



Code for research communication and press releases

The purpose of research communication from the Department of Nutrition, Exercise and Sports is to support that the department's activities contribute to societal development. Therefore, all communication must be clear, compelling and credible.

The communication must also engage people in the department's activities, and raise and strengthen the department's value for society within the fields of sports, physical activity, nutrition and health. This may require scientific content to be simplified.

Research communication from the Department of Nutrition, Exercise and Sports rests on three key principles which dictate that the communication must always be:

- **Clear and unambiguous**
 - The communication of complex messages must be such that the target group (often journalists) understands it in depth and is able to communicate it to new target groups. This means that you must clarify – and sometimes simplify – the scientific message.
- **Compelling**
 - The communication normally has to impart something new, which can support the narrative that the department brings value to the world. It is not just a question of nurturing the status quo.
- **Credible**
 - The communication must be transparent about financing and any conflicts of interest.
 - The communication must not distort or exaggerate the study's impact or the effect of the results.

In the case of press releases etc., the communication must always be based on close cooperation between the Communications department and the researcher(s) responsible.

Further information and questions

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