



LUND
UNIVERSITY

LUCC
CANCER CENTRE

Communication plan 2025-2030





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Introduction

Lund University Cancer Centre's (LUCC) communication plan supports the organisation's overall goals and activities in line with the current strategic plan, operational plan and other guidelines. The communication plan covers only communication that concerns LUCC; for the rest, you are referred to the communication plans of line organisations or activity plans within Lund University (LU) <https://www.staff.lu.se/support-and-tools/communication-and-graphic-profile>. The communication plan contributes to making LUCC visible through clear internal and external communication about its existence and activities. Communication must be an integrated part of daily operations and, if possible, coordinated with other communication activities within LU. LUCC has its own logo (en/sw) for proliferation and branding in connection with communication work, which can be downloaded via LU's image and media bank <https://lu-mediaportal.qbank.se/en/login>.

Purpose and goals

The main purpose is to increase awareness externally of what LUCC is and what it does. Internally, the purpose is to inform about LUCC's strategy, activities and operations.

The external goal is to present LUCC as a leading coordinating organisation for cancer research and implementation in Region Skåne, especially within Skåne University Hospital Comprehensive Cancer Centre (SUHCCC), as well as a contact point for collaboration. The internal goal is to improve internal communication flow with both employees and management to achieve high participation in joined grant application efforts, decision making and other LUCC activities.

LUCC acts as a research and educational part of SUHCCC with its communication activities and support. Additionally, it participates in communication efforts at the central level for Strategic Research Areas (SRAs), as a part of the SRA collegium.

Target groups/stakeholders and channels

External target groups and stakeholders:

- The general public
- Patient associations and stakeholder organisations
- Healthcare / clinic
- Business and industry
- Authorities
- Research funders
- Schools and high schools (potential future students)
- Other universities/research institutes and their researchers/staff and students
- Line organisations and sub-organisations within LU – central level, faculties, departments, SRAs, centre formations, etc.

Main channels for the external communication are primarily the LUCC website:

www.lucc.lu.se and the LU website <https://www.lunduniversity.lu.se/research-and-innovation/research-excellence-areas/cancer-research>. On top of that, a LinkedIn profile (LUCC – Lund University Cancer Centre) is utilized to reach international broad audience. An Instagram account "lu_cancercentrum" (sw) is used to follow and inform patient and stakeholder organisations as well as stakeholders (e.g. Cancer Foundation). Collaboration with other Strong Research Areas allows for additional support in external communication, for example, getting impact stories written, creating photo and video materials as well as providing education in communication strategies.

Internal target groups and stakeholders:

- Members – Principal investigators, researchers, postdocs, doctoral students, research support.

- The organisation within LUCC – LUCC board and working groups, Reference group (Network leaders), Networks, Theme leaders and Cross-sectional Themes, external advisory experts, Scientific Advisory Board (SAB) and administrative support.

Channels for internal communication are primarily the LUCC website:

www.lucc.lu.se/internal (en) and the LUCC newsletter, which is sent out every 2 weeks.

Other communication channels are: advertising of events in the daily press, emails, meetings, telephone calls, seminars, digital screens at BMC, CRC and MV, other external newsletters, etc.

Resources

LU's communication departments at different levels handle overall communication, e.g. press releases and articles. As part of the mission, LUCC's support function is to mainly handle information and communication about LUCC on the web, LinkedIn, and Instagram.

Internally, the focus is put on sharing information about grant opportunities as well as advertising of LUCC events. Grant opportunities are communicated both through LUCC's newsletter with a link to the grant calendar and personally through targeted meetings. Seed funding for newly established Themes are available as well as yearly financial support for each LUCC Network to promote both internal and external collaboration/communication. Increased visibility is ensured by creation of new photo and film materials. Budget for individual activities is set yearly and distributed on demand throughout each year.

Activities plan

<i>Activities</i>	<i>Target group</i>	<i>Message</i>	<i>Resp.</i>	<i>Frequency</i>
<i>Newsletter</i>	Internal	Up-to-date information, grant opportunities	Pia B	Every 2 weeks
<i>Websites</i>	Internal / External	Information, events, LUCC structure	Jana H Pia B	Regular update
<i>LinkedIn</i>	External	Information, success of LUCC employees, advertisement of recruitments	Jana H	Regular posts and re-posts
<i>Instagram</i>	External – patient associations and stakeholder organisations	Information, contact and collaboration	Pia B	Regular update
<i>Events</i>	Internal / External	Information – seminars, webinars, symposiums	Pia B	On demand

<i>Meetings</i>	Board & working group	Agenda & minutes, date/time, venue	Pia B Jana H	On demand
	Networks Themes	Regular meetings and yearly retreats		
<i>Photos and films</i>	Internal / External	Visibility of LUCC members Information about the research focus in different LUCC Networks and Themes	Jana H Pia B	On demand