POLICY: ADVERTISING RESEARCH OPPORTUNITIES TO POCOG MEMBERS

1   BACKGROUND

1.1 Background

PoCoG membership is open to researchers and health professionals with an interest in psycho-oncology research. As such, our members are drawn from a wide range of disciplines across Australia.

PoCoG has a highly engaged membership, and our effective member communications offer a valuable and targeted way of reaching PoCoG members.

PoCoG is regularly contacted by researchers and clinicians seeking to promote and advertise their research surveys among our membership.

PoCoG channels offer an effective and targeted medium for reaching psycho-oncology researchers, however, we receive a large number of requests and need to be mindful of ensuring the promotion of these requests meets PoCoG's strategic objectives and is not burdensome for PoCoG members.

1.2 Aims of PoCoG research survey promotion

- To foster collaboration and information sharing among PoCoG members.
- To support PoCoG members to promote their research to enhance recruitment.
- To provide opportunities for clinicians to share their experiences with the research community
- To ensure PoCoG is THE psycho-oncology hub for researchers and clinicians in Australia.

2   GOVERNANCE

2.1 Use

Research promotion via PoCoG channels must comply with a range of criteria before it will be considered for dissemination:

- To be eligible to promote research via PoCoG channels, at least one investigator on the team must have been a PoCoG member for at least 12 months.
- PoCoG does not generally promote student studies.
- For studies being conducted as part of a PhD at least two Investigators must be PoCoG members to be considered for promotion.
- Researchers must provide clear copy for inclusion in the promotional material, which includes a headline, a short summary of participant requirements, a survey link that works and an image where appropriate.
- Researchers must include a contact name and information about ethics approval for inclusion in the promotional material.
- Researchers seeking reminder/follow up messages must make this clear in their initial request.
- Researchers must email pocog.office@sydney.edu.au explaining how they meet these criteria when submitting their request.
- Upon completion of the research project, successful applicants must provide PoCoG with a short written summary of the study's outcomes, including total response rate and number of PoCoG members recruited, for communication to PoCoG members.

3. QUALITY CONTROL

PoCoG has a strong commitment to collaboration and to working with investigators to improve the quality of research through research promotion and distribution.

PoCoG members are engaged and generous with their time, however, we need to be conscious of ensuring the communication we distribute via our official channels is relevant, timely and of high quality.

Ensuring research invitations distributed via PoCoG channels meet certain criteria, will help to maintain high quality psycho-oncology research in Australia and will also ensure our members are not overloaded with inappropriate, burdensome requests.