

**Breakthrough Cancer Research Funding Acknowledgment Guidelines**

Breakthrough Cancer Research (Breakthrough) is a national Irish health charity, which funds cancer research. It is 100% financed through fundraising and donations. Highlighting successful recipients of Breakthrough grant funding, and their achievements, is the most effective means we, as a funding agency, have of demonstrating the value of our investment in research. It is also a key goal of Breakthrough to increase knowledge and awareness of cancer research amongst the public.

For Breakthrough, it is essential that the source of funding is acknowledged in all dissemination activities. Where additional sponsorship or funding is secured from other sources, the requirement to acknowledge Breakthrough funding still applies. Breakthrough regularly monitors publicity in respect of its awardees and their research, which includes monitoring appropriate acknowledgment of Breakthrough’s support. Breakthrough is available to advise and assist with the dissemination of research and in the development of public engagement opportunities for its awardees. All queries should be addressed to research@breakcancer.ie

 **This document outlines how Breakthrough funding must be acknowledged, via:**

1. Research Publications
2. Social Media
3. Print and Online Media
4. Digital and Broadcast Media (Video/Podcast/Radio/Broadcast/Websites)
5. Sponsorship/Events/Conferences/Workshops
6. Email Signature

**Research Publications**

Every publication of research articles or papers appearing in scientific, technical, or professional journals, posters, books, book chapters, or reports based on or developed using a Breakthrough funding grant must include the following reference, as appropriate:

“The research conducted in this publication was funded by Breakthrough Cancer Research under grant number [XXXXXXX]”

or

“The research conducted in this publication was jointly funded by Breakthrough Cancer Research under grant number [XXXXXXX], and by …… under grant number [XXXXXXX]”

Details of all approved manuscripts should be sent to Breakthrough (research@breakcancer.ie) and to the Communications Office of the relevant higher education institution (HEI) for promotion at least one month before publication.

**Collaborating author**

If a researcher whose **salary or stipend is wholly or partially funded** by a Breakthrough funding grant and they are a collaborating author on a publication outside of the agreed research grant, they must include the following acknowledgement in all publications and/or publicity:

*“Author [insert name/initials] was supported by Breakthrough Cancer Research [Grant number [XXXXXXX]”*

Where any consumables, equipment and/or facilities supported or funded by Breakthrough Cancer Research were used in a publication outside of the agreed research grant, they must include the following acknowledgement in all publications and/or publicity:

*“[consumables, equipment and/or facilities] was supported by Breakthrough Cancer Research [Grant number [XXXXXXX] – insert if appropriate”*

**Social Media**

Social media channels such as Twitter, LinkedIn and YouTube are good ways of publicising your work; Breakthrough operates accounts on each of these platforms. Breakthrough’s Twitter handle is @BreakthroCancer. Please use this identifier when acknowledging Breakthrough funding on your social media account profiles.

Examples of social media posts about your work:

* We are delighted to have received an @BreakthroCancer [AWARD NAME] to fund research into [SUMMARY OF AWARD] (link your institution / collaborators / enterprise partner).

(Insert graphic if available)

* New insights into [RESEARCH AREA] published today. Thanks to everyone who contributed and to the @BreakthroCancer [AWARD NAME] for funding (link your institution / collaborators / enterprise partner).

(Insert link to published article)

* Delighted to talk about my research on [RESEARCH AREA] at an event in [LOCATION] tonight. My research is funded by @BreakthroCancer [AWARD NAME] (Insert link to event)

**Print and Online Media**

Press releases and other press materials can be developed individually or in collaboration with your HEI Communications Office (the latter is recommended). All media releases must be approved by Breakthrough prior to general circulation. Researchers and/or the HEI Communications Office must contact Breakthrough one month before release to ensure a joint effort can be made to publicise awardees’ work. Communications Offices will follow embargo guidelines and will treat all information provided by researchers with strict confidentiality until a release date is agreed. Please contact them as early as possible to allow appropriate time to generate high-quality content.

All press releases must be emailed to research@breakcancer.ie one month before they are released to the media.

Content should generally be written with a lay audience in mind and should be of interest to the public (please see Appendix 1). Funding for the research should always be acknowledged, preferably in the body of the text, as sentences added to the end of a press release can often be cut where space is at a premium. The full title of the funder, Breakthrough Cancer Research, and co-funders where applicable, should always be used when acknowledging support.

When producing a press release, a ‘boiler plate’ is often included after the main body of text, offering additional information relevant to the release. Where information about Breakthrough Cancer Research is required, please use the following text:

‘Breakthrough Cancer Research is an Irish medical research charity focused on cancer. We work to significantly impact the number of children and adults who can survive this disease. We invest in world-class research in Ireland into poor prognosis cancers, which are underserved by current treatment options. We facilitate collaboration between scientists and clinicians, across Ireland and internationally, and we fund research that will accelerate the translation of lab discoveries into new and effective treatments for people with cancer’.

**Digital & Broadcast Media – Video/Podcast/Radio/Broadcast/Websites**

Where an awardee presents their research through digital media or conducts any kind of broadcast interview, acknowledgement of funding must be made. For example, if you are invited to participate in a radio interview about your research, please acknowledge at the outset of the interview that your research is funded by Breakthrough, and co-funders if applicable.

It is the responsibility of Breakthrough awardees and their host institutions to ensure that media are informed of Breakthrough’s requirements and include acknowledgement of Breakthrough’s support in their coverage. The Breakthrough logo may be used in such cases. The logo may be copied from this document (please see Appendix 2).

Any advertisement or tender notice which is produced for the press, world-wide web or internal notice boards must also acknowledge Breakthrough as a funding source and include both Breakthrough’s and the Host Institution’s logo.

**Sponsorship/Events/Conferences/Workshops**

As well as funding research awards, Breakthrough regularly supports events and initiatives that broadly align with its mission. These include, but are not limited to, conferences, seminars, publications, workshops, and resources for the research community. In the case of sponsorship where a website or printed merchandise is produced, the Breakthrough logo must be included, along with wording indicating Breakthrough as a sponsor. In the case of multiple sponsors, acknowledgement must be proportionate to the level of funding provided by other funding providers. Breakthrough support on websites and collateral should differentiate Breakthrough as a sponsor or source of funding, e.g. “funded by Breakthrough Cancer Research” or “sponsored by Breakthrough Cancer Research”.

The Breakthrough logo must be used correctly. It may only be reproduced using the master artwork supplied to you and must never be redrawn, trimmed, or modified without written permission from Breakthrough.

Any event organised with funding or other support from Breakthrough should be flagged with us at least one month in advance of the event. Breakthrough should also be invited to attend any such events.

The following information should be sent to research@breakcancer.ie:

* Event title and brief summary
* Key attendees at event
* Date and location of event
* Press release, website, or other publicity information
* Publicity images (landscape format is preferable)

**Co-funding**

For awardees funded through joint funding schemes, please ensure that Breakthrough’s and the co-funder’s Terms and Conditions and communication guidelines are adhered to (see table below for links to our co-funders’ Terms and Conditions).

|  |  |
| --- | --- |
| **Breakthrough Cancer Research Award** | **Co-funders’ Terms and Conditions** |
| HRB Applied Partnership Award | https://www.hrb.ie/funding/manage-a-grant/grant-terms-and-conditions/ |
| Musgrave Breakthrough Cancer Research PhD Scholarship | https://www.musgravegroup.com/terms-and-conditions/ |
| Irish Research Council Enterprise Partnership Scheme | https://research.ie/assets/uploads/2022/05/IRC-PI-TCs\_COALESCE-2021-1.pdf |
| Irish Research Council New Foundations | https://research.ie/assets/uploads/2022/05/IRC-PI-TCs\_COALESCE-2021-1.pdf |
| HRCI-HRB Joint Funding Scheme | https://www.hrb.ie/funding/manage-a-grant/grant-terms-and-conditions/ |

**ORCID iD**

ORCID (Open Researcher and Contributor ID) provides you with a personal digital identifier that you own and control, which distinguishes you from every other researcher. To make your ORCID iD work for you, keep your ORCID record updated with publicly visible information and use the tips available on the ORCID website. Use ORCID's search and link wizard to connect information about your funding and research outputs to your ORCID record. Sign in or register for your ORCID iD here https://orcid.org/register

**Email Signature**

Funding recipients are asked to acknowledge Breakthrough in their email signature. Below is a list of wording for Scholars and Fellows to use in their email signatures, which includes strategic funding partners or enterprise partners, where relevant.

For all other grant recipients, please include one of the statements below in your email signature:

My research is currently funded by Breakthrough Cancer Research (logo) and [Strategic Funding Partner Name and Logo]

OR

|  |  |
| --- | --- |
| **Scholarship/Fellowship** | **Line to include in Email Signature** |
| Breakthrough Cancer Research Summer Student Scholarship | **Breakthrough Cancer Research Summer Scholar [year]** |
| Musgrave Breakthrough Cancer Research PhD Scholarship  | **Musgrave Cancer Research PhD Scholar in partnership with Breakthrough Cancer Research** |
| Breakthrough Cancer Research PhD Scholarship | **Breakthrough Cancer Research PhD Scholar [year]** |
| Irish Research Council Enterprise Partnership Scheme PhD | **PhD student/Postdoctoral awardee IRC Enterprise Partnership Scheme in partnership with Breakthrough Cancer Research** |
| Cancer Immunology Research Fellowship | **Breakthrough Cancer Research Cancer Immunology Fellow** |

My research is currently funded by Breakthrough Cancer Research (logo) and [Enterprise Partner Name and Logo]

**Appendix 1: Writing for a Lay, Non-Academic Audience**

Breakthrough Cancer Research is happy to support awardees in promoting their research in the media. Breakthrough’s Communications Manager works with the HEI Communications Offices to highlight the achievements of Breakthrough awardees and their work.

To assess potential media interest in your research, here are some tips and tricks to consider:

1. Explain your research in simple terms

Communicating with a wider audience is different to communicating with an academic audience who are already familiar with your research area. It is important to make sure you can explain your research and its significance in a simple and accessible way. Imagine explaining your research to a 12-year-old!

2. What makes your research newsworthy?

Just because your research is important or interesting does not necessarily make it newsworthy. For the media to be interested in covering your research there must be a strong level of newsworthiness to it.

Here are some ways to measure the newsworthiness of your research:

• Impact: Will the research impact on people? Will people feel that it matters to them? Who and how many people will be impacted?

• Uniqueness: Is there something new, odd, or surprising involved? The media want new information: facts, figures, research findings, impact stats.

• Emotions: Can people emotionally relate to the research? Is there a personal story involved? Think of the human-interest angle.

• Trends: Can you point to an emerging or existing trend?

3. Promoting your research at the right time

The next step is finding the right opportunity to promote your research. This can be key in making a journalist want to cover your research.

It is helpful to consider the following opportunities to promote your research:

• Authoritative voice: Are you providing authoritative information on an important issue that they cannot get anywhere else?

• Commemorative date or anniversary: A significant date that ties in with your research would be an opportune time to promote it. For instance, if you are a researcher looking at climate change, Earth Day would be a suitable time to promote your work.

• Topical issue: If your research area is currently a topical issue – whether in the media or in political debates – this would also be an effective time to promote your research.

**Appendix 2: The Breakthrough logo**

