



Capacities/Research Potential  
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Project No. 316254

**BASTION**

*“From Basic to Translational Research in Oncology”*

## Deliverable D6.4

**Report on Awareness and Wider Societal Implications**

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## Introduction

The BASTION project is the response of our local research community to the necessity of improvements in the field of oncology and cancer research in Poland. The investment in oncology is an urgent matter in Poland, due to the grim statistics which show that cancer is the second most frequent cause of death in Poland and the mortality from cancer in the country is one of the highest in the European Union. In order to challenge the problem, the BASTION project was designed as a multidisciplinary set of actions, targeted not only at the scientists and academia, but also business representatives, stakeholders, policy makers and the general public. For the same reason, our attention was given to the transfer of know-how and sharing the experience among the researchers, and at the same time to the organization of events for non-experts and creation of opportunities for dialogue and discussion with the representatives of business, stakeholders and policy makers. The summary of activities concerning awareness and wider societal implications is presented below.

## Summary of Activities Concerning Awareness and Wider Societal Implications

### BASTION and ethics

#### **Research on humans**

The BASTION project itself did not cover any costs associated with research activities. Therefore, the Project did not involve any tests on human beings, children or patients. The project BASTION was also not linked with any experiments on human embryos, fetal tissues, and human embryonic stem cells. Moreover, the Project did not involve human genetic material, human biological samples nor human data collection.

#### **Research on animals**

BASTION Project did not involve research on animals.



## Workforce statistics

Type of Position	Number of Women	Number of Men
Project Leader	0	1
Project Manager	1	0
Innovation Manager	1	0
WP Leaders	3	4
WP Deputy Leaders	4	4
Experienced Researchers	7	5
Additional researchers recruited specifically for the project	11	3
Phd Students	0	0
Others	8	5

## Gender aspects

Although the BASTION project was not focused on gender equality aspects, the project leaders were sensitive to the aspects of gender in the course of the project. We tried to keep gender balance in the workforce. Women and men were equally welcome in the project team: their scientific achievements and goals were a matter of utmost importance in the project. Pregnant women and women after maternity leave were also involved in the project. We introduced a few changes to make their work easier: e.g. flexible working hours, or a possibility to work at home.

## Synergies with Science Education

Educational activities on various levels were one of the main priorities of the BASTION project. We carried out actions designed for experienced researchers as well as for beginners, clinicians, physicians, medical students and school pupils. We also undertook several activities aimed at education and involvement of the general public.

Educational activities for experienced and young researchers	See the reports D1.2, D2.2, D2.3, D2.5, D3.2, D3.7;
Educational activities for researchers, clinicians, physicians, medical students,	See the reports D2.5, D2.7;
Educational activities for the general public, school pupils	See the reports D2.7, D2.9.



## Interdisciplinarity

Main discipline	Experimental oncology
Associated disciplines	Immunology, genetics, genomics, molecular biology, biochemistry, cardiology

## Engaging with civil society and policy makers

In the initial scope of the project, we planned the preparation of guidelines and recommendations for stakeholders and policy makers, aimed at better understanding of the importance of translational research in cancer prevention and treatment. The guidelines are presented in the form of a document entitled “Policy Paper”, which was written by one of the team leaders, Prof. Krystian Jazdzewski and the experienced researcher, Anna Wojcicka. Policy Paper was prepared in the printed form and handed over to the representatives of the Ministry of Health and the National Health Fund. It will be also distributed in hospitals, clinics and also among business representatives involved in primary and secondary prevention. Within the BASTION project, we also organized many meetings (e.g. Pharma Days, TRON conference) and undertook a lot of promotional activities in order to strengthen cooperation between the world of business and the world of science, and improve the image of oncology and cancer research in the society.

Promotional activities and raising awareness activities	See the reports D2.7, D2.9;
Guidelines and Policy Paper for stakeholders on improvement of cancer prevention	See the report D2.10;
Activities involving transfer of know-how and networking	See the reports D5.5, D2.5.

## Use and dissemination

In the BASTION project we released annual bulletin, which includes the information on all the publications of the BASTION project team leaders and members. The bulletin is completed once a year and is published on the BASTION project website. The most recently published bulletin contains information on the research papers from the 2014 year. The document includes the list of 73 publications (each entry presents the information about the authors, the title of the paper, journal title and issue details: date of publication, volume, issue, pagination) and a brief summary of a few chosen, outstanding research papers from the given period of time.



The number of articles published/accepted in peer-reviewed journals	182
The number of patent applications	3
Spin-off companies involved	0
How many Intellectual Property Rights were applied for	3

### **Media and communication to the general public**

Promotion of the project was carried out since the project start date. We hired the professional PR manager, who was responsible for public relation activities until December 2014. Since January 2015, the tasks of PR manager were delegated to two PR specialists. We identified six priorities in the area of promotion and raising general awareness, which included: 1) launching, maintenance and updating of a dedicated BASTION project website, 2) preparation of BASTION promotional projects, 3) publication of BASTION bulletin, 4) preparation of articles on molecular oncology, 5) publication of annual reports 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. We also specified four target groups of all promotional activities: 1) research community and clinicians, 2) industry, 3) government agencies and policy makers, 4) the public at large. In order to communicate information to all the target groups, we used the following media channels: internet (BASTION project website, on-line video materials, social media and on-line health services, magazines, medical forums and portals), TV and radio stations with all-Poland coverage, and the press: a well-recognized daily newspaper, a monthly magazine focused on health issues. We also organized a lot of events (international conference, workshops, the exhibition, meetings with famous researchers or representatives of pharmaceutical companies involved in research for students at the university). We were also present during other events organized at the Medical University of Warsaw or by other institutions (e.g. participation in “The Meeting with Medicine” Picnic at MUW, EUPRIO 2014 conference, Life Sciences Baltics conference 2014, Eastern Economic Congress 2014 and many others). Within the project, we also designed and ordered promotional products, such as gadgets, posters and roll-ups, which were distributed during all the BASTION project events.



Dissemination and promotional activities	See the report D2.7
Raising general public awareness activities	See the report D2.9
Organization of workshops	See the report D2.2
Organization of international conference	See the report D2.3

## Conclusions

The BASTION project team was highly committed to successful commitment of the project goals. The project was actively promoted by BASTION researchers during international conferences, congresses and twinnings. At the Medical University of Warsaw there were organized workshops, meetings and the international conference for scientists, clinicians, students, representatives of pharmaceutical companies and patients. The issues vital for the project, and at the same time important for the whole Polish society, were presented and discussed during interviews and programs on TV, radio, in the daily and specialist press as well as on-line, on the Bastion project website, medical portals and in the form of video materials. We also presented, in the document “Policy Paper for a New State Policy Concerning Personalized Cancer Prevention in Poland”, a professional plan of social awareness campaign aimed at raising public awareness in the field of cancer prevention. The activities in the project were carried out on a large scale and at the same time were extensively advertised. Therefore, we believe that the project will trigger off positive changes in the area of cancer treatment in Poland and in the approach to the translational research in oncology among the representatives of governing bodies and the general public.

Prof. Jakub Golab

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Warsaw, September 2015