

## **REPORT ON PUBLICATION ACTIVITIES**

### **Introduction**

1. As per Governing Council Resolution GC/51/R10, the Director is requested to report on an annual basis on Publications activities.

### **Organization of Publications**

2. A reorganization of the publications activities started in May 2009. While administratively, Publications are a responsibility of the Communications Group (COM), two other Groups manage their own publications, i.e. the Monographs Programme, and the Pathology Group, which prepares the WHO Classification of Tumours (Blue Books). One staff member was redeployed from the Lifestyle and Cancer Group (LCA) to COM, to provide the flexibility to support various Groups in publication preparation when their workload requires, including LCA, to help prepare the Handbooks of Cancer Prevention, and the Monographs Programme, to help reduce the backlog in production.

3. Within COM the fact that two staff retired provided the stimulus and opportunity to strengthen the Publications area and focus on the demands within the Group. Notably, this will help shift much needed emphasis and resources to the website and the translation areas, through the opening of two professional posts. By way of consequence, a significant amount of time will be freed up for the Head of the Group to spend on external communication of IARC activities.

4. In the framework of the Medium-Term Strategy, a communications strategy is being planned, whose core will be the publications programme and the IARC web platform. Through the development of this strategy IARC should set overall objectives in terms of what the Agency should be publishing, at what pace, and whether these publications should be developed in-house, or commissioned; should position itself in terms of what it should charge for versus what it should make freely available on the website; and should pave the way for state-of-the-art publishing tools, and stay abreast of new developments in this area. These points will be discussed by the soon-to-be revived Advisory Committee on Publications (see below).

### **New Distribution Agreement Achieved with WHO Press**

5. As reported in Document GC/52/13A, a new agreement was negotiated and agreed with WHO Press (WHP), which will now give more prominence to Agency publications as the agreement provides for financial incentives for WHP to market IARC titles more aggressively. This takes effect in January 2010, and in the medium- to long-term should bring in additional resources, that will be used to build capacity for a more efficient Publications programme.

### **A 40% revenue increase in sales in 2009**

6. The reported sales of IARC publications were very significant in 2009, with a 40% increase in relation to the previous year. However this was in most part due to the exceptional sales of the most awaited of the Blue Books, namely the volume on tumours of the haematopoietic and lymphoid tissues. This upward trend in sales cannot therefore be assumed to continue because the next volume in the series (Digestive tumours) is not expected to reach the same sales level.

### **Advisory Committee on Publications**

7. The (re)-establishment of the former Advisory Committee on Publications was discussed by the Senior Leadership Team and will take place in 2010. Its membership will include a number of scientists, to help develop an integrated strategy for publications across the Agency and in identifying and prioritizing recommendations for future publications. This will be a significant area of advance envisaged in the year ahead.

### **Publications in 2009**

- While it was actually published in 2008, it is worth noting that the volume of the 4<sup>th</sup> edition of the WHO Classification of Tumours, *Tumours of the Haematopoietic and Lymphoid Tissues*, had in 2009 the commercial and scientific success noted above.
- *Cancer Incidence in Five Continents*, Volume 9, IARC Scientific Publication (SP) No. 160 was published in print, this paper version being subject to careful revision before becoming available in 2009.
- One volume of the IARC Handbooks on Cancer Prevention was published, entitled *Evaluating the Effectiveness of Smoke-free Policies, IARC Handbook of Cancer Prevention - Tobacco Control- Volume 13 -*
- Following the 2008 evaluation of the *Pharmaceuticals* section of the Volume 100 of the Monographs Programme (Oct. 2008) on the website, several new summaries of meetings (online) of the same volume were posted on the IARC Monographs Programme website:
  - B. *Biological Agents* (February);
  - C. *Metals, Arsenic, Dusts and Fibres* (March);
  - D. *Radiation* (June);

E. *Personal Habits and Household Exposures* (September);

F. *Chemical Agents and Related Occupations* (October).

- A number of out-of-print publications for which demand is still present have been scanned and posted on the IARC website *in PDF format* in 2009, in free access for everyone to download, particularly in the epidemiology category. These include a number of what may be considered *classic texts in 'Statistical Methods in Epidemiology'*:

- *The Analysis of Cancer-control studies*, IARC SP No. 32
- *The Design and Analysis of Long-Term Animal Experiments*, IARC SP No. 79
- *The Design and Analysis of Cohort studies*, IARC SP No. 82
- *Descriptive Epidemiology*, IARC SP No. 128

But also

*Atlas of Cancer Mortality in the European Union and the European Economic Area 1993-1997*, IARC SP No. 159

*Cancer Epidemiology: Principles and Methods*, IARC Non-serial Publication

### **On-going projects**

8. The update of the 1998 publication *Cancer Survival in Developing Countries* (IARC SP No. 145) was prepared by the Screening Group and is being processed for language editing at the moment. Publication on-line is being anticipated in 2010.

9. Last, but not least, the preparation of a manual for students on *Molecular Epidemiology and Biomarkers*, led at the Agency by Dr Pierre Hainaut is still ongoing, as well as an IARC Technical Publication on *Management of Mycotoxins in Food and Feeds for Improving Public Health*, followed through by Dr Robert Baan and the Director, with an intention to publish both before the end of the year.

10. It is anticipated that taken together, the resources allocated to the Publications programme will enable the Agency to produce more publications, with a focus on accessibility, particularly through our website, to those publications that are most relevant to the IARC mandate and mission.