

Cancer Registry of Norway

Research Communication Strategy

The purpose of the research communication strategy is to provide a clear and structured guidance to the research staff on how to effectively communicate their research findings and engage with activities to achieve our expected research objectives.

Research from the Cancer Registry of Norway (CRN) is primarily communicated through peer reviewed journals, preferably with open access.

The research communication strategy applies to all employees of the CRN and complements the CRN Strategy 2020–2024.

The communication strategy concerns:

- External communication with the scientific community, government and policy makers, research funders, advocacy groups, pharmaceutical and other industries, cancer patients and their care givers, target population of screening programs, user representatives, research study participants, media, and the public in general
- Internal communication regarding research activities at CRN

We want our research communication to be:

- Open: we will be open, accessible, and transparent. We encourage open scientific discussions and different views of opinion and interpretations. We are open about scientific uncertainties and limitations, funding sources and potential conflicts of interest
- Participatory: we will listen to and involve our target groups
- Reaching all: we will communicate knowledge about cancer to all target groups and ensure that this information is clear, correct, and accessible
- Active: we will conduct active and timely communication and explore new channels for outreach
- Coherent: we will present our research clearly, through logical structured messages

The Director of CRN has the overall responsibility for the research communication strategy. The Head of Communication is responsible for implementing and maintaining the research communication strategy.

Main research communication goals

- Communicate and discuss our research results in the scientific community
- Improve public knowledge about cancer and cancer prevention
- Adapt advice and information to different target groups of the public
- Make registry statistics easily accessible and adapted for different user groups

- CRN should be perceived as world leading within research on cancer epidemiology, prevention, early detection; and thereby contribute towards less cancer and better cancer care

Information channels

Scientific journals are central channels for communicating our research and knowledge, specially to the scientific community.

[The Cancer Registry of Norway website](#) is the primary channel for information outreach to the general public. The website presents statistics, information on the main cancer registry, clinical registries, screening programs, data access, biobanks, and scientific publications. Further, it presents the organisation, the mission, the research projects, tasks and history.

CRN has an active and comprehensive relationship with the press and different media channels, mostly in Norway, but also internationally. CRN provides and tailors information of their own research for the press, and responds to request from the press on issues where CRN possesses knowledge.

Channels for sharing knowledge also includes reports and other written publications, as well as physical meeting points, such as conferences, public meetings, lectures for students, interest groups, other professionals and so on.

CRN explore and use the opportunities that lies within social media with regards to disseminating knowledge and information, and for a dialogue with professionals as well as the public. Examples of social media used within the CRN are LinkedIn, Facebook, Instagram, and X (earlier Twitter)

References

[Cancer Registry Norway \(CRN\) strategy 2020–2024](#)

[Central Government Communication Policy](#)