National COVID Cohort Collaborative

Communications Guidance for Partners and Collaborators

This document includes guidance for communicating about the National COVID Cohort Collaborative (N3C) to internal and external audiences.

National Center for Advancing Translational Sciences

January 2021

KEY MESSAGES

- The National COVID Cohort Collaborative (N3C) represents a shared vision for turning data into the knowledge urgently needed to address the pandemic.

- The N3C is an effort that aims to build a centralized national data resource—the N3C Data Enclave—that scientists can use to study COVID-19 and identify potential treatments now and as the pandemic evolves.

- The N3C is creating a clinical data analytics platform to systematically collect vast amounts of data from health care providers nationwide, harmonize it and make it available for researchers to accelerate advances in COVID-19 research and clinical care.

- The N3C marshals the NCATS-supported resources of the Clinical and Translational Sciences Awards (CTSA) Program and its Center for Data to Health (CD2H) with overall stewardship from NCATS. It also leverages an existing framework of NCATS-supported cloud resources and collaborative informatics networks.
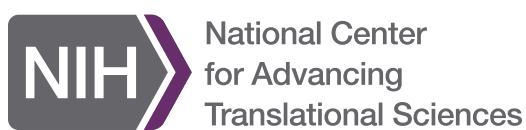
BRANDING

N3C

Always refer to the full name of the program as "National COVID Cohort Collaborative" on first reference. You may use "N3C," "initiative" or "effort" on subsequent references. Please refer to the product of the N3C as the N3C Data Enclave or an analytics platform. Avoid calling it a "data warehouse," as that implies the effort is focused only on curating data.

NCATS/NIH Logos

In general, non-Federal entities may not use the NCATS/NIH logos on partner material about the N3C. NCATS support should be cited in text as outlined below. For additional information, see the NIH Policy Manual 1186 – Use of NIH Names and Logos.

NIH National Center for Advancing Translational Sciences

Funding/Partnership Language and Attribution

The N3C is a partnership among the NCATS-supported Clinical and Translational Science Awards (CTSA) Program hubs and the National Center for Data to Health (CD2H) with overall stewardship by NCATS. Collaborators will contribute and use COVID-19 clinical data to answer critical research questions to address the pandemic.

Please note that N3C components are supported through [type of award] and cite NIH/NCATS and CD2H. Suggested wording for citing NIH support:

- This work is supported by the National Center for Advancing Translational Sciences of the National Institutes of Health under award number U24TR002306 and individual CTSA Program grants under PAR-18-940, PAR-18-464, PAR-15-304, RFA-TR-14-009.

Suggested boilerplate for describing the role of a CTSA Program hub or other partner:

- [Hub name/Organization] is a partner/collaborator of the N3C, which is funded by NIH's National Center for Advancing Translational Sciences.

Social Media

Please include the hashtag #N3C in your social media posts about this effort and, as appropriate, tag NCATS, CLIC and CD2H.

Facebook
NCATS: @ncats.nih.gov

Twitter
NCATS: @ncats_nih_gov
CLIC: @CLIC_CTSA
CD2H: @data2health

LinkedIn
NCATS: @NIH-NCATS

Websites

The primary websites with information   about the N3C are:

ncats.nih.gov/n3c   covid.cd2h.org

Please include these URLs in your materials, including presentation slides, announcements, outreach emails, flyers and web pages.

Branding Continued

Graphics/Infographics

Please consider using the following N3C infographic, which can be accessed and downloaded from the NCATS Flickr account.

National COVID Cohort Collaborative (N3C)

A centralized, national data resource to study **COVID-19** and identify treatments

2.9B+
ROWS OF DATA

2.6M+
TOTAL PATIENTS

95
APPROVED PROJECTS

FREQUENTLY UPDATED

COMMUNITY-DRIVEN and **COLLABORATIVE RESOURCE**

SECURE ANALYTICS PLATFORM

NIH National Center for Advancing Translational Sciences

Current as of 01-11-2021

Learn more: ncats.nih.gov/n3c

ANNOUNCEMENTS

Avoid Hyperbole

Avoid words that may be perceived as hyperbolic, such as "revolutionary," "revolutionize" and "groundbreaking." Avoid overstating the current status of the program to ensure that we manage expectations about the availability of the analytics platform.

Announcement Planning

- You may choose to announce your role on the N3C in news articles or press releases, websites, social media, presentations and other channels.

- Please consider incorporating the key messages, adhere to the communications guidance and follow the review process (below), as needed.

Public-Facing Announcements

- Significant announcements about the N3C must be reviewed by NCATS and CD2H prior to being distributed. These include press releases, web announcements and articles developed by you or your institution and intended for a public audience. Social media and slide presentations do not need review.

- Please send material for review to Bobbi Gardner at NCATS.

- The review process may take up to 5 business days, so please plan accordingly.

CONTACT INFORMATION

For questions about the N3C, contact *NCATS_N3C@nih.gov*.

For questions about the communications guidance, please contact *Bobbi Gardner*.

Stay up to date with NCATS activities and *subscribe to the NCATS monthly e-newsletter*.

ncats.nih.gov   @ncats_nih_gov   @ncats.nih.gov   NIH-NCATS