



Capacities/Research Potential  
FP7-REGPOT-2012-2013-1

Project No. 316254

## **BASTION**

**From Basic to Translational Research in Oncology**

### **Deliverable D2.9**

**Report on Raising General Public Awareness Activities**

Project start date:	1.09.2012
Project duration:	42 M
Due date of deliverable:	31.08.2015
Actual submission date:	02.09.2015
Dissemination level:	PUBLIC



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## Introduction

The BASTION project contributes to the development of the Medical University of Warsaw, which aims for becoming a leading research and clinical oncology centre in Central and Eastern Europe. The investment in oncology is crucial in Poland, because cancer is the second most frequent cause of death in the country. According to most recent report from the Polish National Cancer Registry, in the year 2011 there were 144336 newly diagnosed cases of cancer in Poland and in 2012, the number of new people with cancer diagnosis amounted to 1528551.



**Photo 1:** The number of newly diagnosed cases of cancer in Poland in 2011

Source: the Polish National Cancer Registry <http://onkologia.org.pl/raporty/>

Mortality from cancer in Poland is also one of the highest in the European Union. Therefore, cancer has become a serious medical problem, affecting not only individuals, but also the whole Polish society and the economy of the country. Therefore, one of the BASTION project priorities was to raise general public awareness about the benefits of translational research for public health (Task 2.5). There were identified six priorities to be taken within the Task:

1. Launching, maintenance and updating of a dedicated BASTION website in Month 4 of the project with four target groups: research community and clinicians, industry, government agencies and policy makers, the public at large;

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<sup>1</sup> Source: the Polish National Cancer Registry <http://onkologia.org.pl/raporty/>



2. Preparation of BASTION promotional products such as project posters or leaflets to be distributed among the participants of open days, workshops and conferences;
3. Publication of BASTION bulletin containing the overview of the published articles (1 issue per year);
4. Preparation of articles on molecular oncology and its clinical and social implications for science in popular journals and local media articles;
5. Publication of annual reports that will be available as hard copies and also in electronic version on the BASTION website;
6. Close cooperation with media to become more visible to the public and to promote and popularize research in molecular and translational oncology (TV, radio, popular magazines, activities of the Warsaw Science Festival, etc.)

### **1. BASTION project branding: name, slogan, logo**

In the process of developing project recognition and raising public awareness of BASTION project core issues, we purposely turned to the same tools as are used for building any other brand: company, project, event, that is, to branding. Branding means building the brand awareness consisting in creating and maintaining a positive image – which in the case of oncology is intrinsically very difficult. Oncology does not meet with favorable response by the general public, quite the opposite, it rather creates negative associations with grim news, fatal illness, great harm or death sentence. Many people associate oncology with disease, however only a few associate oncology with science and research.

By choosing the appropriate name, logo, slogans, web site address, a general design and message of promotional materials, we wanted to divert attention from negative aspects and overtones of despair, which oncology has in the Polish society, and in contrast, to emphasize its relation with research, development, finding solutions and responses (drugs, tests, vaccines) and progress in areas that directly affect patients (e.g. hospital and preventive treatment, health care). Of course, all of these positive aspects must be linked together, form a coherent whole and be tailored to a specified target group. As far as BASTION project is concerned, there are four very different from each other target groups: scientists, representatives of business,



government agencies and policy makers, and patients (the general public). To promote our activities among the target groups, we created the following brand:

**Name:** BASTION

**Logo:** 

**Slogan:** FROM BASIC TO TRANSLATIONAL RESEARCH IN ONCOLOGY

**Website:** bastion.wum.edu.pl

The project acronym was formed from the components of the full project title, which in turn represents the broad spectrum of issues covered within the project. It reads as follows:

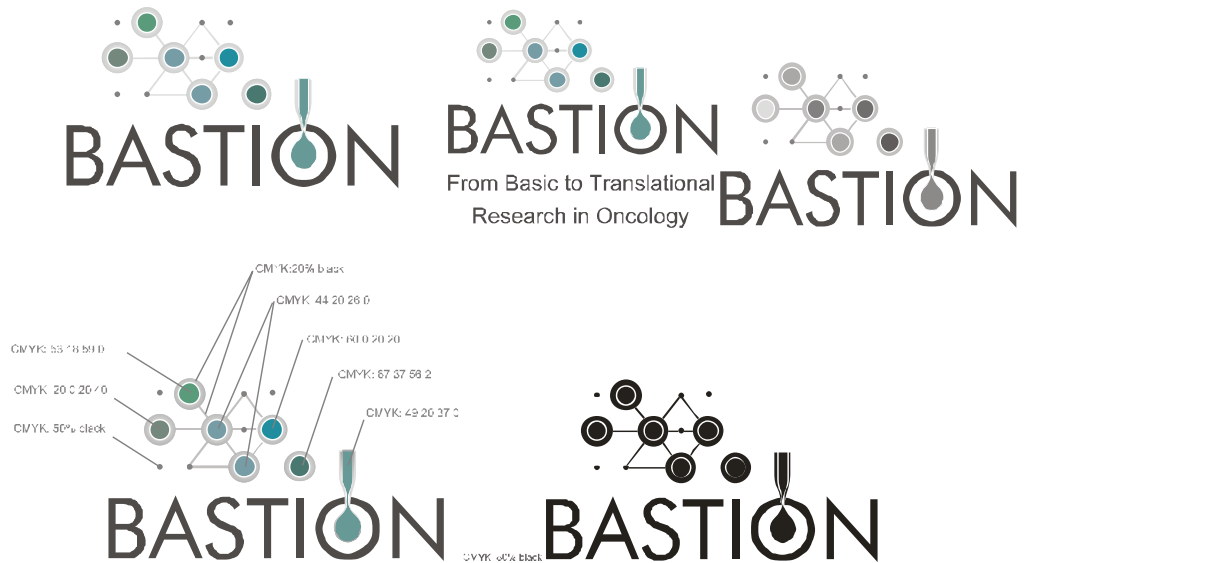
FROM **BASIC** TO TRANSLATIONAL RESEARCH IN **ONCOLOGY**, which stands for BASTION.

First of all, in order to build high awareness of the brand, a unique and distinctive logo is of the utmost importance. The logo type is one of the indispensable constituents of the brand name. Numerous studies confirm that the logo is one of the first elements that the recipient memorizes, surpassing even the brand name. Taking all the above-mentioned logo merits, we wanted to design the BASTION logo which would be identified with BASTION acronym. The unique, distinctive logo became a powerful promotional tool and symbolized a radical change in the general comprehension of oncology: literally the “bastion” word means “the place or system in which something continues to survive” [source: Merriam-Webster Dictionary <http://www.merriam-webster.com/dictionary/bastion>] and so it happened with the notion of oncology. The BASTION logo symbolizes the new direction of the Polish oncology development. The message behind the logo focuses on positives: promotion of science and its new discoveries, which support primary prevention, and challenge the thinking that a cancer equals death penalty. The choice of colors (soft and bright shades of green, blue, white and gray) used in logo and all promotional materials contributes to the positive visual perception of the whole project and the issue of oncology in Poland.

**BASTION Logo** has been built on the basis of the BASTION acronym and its figurative meaning referring to a pillar of strength. It also creates associations with science and research: the logo graphic shows a pipette, cells and links between them (as a

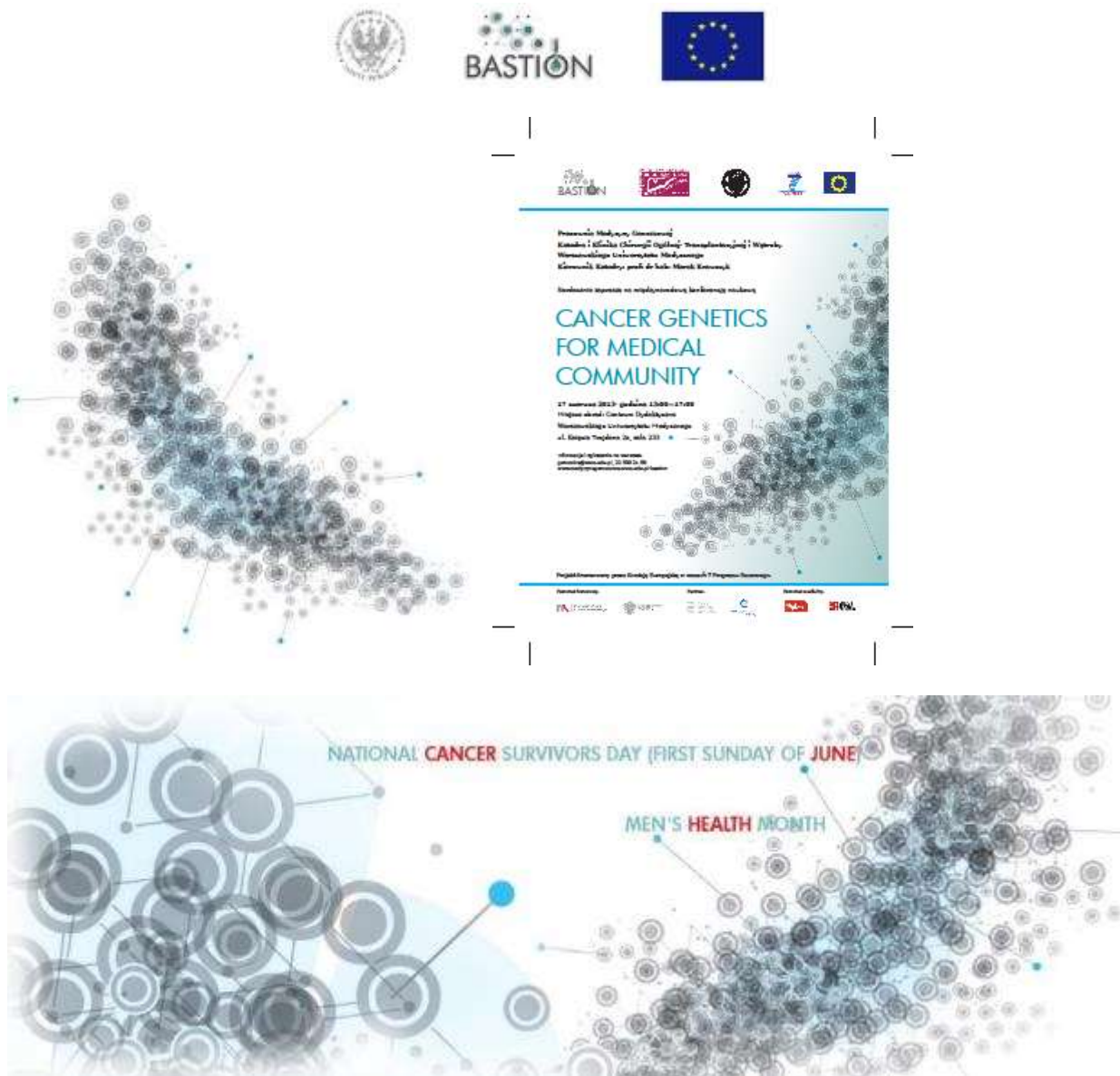


symbol of cooperation and symbiosis between them, and also a symbol of development). Thanks to the unique, brand–new logo (which we displayed together with well–established logo of the Medical University of Warsaw), everyone could distinguish our project and the measures taken during its course from so many other initiatives related to oncology, research and science which are carried out in Poland and abroad at the same time.



**Photo2.** BASTION logo: basic color (top left), color extended version (top middle), grayscale color (top right), monochrome (bottomright) and a color explained logo (bottom).

In addition to the classic logo, there was also designed a uniform, recognizable graphic symbol used for all sorts of promotional materials: business cards, brochures, roll–ups, sliders on the BASTION website, posters and leaflets. This image resembles a cluster of cells, whose oval/round shape refers to the identical theme presented on the BASTION logo.



**Photo3.** BASTION graphic (top left) and the use of it in different products: poster (top right), website slider (bottom).

## 2. Launching and maintenance of a dedicated BASTION website

The Bastion website <http://bastion.wum.edu.pl/> was created on servers of the project's Alma mater: the Medical University of Warsaw (in Polish the name reads Warszawski Uniwersytet Medyczny, hence its abbreviation WUM, which displays also in the title of the website). It gave a better chance – what was especially important at the beginning of the project – for greater recognisability of the BASTION project.



**Photo4.** BASTION website screenshot.

In November 2012, after the BASTION project has been launched, a dedicated website has been created. On-line communication channel has been set as one of the priorities in the project communication. The rationale underlying this decision are as follows:

**Starting point: establishing the presence; next: building the BASTION brand**

Internet has become one of the top sources of information. Due to peoples' changing habits in patterns of searching for information, website presence became a standard not only in commercial area but also for every activity, which involves communication with target groups. When the BASTION website was already established, it became an important tool in the process of building the project's brand.

**The highest cost-effectiveness for the on-line activities**

Well-designed website becomes an advertisement that runs 24 hours a day, 7 days a week and is available for users all over the world. In the case of the BASTION project, the bilingual version of the site (English and Polish) makes it accessible for every English-speaking person with an internet access. The site owner (BASTION team members) can also control not only the message and the channel itself, but also the context in which the information is presented. This is the most cost-effective tool among all available marketing tools.

**Monitoring the progress of communication activities**





The website with the implemented newest monitoring tools allows its owner to track audience, monitor search results and adjust content to deliver the exact information the users are searching for. In the BASTION project website, the Google Analytics tool was implemented. It allows to monitor a progress of disseminating information about the BASTION project.

### **Becoming a recognized expert in the field**

The more content is published on the website and the higher quality of the content is, the greater audience is gathered. Therefore, we paid a lot of attention to publish precise and interesting information on the BASTION website, to become a valuable source of information in the field. The quality of information published on-line became one of the objectives of the dissemination process in the BASTION project.

### **Different messages for different target groups**

One of the crucial objectives of the BASTION project promotion was the diversification of the message for different target groups (patients, researchers, general public). Therefore, information published on the website was divided into subpages concentrating on different BASTION project activities and recipients.

### **Starting a dialogue with internet users**

For a long-term strategy projects, such as BASTION, it is important to have a two-way communication platform with all the interested parties (researchers, physicians, stakeholders and the general public). BASTION web site allows not only to disseminate messages, but also to receive a constant feedback on each topic. The feedback could be sent via mail or be added as a comment through social media channels like Facebook or Twitter.

### **BASTION website**

The BASTION website runs on WordPress software. WordPress is a free and open source content management system (CMS) based on PHP and MySQL. To develop a unique design for the BASTION website, a special graphic templates have been developed. A free CMS, which is used, is an economical solution, where money are spent only to design and launch the site. The BASTION website is managed and updated only by members of the BASTION team. It allows for not only a much faster



update process, but also more economical web page management not requiring involvement of any third party.

All the essential for project information, including description of project teams and their areas of interest, publications, reports prepared in the course of the project (e.g. reports from conferences, twinings, interim reports), as well as news, are uploaded and updated on a regular basis.

BASTION website is integrated with Google Analytics tool. This service offered by Google generates detailed statistics about a web site's traffic and traffic sources. The service is offered free of charge. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collaterals such as links within PDF documents.

### BASTION website metrics

The BASTION site consists of over one hundred pages<sup>2</sup>. Over fifty articles have been added in the last twelve months only in the *News* section. Thanks to the Google analytics implementation, we could track the audience ratings of the BASTION site.



**Photo5.** BASTION website metrics

We measured the ratings periodically. For example, from January 2013 till December 2014, 31 033 people have visited BASTION web site. In that period users have generated over forty nine thousands page views on the BASTION web site. Average

<sup>2</sup>Source: Google Analytics



visit duration lasted three minutes and eight seconds. This shows that most users were satisfied with the content they have found on the web page. During this time average user have seen four pages on the BASTION web site. Over thirty eight percent of all visits have been made by the returning users, who entered the site before at least once. Remaining visits have been made by the new users. The data shows that the BASTION website attracts many users who, after the first visit, come back and track the changes in the content.

	112 286 % odwiedzi: 100,00% (112 286)	86 854 % odwiedzi: 86,28% (86 854)	00:01:04 Średnia dla wizyty: 00:01:04 (0,20%)	51,45% Średnia dla wizyty: 51,45% (0,20%)	27,64% Średnia dla wizyty: 27,64% (0,20%)
1. /	25 557 (22,76%)	16 738 (19,27%)	00:01:58	68,49%	43,18%
2. /	12 658 (11,28%)	8 832 (10,17%)	00:01:04	51,18%	27,14%
3. /	11 963 (10,66%)	8 332 (9,59%)	00:00:52	38,56%	27,98%
4. /	8 202 (7,30%)	6 462 (7,44%)	00:00:56	57,75%	32,99%
5. /	7 291 (6,50%)	2 791 (3,21%)	00:00:58	53,33%	21,33%
6. /	3 190 (2,84%)	2 033 (2,34%)	00:00:49	58,17%	14,88%
7. /	3 071 (2,73%)	2 485 (2,86%)	00:00:53	45,74%	18,89%
8. /	2 779 (2,47%)	2 292 (2,64%)	00:01:02	51,13%	17,57%
9. /	2 760 (2,46%)	1 487 (1,71%)	00:01:35	25,44%	6,52%
10. /	2 349 (2,09%)	1 929 (2,21%)	00:00:52	38,02%	22,86%
11. /	2 259 (2,01%)	1 938 (2,22%)	00:00:47	62,42%	28,44%
12. /	2 119 (1,89%)	1 738 (1,99%)	00:00:54	58,91%	17,93%
13. /	2 009 (1,79%)	1 791 (2,05%)	00:00:47	68,17%	17,47%
14. /	2 001 (1,78%)	1 639 (1,87%)	00:00:48	45,32%	18,09%
15. /	1 920 (1,71%)	1 610 (1,84%)	00:00:48	68,14%	20,51%
16. /	1 898 (1,69%)	1 596 (1,81%)	00:00:41	57,56%	14,54%
17. /	1 765 (1,57%)	1 438 (1,64%)	00:00:25	53,85%	18,02%
18. /	1 728 (1,54%)	1 435 (1,64%)	00:00:41	38,04%	31,52%

	Pozyskiwanie			Zachowanie		
	Sejwy	% nowych sesji	Nowi użytkownicy	Współczynnik odrzuceń	Strony / sesja	Śr. czas trwania sesji
	31 033	60,71%	18 841	51,45%	3,62	00:02:47
1 Organic Search	12 318			47,68%		
2 Direct	6 947			57,31%		
3 Referral	5 423			47,72%		
4 (not set)	3 830			47,05%		
5 Social	2 515			68,55%		

Kategoria urządzeń	Pozyskiwanie			Zachowanie			Rankingi		
	Sejwy	% nowych sesji	Nowi użytkownicy	Współczynnik odrzuceń	Strony / sesja	Śr. czas trwania sesji	Współczynnik konwersji celu	Realizacja celu	Wartość celu
	31 033 % odwiedzi: 100,00% (31 033)	60,68% Średnia dla wizyty: 60,68% (0,19%)	18 830 % odwiedzi: 100,00% (18 830)	51,45% Średnia dla wizyty: 51,45% (0,20%)	3,62 Średnia dla wizyty: 3,62 (0,20%)	00:02:47 Średnia dla wizyty: 00:02:47 (0,20%)	0,00% Średnia dla wizyty: 0,00% (0,00%)	0 % odwiedzi: 0,00% (0)	0,00 USD % odwiedzi: 0,00% (0,00)
1. desktop	27 378 (88,22%)	59,70%	16 344 (86,26%)	48,57%	3,76	00:02:56	0,00%	0 (0,00%)	0,00 USD (0,00%)
2. mobile	2 532 (8,16%)	70,38%	1 782 (6,84%)	69,43%	2,13	00:01:14	0,00%	0 (0,00%)	0,00 USD (0,00%)
3. tablet	1 123 (3,62%)	62,69%	704 (6,24%)	58,90%	3,58	00:02:21	0,00%	0 (0,00%)	0,00 USD (0,00%)



**Photo6–8.** BASTION website metrics screenshot.

### **3. Other on-line raising general public awareness activities**

When the BASTION site was developed, an important feature of the site was its full integration with social media. All the materials, articles, news, reports displayed on the BASTION site are integrated with social media. When a user finds an interesting material, she/he can easily share it with others, just by clicking one of the links attached to the material (hosing Twitter, Google+ or Facebook). This so called 'snowball effect' is often used by marketers in brand promotion activities. Apart from scientific, core project events, such as workshops and conferences, employing social media helped to gain more, especially young, publicity.

#### **YouTube channel**

<http://www.youtube.com/channel/UCeRvc8oJ4umwgb727uACqNw>

An exclusive YouTube channel was created especially for the BASTION project materials. To increase an impact of translational studies in oncology, we have developed a set of educational video materials available for those who would like to know more about personalized medicine, latest research in oncology, biomarkers and latest trends in genetics. All materials are available on-line on the BASTION site and on the YouTube channel. This way users interested in only one of the topics, can easily have a brief contact with other materials about the project. Recipients interested in the BASTION project can start from the BASTION site and then enter YouTube channel or the other way around. The channel is optimized, so it can be easily displayed on mobile devices such as tablets and smartphones as well as at a desktop computers.

Thirty video materials were uploaded on the YouTube channel:

#### **The list of video materials:**

- 1 prof Yihai Cao: Angiogeneza
- 2 dr Piotr Religa: Czym jest proces angiogenezy?
- 3 prof. Józef Dulak: Jak wiedzę na temat angiogenezy możemy wykorzystać w medycynie?
- 4 prof. Józef Dulak: Czym jest angiogeneza?
- 5 prof. Zbigniew Gaciong: Badania zmutowanych form genów



- 6 prof. Zbigniew Gaciong: Na jakim etapie są badania zmutowanych form genów, które biorą udział w patogenezie?
- 7 prof. Zbigniew Gaciong: Gdzie można wykorzystać wiedzę o angiogenezie w medycynie?
- 8 prof. Zbigniew Gaciong: Gdzie może zachodzić proces angiogenezy i na czym on polega?
- 9 prof. Zbigniew Gaciong: Pozyskiwanie środków finansowych na badania
- 10 prof. Zbigniew Gaciong: Dlaczego pozyskiwanie środków finansowych w Polsce na badania jest procesem trudnym
- 11 prof. Józef Dulak: Czym są angiomiry?
- 12 dr Piotr Religa Jak powstają przerzuty nowotworowe
- 13 dr Piotr Religa W jaki sposób identyfikujemy komórki nowotworowe
- 14 Yihai Cao: What will be the main topic of interest of scientists in next 15 years
- 15 Dr Jonas Fuxe: How cancer cells can interact and communicate with each other
- 16 Dr Jonas Fuxe: What is the role of epithelial mesenchymal transition in tumor cell invasion
- 17 Dr Jonas Fuxe: How can we use knowledge about angiogenesis in medicine
- 18 prof. Yihai Cao says that we can knowledge about angiogenesis in medicine, for example in treating cancer or eye diseases.
- 19 Prof. Yihai Cao: How can we use knowledge about angiogenesis in medicine
- 20 Prof. Yihai Cao: How can we control metabolic diseases by targeting angiogenesis?
- 21 Prof. Cao says about molecular mechanisms of pathological angiogenesis that contributes to obesity, metabolic diseases and diabetic complications.
- 22 Jakie są możliwości leczenia pacjentów onkologicznych? Immunoterapi nowotworów
- 23 Wykład dr Radosława Zagozdzona pt.: Immunoterapia i immunologia nowotworów.
- 24 Wywiad z prof. Rafałem Płoskim na temat najnowszego projektu badawczego – BLIŹNIACY
- 25 Rola tarczycy w funkcjonowaniu organizmu człowieka
- 26 Czym jest IMI?
- 27 Jak powinna wyglądać terapia „szyta na miarę” pacjenta?
- 28 Co ogranicza polską naukę?
- 29 Podstawowe informacje o inicjatywie IMI1 i IMI2 – w pigułce



- 30 Sekwencjonowanie następnej generacji: rewolucja w genetyce i onkogenetyce (Prof Rafał Płoski)
- 31 Wykład prof Jakuba Gołęba podczas Letniej Akademii Onkologicznej dla dziennikarzy 2013
- 32 Przyczyny powstawania nowotworów
- 33 Dr Radosław Zagózdź – wywiad openmedica
- 34 Wywiad z prof. Jakubem Gołębem na temat terapii fotodynamicznej.
- 35 Panel poświęcony zarządzaniu innowacją – Warszawski Uniwersytet Medyczny
- 36 Krótki wykład prof. Jakuba Gołęba z Warszawskiego Uniwersytetu Medycznego tłumaczącego: Czym są nowotwory?

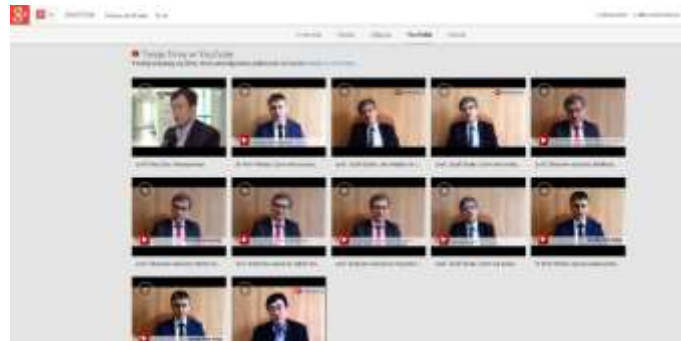


Photo9–10. BASTION video materials on YouTube.

In the course of the project, we were also available for the Facebook community:



Photo11. Bastion on the Facebook.

## 4. Preparation of BASTION promotional products

### 4.1. BASTION new set of gadgets.

A further strategy of building the brand of the BASTION project consisted in the products most commonly used to communicate with the recipients: sets of gadgets and roll-ups.

The aim of the promotional materials was to reflect the project content. The general idea of all the gadgets was connected to the core areas of BASTION project: science, development, research, and progress. Therefore, the references in products to:

- Ecology (recycled materials e.g. paper for notebooks, the choice of eco, light colors; living plants and a pepper mill)
- Health (sugar-free mints, herbs and spices to use for cooking)
- Bastion logo and graphic (wherever it was possible, there was repeated the shape of a circle: a pack of mints and candies themselves, in the form of small pills, circular badges, round can for herbs to grow in a kitchen garden;
- Colors: white, gray/silver or monochrome, shades of green and blue, (natural color of a cardboard in notebooks and drill fabric on a bag);



- New Technologies to bring to mind science, research, development (mini USB drives, powerbanks, a pen with a secure touchpad for smartphones screens);
- Gadgets–symbols (a pepper mill in a form of a light bulb, as a symbol of idea/thought/ discovery; a plant in a can that, after opening and watering, grows out of the package – as a symbol of development, ideas, beginning; white pills, similar to drugs, as a symbol of the final result of research).

All the other printed promotional materials were compatible with the sets of gadgets in terms of color, shape and size. All the promotional products could be freely arranged. In this way, a few different sets could be composed from these items: a separate for press, for conferences, workshops, large sets or small ones, etc.





**Photo12.** Bastion Project new set of gadgets.

#### 4.2 Roll-ups.

Since the first events organized under the auspices of the BASTION project, we used a lot of visual aids to distribute information about a particular event and the whole BASTION project. There were prepared leaflets, posters, brochures, roll-ups, etc. While the printed information was designed and tailored for a specific event (conferences, lectures, picnics, workshops), the roll-ups were conceived as the means of conveying general and neutral information – so that they could be used in



the project several times, regardless of the type of a meeting. The first roll-up presented very general information about the project – on the basis of this one subsequent versions of roll-ups have been created. Unlike in the case of brochures and other printed texts (agendas, scientific biographies, the conference book) we found placing information in two languages on a single roll-up as pointless, because it replicates the same message. Except for one, the first roll-up, all the remaining ones were prepared separately in Polish and English versions. Depending on the type of the event, we used the roll-up version better suited to the recipient (e.g. during the lecture for pupils in primary school there was used a roll-up in Polish, and during the international conference TRON, which was organized within the scope of the project, there was used one in English). Very often the reason behind the choice was the venue place or the language chosen for communication. There were prepared dedicated roll-ups for Pharma Day, the international conference TRON, or the workshop “Molecular Diagnostics in Cancer”. In order to reduce the production costs of the new roll-ups, after the end of the event the roll-up was disassembled and the information presented on it was changed for a new one. In other words, the cassette remained the same, and the printed material was adapted and reprinted for a new event. The roll-ups turned out to be a powerful promotional tool which were also highly appreciated by participants. They helped not only to indicate the location of a particular BASTION workshop or the conference, but also provided concise information package about the project, its goals and the event.



BASTION is a multidisciplinary science project cofunded by the European Commission. The objective of the project is to build up the research potential of the Medical University of Warsaw (M UW) in molecular oncology, and also to build the links between scientists from different disciplines.

The research is focused on particular, or personalized oncology and clinical aspects of diagnostic and therapeutic methods customized to patients' individual needs. The project involves ten research teams of M UW, represented by more than 120 researchers in oncology, cooperating with the university hospitals that also provide training for future medical doctors as well as other research institutes within the O2BioCampus.

The project aims at technology transfer, spreading knowledge and establishing closer or new research cooperation with IT service centers and law companies operating in the commercialization of science research. The research efforts will be supported by industry and companies from eight EU countries as project organizations. The tasks identified in the project programme will not only strengthen the research potential of the M UW, but they will also help to improve research process management. BASTION aims at developing the innovation capacity and promoting cooperation with the EU leading scientific centers, and at having an impact on the European Research Area for improving the quality of scientific research.

Financed under the Marie Skłodowska Curie Actions and the European Commission under the Horizon2020 Programme.

BASTION jest wielodyscyplinarnym projektem w dziedzinie onkologii molekularnej, sfinansowanym przez Komisję Europejską. Celem przedsięwzięcia jest zwiększenie potencjału badawczego Uniwersyteckiego Centrum Onkologii i budowanie silnych powiązań między naukowcami z różnych dziedzin.

Badania skupiają się na onkologii personalizowanej i klinicznych aspektach metod diagnostycznych i terapeutycznych dostosowanych do indywidualnych potrzeb pacjentów. Projekt obejmuje dziesięć zespołów badawczych M UW, reprezentowanych przez ponad sto pracowników naukowych, powiązanych badaniem z szpitalami onkologicznymi i innymi ośrodkami naukowymi w O2BioCampusie.

W ramach projektu realizowane jest przekazywanie wiedzy, transfer technologii i ustanawianie bliższych powiązań z ośrodkami usługowymi i prawnymi. Usługi i wsparcie w zakresie komercjalizacji badań naukowych i transferu technologii zapewniane są przez organizacje z ośmiu państw UE. Zadania zdefiniowane w programie projektu nie tylko wzmocnią potencjał naukowy M UW, ale także pomogą w poprawieniu zarządzania procesem badawczym. Projekt BASTION ma na celu także zwiększenie zdolności innowacyjnych i promowanie współpracy z europejskimi ośrodkami naukowymi i UE. Projekt ma także wpłynąć na poprawienie jakości badań naukowych i przyczynienie się do budowania Europejskiej Obszary Badawczej i Europejskiej Obszary Naukowej.

Projekt BASTION jest finansowany w ramach Kierunku Specjalnego w ramach 7. Programu Ramowego oraz w ramach Marie Skłodowska Curie i Akcji Europejskiej.



Photo13. BASTION roll-ups – examples.

5. BASTION Bulletin

The periodical “BASTION Bulletin” was designed for the research community and students. The reason behind the preparation of such a bulletin was to collect in a concise form all the research papers of BASTION project team members. In this way we wanted to present the latest findings as well as the current investigations of all the researchers involved in BASTION project. Most of the papers presented in the bulletin are prepared by international teams of researchers, which proves that the scientists working in the BASTION project are actively involved in the latest key issues in oncology all over the world. The BASTION bulletin is prepared once a year and presented on the BASTION project website, from which it can be downloaded in the PDF format. In this reporting period, there was prepared the bulletin containing information about publications from 2014. The research papers, which are presented in the bulletin, cover the wide range of interests of the BASTION project team members, their studies and investigations, and the core issues for the whole



project. A lot of papers included in bulletin, written by international teams including the BASTION researchers, were published in prestigious periodicals of world renown, for example the article entitled “Next generation sequencing reveals microRNA isoforms in liver cirrhosis and hepatocellular carcinoma” published in *The International Journal of Biochemistry and Cell Biology*, “Variants in the ATM–CHEK2–BRCA1 axis determine genetic predisposition and clinical presentation of papillary thyroid carcinoma” published in *Genes Chromosomes and Cancer*, “B–cell receptor pathway inhibitors affect CD20 levels and impair antitumor activity of anti–CD20 monoclonal antibodies” in *Leukemia*, or “Peroxioredoxin–1 protects estrogen receptor  $\alpha$  from oxidative stress–induced suppression and is a protein biomarker of favorable prognosis in breast cancer” in *Breast Cancer Research*. The bulletin contains altogether the list of 73 research papers, and a brief summary of seven prominent publications in a given year. Each entry includes information on the authors, the title of the paper, journal title and issue details (date of publication, volume, issue, pagination). The bulletin became a suitable medium for promotion of BASTION project research among academia and the scientific community. The list of all the outstanding, top–level periodicals in which BASTION researchers published their studies, also motivates younger colleagues and students for involvement in research activities carried out under the auspices of their Alma mater, the Medical University of Warsaw.



**Photo14.** Bastion Project Bulletin: cover (left), bulletin content (right).

## 6. Raising Awareness activities

According to the assumptions of the BASTION project, we wanted to reach a wide audience in order to promote cancer awareness, including the importance of, among others, translational research in oncology. Since the project also dealt with the commercialization of research results, the range of focus included distinctly different groups, which approach the issue of oncology from various perspectives. The mentioned at the beginning of the Report four target groups: research community and clinicians, industry, government organizations and policy makers, and public at large have different priorities as far as the subject of translational research and oncology is concerned. Therefore, we had to tailor the message to their needs.

Nowadays, frequently used source of information is the Internet. It is the main, very often the first and, unfortunately, very often the only source of knowledge for many people. The quality of information in Internet sometimes vary. Taking these arguments into consideration, we wanted the BASTION project website to become a valuable, high-quality source of information. The promotional and educational



activities which we undertook via BASTION web site are described in chapter 2 of the Report.

However, we decided to use also traditional means of communication, such as brochures, press and posters. The reasoning behind such decision was on the one hand, chaos and randomness of the information available on the Internet, and on the other hand, the fact that the group of people which prefers “old media” is still very large. We also took into consideration the fact, that the information distributed via traditional channels is more manageable, may be focused more precisely on the target groups, than in the case of Internet and social media. It also helped to reach wider audience: we were able to pass on the message directed at a chosen group, also including these people who were unaware of the existence of BASTION project and translational research.

Activities related to raising awareness of the main four target groups have been carried out in two ways:

A. internally (recipients belonging to the first two groups: scientists, students, workers of the Medical University of Warsaw, journalists, businessmen – those related to oncology) using the printed materials distributed during the conference, workshops, lectures or press conferences (bulletins, posters, leaflets) ;

B. externally (to the wider public, patients and stakeholders – all those people who are not intentionally looking for information about oncology and research, but highly interested in health care issues) using the press, popular magazines, posters, or exhibition of paintings.

Starting cooperation with traditional media, we also took into account the fact that they usually have their digital counterparts – printed newspapers and magazines publish their content on related websites. In this way also, we managed to reach both these people who read newspapers in the traditional way, and these who read them on the Internet.

[The examples of raising awareness activities:](#)



## 6.1 International conference TRON: “Translational Research in Oncology in New Member State Economies” BOOK (May 2015)

The international oncology conference was held on 21st and 22nd of May 2015 at the Medical University of Warsaw. Apart from the dedicated website [www.tron.wum.edu.pl](http://www.tron.wum.edu.pl) set up in order to inform and attract the participants, journalists, students and general public, the conference book has been published. It contained all the data needed for the TRON conference, but also gathered both important and useful information: abstracts, posters and lecturers bios. Among the invited lecturers of the first, scientific day, were the leading European researchers from the best research centers (from Germany, the Netherlands, Great Britain, France, Italy, Ireland, Hungary) involved in oncology, including Prof. Lars Bullinger, Prof. Sven Brandau, Dr Rederick Beijersbergen, Prof. Daniel Olive, Dr MunittaMuthana and many others. The second day of the conference was dedicated to innovations in medicine and implementation of scientific discoveries to practice. The outstanding scientists, who also achieved commercial success of their research, shared their experience with the audience (Dr Ali Gure, Prof. Bruno Botta, Dr Tim Kievits, MagdaChlebus). Representatives of pharmaceutical companies gave presentations about establishing cooperation between the world of science and the world of business.



**Photo15.** Dr Adam and David Tarnoki studying the TRON conference book (left). Participants displaying their project posters during the TRON conference (right).

The conference book was a very good review of the latest work of all conference lecturers and also provided general information about the BASTION project. It has been widely praised for its clarity, aesthetics, content and the design. Most participants declared to keep the book and bring them to their universities and



affiliated institutions. It was for us the excellent opportunity to promote the project via the conference book among the wider audience abroad. The book was also given away to the interested students that did not register for the conference or could not, for various reasons, participate in sessions held during both two days.

The conference book was accompanied by a number of roll-ups and posters put up all over the MUW campus. The information was also available at the popular café “Kontakt” near the university campus.



**Photo16.** The TRON conference book: selected pages. TOP: BASTION graphic (left), BASTION info (right). BOTTOM: content of pages (left), random bio (right).

## 6.2 Posters (May 2015)





A number of posters was designed to promote each BASTION event: conferences, workshops, lectures and other events. Posters were usually placed at the MUW media indoor and outdoor display boards and at the popular among students café “Kontakt” located near the university campus.

Apart from the information about the event, a contact information about the BASTION project was always added on each and every poster. A uniform system was applied to every poster design. The recognizable elements like BASTION project logo, light colors and a cell-like graphic were used to unify the appearance. The official font of all the BASTION printed materials was Futura.



**Photo17.** BASTION posters. The TRON conference (left), Molecular Diagnostics in Cancer workshop(right).



Photo18. BASTION information leaflets: achievements (left), research topics (right).

### 6.3 The “Meeting with Medicine” MUW Picnic in Warsaw (May 2015)

On the 24th of May 2014, seventh consecutive year, the Medical University of Warsaw invited Warsaw residents for a “Meeting with Medicine”. On the New Town Market Square in Warsaw, over 100 units of the University organized 63 thematic exhibition stands. The event was attended by nearly 1,300 university employees and students. The event was an ideal opportunity to obtain information within the scope of, among others: oncology, transplantology, nephrology, urology, geriatrics, infectious diseases, orthopedics, rehabilitation, dermatology, dietetics, obstetrics, emergency medical services, endocrinology, gastroenterology, pharmacy and health promotion. Visitors could, among others, make basic dental check-up, examine skin moles, perform spirometry tests, ECG, CTG, pregnancy ultrasound or carotid ultrasound, undergo first aid training on manikins, try the technique of surgical stitching or use a laparoscope. The measurement of blood pressure, of cholesterol and sugar level, as well as hearing tests and bone density tests, offered in mobile clinics, enjoyed huge popularity.



The BASTION project on its stand offered tests on a modern device called "Avatar". It is an interactive computer system, which is able to instantly assess the risk of cardiovascular disease. The device, which weighs over 130 kilograms, has dimensions: 1 m x 1 m x 2m, was compared by visitors to an ATM. The tent, in which Avatar was located, was additionally darkened in order to get better readings from the device.

Two nurses were in turns operating Avatar and doing tests for those interested. When the reading was done, they could take advice from a physician present on the spot. The BASTION stand was visited by the Rector of the Medical University of Warsaw, Prof. Marek Krawczyk.

At the end of the event, the prize-drawing contest, concerning the knowledge about the University, took place. The winners were given promotional gifts. In the evening the concert of famous in Poland musician, Ryszard Rynkowski, began.



**Photo19.** The “Meeting with Medicine” Picnic site with Michal Gieraltowski presenting Avatar to the Rector of the Medical University of Warsaw, Prof. Marek Krawczyk.

#### 6.4 Wielka Orkiestra Swiatecznej Pomocy WOSP (January 2015)

The BASTION PR specialist, Anna Fogler, organized and led the BASTION project exhibition stand during the 23rd Grand Finale of Wielka Orkiestra Swiatecznej Pomocy [Great Orchestra of Christmas Charity in EN], the biggest charity in Poland. Every January, thousands of volunteers gather for one day to collect money for a pre-selected goals connected with the protection of health and medical treatment.



Involved in the charity are both individuals, companies and NGOs. BASTION joined the charity collection on the day of the 23rd Grand Finale (11th January 2015) and organized the exhibition stand in the Primary School and Nursery Unit No.2 in Legionowo.

There was a 3D printer presented, on which pupils, their parents, residents of Legionowo, volunteers and all the others could examine printouts: skulls, tibias or buy a prosthesis of a hand. However, the publicity was mostly impressed by the prints of small hearts with WOSP logo and the possibility to print on one's own using a manual 3D printer called 'doodler'. There were 6 doodlers on the BASTION stand and they were used nonstop during the day. At that time also, Anna Fogler presented the audience with the printing technique and its application in science and medicine (e.g. artificial limbs for humans and animals, production of missing pieces of rescue equipment in the areas of natural disasters). Finally, the heart with WOSP logo printed on a 3D printer was given by the Mayor of Legionowo city to the charity organizer, JurekOwsiak, which was broadcasted by the national TV station. Other printed items have been put up for auction organized in the school during the Grand Finale. During that day school gathered PLN 45702.35 and money in other currencies.

The BASTION project leaflets were distributed all day during the event. The roll-up with basic information about BASTION project was located on the front of the exhibition stand.



**Photo20–21.** BASTION exhibition stand with a 3D printer during the WOSP charity event (left) visited by the Primary School and Nursery Unit No.2 Headmaster Ms Dorota Kuchta (right), where the event took place.



### 6.5 Dr Magdalena Król at the Primary School No 2 in Legionowo (April 2015)

Dr Magdalena Król from BASTION project visited the Primary School with Nursery Unit in Legionowo on April 10th, 2015. She gave an exciting lecture for pupils attending two units from the first classes. The awareness lecture was combined with a series of scientific experiments (dry ice, blending liquids, examining tissues under the microscope) which were enthusiastically received by children. The goal of this event was to introduce the pupils with the work of scientists and to make the first step in the awareness of cancer prevention (e.g. no-smoking habit first).



**Photo22–23.** Dr Magdalena Krol giving the exciting lecture for pupils attending the first classes

### 6.6 "Anatomy of Colour" – exhibition of works by Maja Abgarowicz

Exhibition of paintings by Maja Abgarowicz entitled "Anatomy of Colour" accompanied the second edition of Pharma Day conference held in Warsaw on 24th April 2015. Wonderfully colorful, intense works became a symbol of our oncology project, which aims to promote young and creative Polish researchers.

Maja Abgarowicz is a young artist born in 1988 in Warsaw. She graduated from the Academy of Fine Arts in Warsaw with Major in graphic design. She specializes in illustration. A painting series called the "Anatomy of Colour", which is a part of her master project, introduces pictures known from the atlas of anatomy into the world of fine arts.



Her works have been selected for innovative promotion of the BASTION project. The idea was to surprise the viewers, who did not expect to connect the notion of BASTION with fine arts, to attract viewers' attention and keep them interested long enough in order to pass on the message about our project. The slogan "Ask about it!" had a double meaning: ask about pictures/exhibition or ask about Bastion/oncology. The info leaflet displayed next to the paintings was designed to inform about oncology and the BASTION project. The hotel staff was instructed to explain the idea behind the pictures and to point attention to a leaflet.

The exhibition was available for a week – before and after the conference. It was free of charge and all paintings were for sale. One work was purchased.



**Photo24–25.** Info leaflet of Maja Abgarowiczpaintings and BASTION Project (left). The exhibition venue place (right).

## **7. Raising Awareness: close cooperation with media**

In order to disseminate the project results and raise awareness about the issues vital for the BASTION project among the wide audience, we put a lot of effort to establish stable and close relations with media: the press, radio and TV. BASTION project members were present in a well-recognized daily newspapers as well as one of the most popular monthly magazines focusing on health. Within the BASTION project, we managed to establish cooperation with well-known TV and radio stations, with all-Poland coverage: TVN television and TOK FM radio. Except for one-time events: interviews on TV on the occasion of the conferences, workshops, or new discoveries,



we also managed, in cooperation with the radio station, to take part in a series of the popular–science program. On average once a month, one of the BASTION project team leaders or members introduced the listeners to the issues related to oncology. Given the diversity of recipients, information has been provided in an accessible and friendly manner, but at the same time paying attention to the quality of the program.

#### 7.1 „Gazeta Wyborcza” (July 2015)



On the 27th of July 2015 one of the biggest (average edition amounts to 292 thousand copies), nationwide, daily newspapers “GazetaWyborcza” published an interview with BASTION project member, Dr Magdalena Krol and Prof. Przemyslaw Juszczyński. The aim of the article was to raise public awareness on the cancer prevention, building good, lifelong habits in the society and on the necessity of regular, medical examination in order to overcome the problem of low detection rate of cancer diseases in Poland.

#### 7.2 “Zdrowie” Magazine (September 2015)



In September 2015, the monthly, popular magazine “Zdrowie” [“Health” in EN] published an article “Medicine my Love” about the research conducted by Dr Magdalena Banach–Orłowska, the member of Dr Pawel Włodarski's team in BASTION project. The aim of the article was to promote the researchers' ethos and introduce the goals of the BASTION project to the general public. Dr Banach–Orłowska explained in the article, that the BASTION project aim is, among others, to shorten the distance between science, investors and medical treatment, so that the results of scientific discoveries can be introduced to clinics as soon as possible in the form of new drugs or diagnostic tests. She also mentioned young researchers who have the possibility, within the BASTION project, to work with authorities in the field and gain valuable experience.



**Photo26.** The interview with Dr Magdalena Banach-Orlowska for the “Zdrowie” Magazine.

### 7.3.TVN television: “Dzień dobry TVN” (April 2015)



On 25th April 2014, Prof. Rafał Płoski, one of the team leaders in BASTION project, gave an interview on TVN television, in a well-known for Poles program entitled “Dzień dobry TVN” [“Good morning TVN” in EN]. The conversation was devoted to diseases of genetic origin, which is the key issue of study of the team led by professor Płoski in BASTION.





**Photo27.** Prof. Rafał Płoski, one of the team leaders in BASTION project, gives an interview on TVN television.

#### 7.4 Polish Radio "Jedynka" (August and October 2015)



On 23rd August 2014, station "Polskie Radio Jedynka" ["Radio Channel One" in EN] broadcasted the programme recorded in the Department of Immunology at MUW. The interview, conducted by well-known journalist Artur Wolski, was focused on the study of tumor stem cells. Dr Tomasz Stokłosa, the BASTION team leader, explained briefly the process of cell mutations to the listeners.

On 25th of October 2014, the "Polskie Radio Jedynka" broadcasted the interview with professor Gołąb, the BASTION project leader, on the photodynamic therapy for cancer. Dr Anna Wójcicka, the member of Prof. Krystian Jażdżewski team, was the guest of the program "Naukowy Zawrót Głowy" ["Scientific Vertigo" in EN] broadcasted on 21st July 2015, in which she told about her research concentrating on cancer diagnostic tests and designing a system for predicting mortality risk from thyroid cancer and colorectal cancer.

#### 7.5 TOK FM Radio: series (May, July, August and October 2015)



The radio station TOK FM broadcasts the program entitled the “Radio Academy of Sciences” devoted to up-to-date issues vital for the Polish science. Within the framework of the program, the station held a series of talks with BASTION project members. On 21st May 2015, the Innovation Manager, Dr Karolina Dzwonek, was interviewed by journalist Karolina Glowadzka about the commercialization and promotion of the Polish science. On the 23rd of July, Dr Radosław Zagożdżon in the interview with TOK FM Radio introduced the listeners to the issue of cancer immunotherapy. The key project issues were presented by Dr Tomasz Stokłosa on 27th of August 2015. The last interview on the TOK FM radio has been scheduled for October. In the program the “Radio Academy of Science” Dr Magdalena Winiarska will talk about her research and summarize the activities carried out within the BASTION project.

## 8. Policy Paper

The main objectives of BASTION project promotion and raising public awareness included preparation of guidelines and recommendations for Ministry of Health, the National Health Fund and health providers, for engagement in translational research and involvement in secondary prevention. The document entitled “Policy Paper for a New State Policy Concerning Personalized Cancer Prevention in Poland” was written by BASTION team leader, Prof. Krystian Jażdżewski and the experienced researcher, Dr Anna Wójcicka from Prof. Jażdżewski BASTION team. The document presents the brief description of preventive oncology in Poland and in the world, as well as the principles of personalized medicine. It also shows the results of the social study, carried out for the purposes of this document, concerning Polish awareness in terms of cancer prevention and genetic tests. Policy Paper also proposes and describes in details the social awareness campaign aimed at raising public awareness on preventive tests in the field of cancer prevention. The document, which is the example of professional and solution-oriented raising awareness activity, was published and distributed among policy makers and in government agencies.



Photo28. Policy Paper: cover, Polish version.



## Conclusion

From the beginning of BASTION project, all the members of the project team, supported by the university staff and administration, put a lot of attention to promotion of the project and sharing with others the knowledge, which was gathered during its course. We are of opinion, that the reasons, for which we created the project, are vital for the whole Polish society. Therefore, we invited world-famous authorities in the field of oncology to learn from their examples, implement best practices at our university and most of all, raise awareness about the benefits of translational research for public health. We managed to accomplish all the planned goals within Task 2.5 of Work Package 2, which included, among others, launching and maintenance of the project website, preparation of promotional products, publication of the bulletin and articles on oncology, and presentation of the project reports on the BASTION website. The ideas, which are essential for the project, were shared and discussed with the audience of all the events organized within the project, primarily, during the international conference TRON and all the project workshops. We also established long-term cooperation with media which ensured project visibility among the academia and research community as well as the general public. We strongly believe, that the BASTION



project is the step towards better understanding of the importance of translational research in the whole Polish society.

### Corresponding estimated\*/budget

PERSONNEL, TRAVEL AND OTHER MAJOR DIRECT COST ITEMS FOR BENEFICIARY "1"			
FOR M19–M36			
WP no.	Item description	Amount [EUR]	Explanations
WP2	Personnel costs	18,610.81	Salary of the T2 Co-leader (5,15 PM) part time job
	Travel	–	
	Subcontracting	1,616.31	Web-page upgrade, Project folder preparation, three Video lectures preparation
	Remaining direct costs	6,619.17	Printing promotion materials, folders and promotion gadgets;
TOTAL DIRECT WP2 COST (T2 and T2.5)		26,846.29	

/\* – exact costs for M19–M36 will be presented in the 2nd Period Report and Form C (October 2015)

Ewa Debudaj-Krywult  
PR Specialist

Anna Fogler  
PR Specialist

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*Warsaw, August 2015*