

## **Communication and dissemination strategy at the Institute of Clinical Medicine (klinmed)**

Why is research dissemination important? The competition for research funding is greater than ever before. Funders such as the EU and the Research Council place greater demands on research dissemination, both during and at the end of projects. There are also increased requirements for user involvement and making research accessible.

Communicating research-based knowledge is crucial to securing approval and funding for projects, and thereby contributing to solving major societal challenges. In addition to being part of the social mission of Klinmed, effective research dissemination will also strengthen the institute's reputation, increase authority within the field, make a significant contribution to societal debates, and provide reliable and up-to-date knowledge to the public. Research dissemination further contributes to networking and recruiting the most talented researchers and new employees to the institute.

### **Institutional leadership vision**

The Institute of Clinical Medicine will contribute to excellent and innovative research, education, innovation, and dissemination for the benefit of individuals and society – in close and fruitful collaboration with Akershus University hospital and Oslo University hospital.

### **Frameworks and strategic documents**

The institute's communication and dissemination strategy should support the University of Oslo's Strategy 2030 and the Faculty of Medicine's annual plan for 2021-2023. The communication and dissemination strategy is an important tool for achieving our goal of increasing research dissemination at the institute, strengthening the institute's reputation and visibility, and creating pride among our employees.

The University of Oslo (UiO)'s Strategy 2030, states that "*UiO will strengthen dialogue with the outside world and work to ensure that knowledge is applied.*" In the Medical Faculty's annual plan for 2021-2023, states that "*The faculty and our researchers should disseminate the significant knowledge that our academic communities possess, both nationally and internationally*" (section 3.2). Additionally, we rely on University of Oslo's Digital Channel Strategy, which describes how different channels target different audiences and that communication efforts therefore happens on multiple platforms and in various channels. The use of our different channels is thus defined accordingly with this channel strategy.

### **Description**

The Institute of Clinical Medicine is the largest university institute in Norway. Our ambition is for research to be excellent and innovative, in close collaboration with the university hospitals. Research dissemination is one of the University of Oslo's four societal missions and should be a central part of the institute's activities.

The Institute has a high level of activity. In 2022, Klinmed accounted for 1,775 publications, which represents 1,169 publication points. This is 22% of the University of Oslo's total share of publications at 7,797.

We are hosts for three SFFs (Centres of Excellence) with CanCell, PRIMA, and CRESCO, and four K.G.Jebsen Centres, namely B-cell cancer; heart research; heart marker; and developmental disorders. In addition we are hosts to four national research centres in Centre for Precision Psychiatry (CPP), National centre for Suicide Research and Prevention (NSSF), Norwegian PSC Research Center (NoPSC), and Norwegian Centre for Addiction Research (SERAF).

We have multiple EU-funded projects, all world leading in their field. The institute has a broad scope ranging from patient-oriented clinical research to molecular biological studies of disease, as well as testing novel technological equipment for diagnosis and treatment. We see great potential in Klinmed to be a leader in the dissemination of medical research and to increase the number of our scientific staff used as expert sources in the media.

### **Challenges**

There is a need for more targeted dissemination. We also lack a strong culture of dissemination within the organization. We believe that we can increase the potential for communicating and disseminating research at the Institute.

Some of our individual researchers are highly visible sources in the media and spend much time communicating research to the public. Most scientific staff however, engage in dissemination activities on a smaller scale, such as publishing scientific work and presenting at conferences, but spend relatively little time on outward research dissemination to a larger audience.

At the same time, the University of Oslo has several platforms for research dissemination in which Klinmed's researchers can participate to a greater extent than they currently do, such as larger events and seminars, as well as the university podcast "Universitetsplassen".

Communications responsibility and resource allocation between the faculty and institutes have occasionally been challenging. As a strategy and action plan is in development at the faculty level, it is natural that the distribution between the levels becomes part of the discussion.

### **Key objectives**

- Increase the visibility of the institute's research both nationally and internationally.
- Strengthen the institute's reputation and visibility
- Create more "scientific experts" in the Norwegian media.
- Foster a culture of dissemination within the organization

We will achieve this by prioritizing our excellent research environments while simultaneously highlighting the scope of Klinmed's research. We will communicate to relevant target groups through the right channels and engage with the media. We will ensure that our websites are informative and up to date. We will implement concrete and measurable measures to assess the effectiveness of our communication efforts.

We will have a strong collaboration with the communications network at the Faculty of Medicine, as well as communication advisors at Oslo University Hospital, Akershus University Hospital, and non-profit organizations, both nationally and internationally. A well-defined strategy is crucial for the success of our goals.

### **Objectives**

- We will highlight the research at Klinmed by disseminating research-based knowledge.
- We will increase our researchers' participation in relevant national committees and forums and be a key player in public debates within our fields of expertise by strengthening the role of "scientific experts".
- We will enhance the visibility of our researchers and outstanding international environments to attract the best researchers and staff.
- We aim for a stronger culture of dissemination throughout the organization in close collaboration with the Institute management
- We will support efforts to increase the number of applications and funding success for external research funding, both nationally and internationally.
- We will assist in facilitating an increased number of innovation processes at Klinmed.

### **Target Groups**

Different projects and content will target different groups. The relevant target groups we want to reach are:

- Local and national policy-makers and stakeholders;
- The general public;
- Patients and user organizations
- The scientific community, both nationally and internationally, and other Klinmed - employees
- Journalists, media outlets and press organisations

### **Channels**

It is appropriate to use multiple platforms and different channels for various types of dissemination. Based on UiO's channel strategy, we will utilize the following channels:

- Our Norwegian and English websites: [www.med.uio.no/klinmed](http://www.med.uio.no/klinmed) and [www.med.uio.no/klinmed/english](http://www.med.uio.no/klinmed/english)
- Forskning.no and Science Nordic
- Social media channels at the faculty level (Facebook, LinkedIn, and Twitter/X)
- Press releases through NTB Kommunikasjon
- Major and minor media outlets (including professional journals)

- International media

### **Responsibility and Duration**

The communication advisors at Klinmed, in collaboration with the Institute management, are primarily responsible for implementing the strategy. The communication advisors and web editor at the institute are also part of the communication network at the Faculty of Medicine. The scientific staff are responsible for contacting the communication advisors and communicating about their respective fields. Leaders at all levels in the organisation have a responsibility to promote a culture of dissemination within the institute.

The communication and dissemination strategy will be evaluated and revised every other year.