter*
- *Input for the CARinG Conference*
- *I Communication Core Inquiry (June 2020)*
- *Social Media*
  - *Twitter Chats*





# Cancer and Aging Research Group



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Welcome to CARG!

The mission of the Cancer and Aging Research Group is to join geriatric oncology researchers across the nation in a collaborative effort of designing and implementing clinical trials to improve the care of older adults with cancer. The only requirement for membership is the desire to help older adults with cancer.



# NEW CARG WEBSITE

# NEW CARG LOGO



# MEASURING OUTCOMES OF TWITTER CHAT



## Twitter Chat Overview (April 16, 2020)

- Defining Undertreatment and Overtreatment in Older Adults With Cancer: A Scoping Literature Review, Journal of Clinical Oncology
- Hashtags: **#overtreatCARG**  
**#undertreatCARG**
- **254 Total Engagements**
  - The sum of interactions received for the tweets published in the selected timeframe: retweets, replies and likes
    - **172 Likes**
    - **33 Replies**
    - **49 Retweets**

### ALL RESEARCH OUTPUTS

#350,104

of 15,626,055 outputs

### OUTPUTS FROM JOURNAL OF CLINICAL ONCOLOGY

#832

of 14,947 outputs

### OUTPUTS OF SIMILAR AGE

#12,611

of 270,882 outputs

### OUTPUTS OF SIMILAR AGE FROM JOURNAL OF CLINICAL ONCOLOGY

#29

of 352 outputs

Altmetric has tracked 15,626,055 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 97th percentile: it's **in the top 5% of all research outputs ever tracked** by Altmetric.

## Altmetric

- A measure of success was altmetric score on the publication from 25 to 30 as a direct result of the twitter chat; **5 points in an hour is a big success!**
- Currently the altmetric is at 63, an increase by 38 points
- So far, Altmetric has seen 171 tweets from 106 users, with an upper bound of **344,284** followers.

Submit research/scholarly inquiries  
for CARG/CARinG Cores

CARG/CARinG Inquiry Form

Subscribe to our new CARG  
newsletter

Cancer and Aging Research  
Report Newsletter

Follow CARG on Twitter

@mycarg  
#GeriOnc

### Cancer and Aging Research Group (CARG) and CARinG Inquiry Form

The purpose of the Inquiry Form is to reach out to CARG and/or CARinG Cores with any research/scholarly inquiries. Please complete the survey below with as much information you can provide.

\*questions are required fields

If you have any questions, please email [CARinG@coh.org](mailto:CARinG@coh.org)

\* 1. First, Last Name:

\* 2. Email Address:

3. Current Professional Role/Title:



Volume 1, Issue 1 Spring 2020

### WELCOME!

We are pleased to introduce the first issue of the new CARG newsletter, **Cancer and Aging Research Report**. This quarterly publication will provide you with news from the CARG initiative, as well as information and resources relevant to the growing number of researchers and clinicians working at the intersection of oncology and geriatrics.



If you have any feedback on this publication or items that you think would be appropriate for the **Report**, please write us at: [CARinG@coh.org](mailto:CARinG@coh.org). We look forward to hearing from you.

### Cancer and Aging Research Group (CARG) #Ger 266 Tweets



### Cancer and Aging Research Group (CARG) #GeriOnc /CARG Follows you

Cancer and Aging Research Group (CARG) is a national consortium of investigators. For more information visit [mycarg.org](http://mycarg.org) #GeriOnc #GeriHeme

Joined September 7 Joined November 2014

Following 1,230 Followers

Followed by Dept of Supportive Care Medicine, City of Hope, Eleana Liou, and 4 others you follow



# WHAT'S WORKING/WHAT'S NOT?

- What's Working
  - Regular meetings
  - Engagement and Feedback
  - Functioning website
  - New ideas
  - Academic output
- What to improve
  - Continuing to grow
  - Keep core open to new members
  - How to engage other cores
  - Communications training process
  - Utilize the inquiry form

# FUTURE DIRECTION

- Expand CARG and CARG member's communications capacity
  - Develop Twitter Chat Toolkit Manuscript
  - Building training and capacity building for CARG members
    - For example, train people on 5-minute "Lightning" presentation; making it available on the website as a resource
    - Identify additional communications training topics for CARG members
  - Consider, create speaker's bureau to provide
  - Examine opportunities for institutional advocacy
  - Connect with other Cores and promote further interactions
- Build communications in support of the Initiative's public profile and sustainability

## Continue Current Projects:

- Quarterly Newsletters
- Update Website
- Twitter Chats
- Regular Monthly Meetings

