

UNIKARD Symposium 27 November



National focus on heart and cardiovascular research

www.unikard.org

NSG – six areas of priority

- UNIKARD - national research project run by National group for medical and health-related research (NSG)
- Six national priorities:
 - UNIKARD
 - NevroNor
 - Severe mental illness
 - Musculoskeletal pain, injuries and illnesses
 - Health care research
 - Cancer

Network and cooperation

- A priority area under NSG involves:
 - Organized as network of researchers within a topic
 - Cooperation across the regions, based on national consensus
 - Cooperating about:
 - Joint strategy
 - Utilization of infrastructure
 - Implementation of research projects
 - Joint publishing
 - Professional and strategic meetings and conferences

Purposes

- Facilitate cooperation
- Provide increased political understanding of the significance of cardiovascular research
- Contribute to that Norwegian cardiovascular research is among the best in the world
- Provide interaction between basic and clinical research so that resources are utilized in line with the overall research goals
- Promote the recruitment of researchers
- Build strong research environments
- Establish an overview of cardiovascular research in Norway – creating meeting places

Focus areas

UNIKARD includes all cardiovascular research, but the main emphasis is on:

- Epidemiological and registry research
- Heart failure
- Thoracic- and vascular surgery

UNIKARD activities

- A blog on cardiovascular is posted daily including a videoblog once a week
- UNIKARD skill development grants (100.000 NOK per grant)
Seven research projects were supported in 2013 and 2014.
New grants will be available in 2015
- Positioning funds (2x50.000 NOK) for application of HELSEFORSK
- Support for a national study by vascular surgeons from 2012.
- A similar collaboration is initiated with thorax surgeons from 2014.
- Nasjonale satsingsområdene for tverregional helseforskning (NASATS)
 - Exercise and heart failure
- Media and communication courses for researchers

The Heart Blog



Why a national blog on cardiovascular research?

- Cardiovascular researchers are less frequent in mass media compared to for instance cancer researchers
- The national budget: Increased funding for cancer research, less to cardiovascular research
- Goal:
 - Increase the awareness among people and politicians in Norway
 - Increase the funding of cardiovascular research

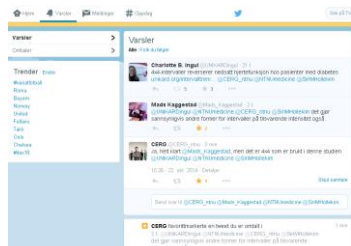
Video blog



- Series of six episodes (one each week) about research funding
- Recordings of international researchers who spoke at the CHFR Symposium
- Directed at politicians

Twitter

- @UNIKARDingul
- Communicates with experts and politicians that retweet or comments on our tweets



Media

- UNIKARD submits news tips about blog posts and research articles to help Norwegian cardiovascular research get publicity
- Since June 2014 more than 25 of UNIKARD's blog posts have resulted in articles or broadcasts in regional or national media



Måned	Økter	Brukere	Sidevisninger
Januar	460	387	937
Februar	274	224	667
Mars	338	254	751
April	527	354	1488
Mai	431	298	1130
Juni	668	514	1312
Juli	584	444	1172
August	2109	1813	3148
September	1318	1037	2461
Oktober	1598	1203	3358
November (før 24.)	3691	3216	5170
30-dagersrekord 21.10-20.11	4.237	3.613	6.316

UNIKARD

- For increased knowledge of cardiovascular research in Norway
- For better cardiovascular research in Norway
- For better organized research
- For more emphasis on clinical and translational research
- For increased cooperation and internationalization
- For the promotion of synergistic effects

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