

CAMCOMM

uniting research and communication
connecting people in European CAM research

CAMCOMM

is a communication project, reinforcing and facilitating co-operation in European CAM research.

We have a lot of resources in the European countries, but very little co-operation. Professional communication is urgently needed.

The project includes mapping and strengthening the European network, analyzing the communication needs and creating a website, designed to facilitate the CAM research centres.

Objective

Improving co-operation in European CAM research through professional communication, in co-operation with ISCMR.

Participators: European CAM research centres of excellence.

Why is professional communication important, also at a local level?

To improve communication, of course. But also in order to build and maintain good relationship with your *stakeholders*: everyone with an interest in who you are and what you are doing, e.g:

- potential cooperating partners
- the patients and their family
- CAM researchers in other countries
- the mainstream scientific community
- politicians on different levels
- associations of patients
- the media

Imagine...

- co-operation across the borders can be like working with colleagues next door
- news about CAM research, initiatives and policy collected at one website
- easy access to relevant networks in Europe
- overview of national organizations and health authorities
- listing of CAM research centres in Europe
- relevant links to websites in one place
- saving time and effort

The process

1. mapping CAM research centres of excellence in Europe
2. identifying contact persons or communication professionals at the centres
3. identifying and analyzing the needs of communication
4. preparation of communication strategy and web-technical platform
5. setting up a small group dealing with strategy, tools and possibilities of additional funding
6. design and test of website
7. implementation in the European network

Background

International CAM-networking could be much more efficient, and one of the reasons is that the importance of professional communication skills and -tools is underestimated. In the business community, communication has been integrated in management for years, and in academia there is a growing understanding that research communities can benefit strongly from making communication part of their projects. And that the “we just don’t have the time for this” has to be overcome.

The 4 values of CAMCOMM

- availability
- clarity
- continuity
- seriousness

Avoid pitfalls/Fallgruben

- Chaotic, incomplete or incorrect address lists
- Lack of consciousness concerning the roles of stakeholders.
- Vital news stay top secret, because the communication channels are very blurred – or no one thinks of spreading the word.
- Published information is insufficient and does not have a target group
- Emails keep bouncing, and nobody knows how to reach this person.
- You possess limited knowledge about a country, where you may find interesting colleagues and data.
- The researcher with all the international connections does not work here anymore.
- You never heard of the conference, because it was announced on a different mailing list...
- The website says: “last updated June 2002”

Info

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