

Frederick National Laboratory for Cancer Research

CONTRACT RE-COMPETITION

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SUPPORTING THE FNLCR VISION THROUGH COMMUNICATIONS

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- Frederick National Lab:
A critical component of
the research enterprise
 - Envisioning the future

FNLCR: One contract, many constituents

FNLCR performs work on behalf of	NCI Divisions, Offices, and Centers	17 NIH Institutes and Centers <i>Has supported every NIH IC over its history</i>	6 other federal agencies
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FNLCR Achievements

Over **400 NIH-sponsored clinical trials** per year

Produced over **130 biopharmaceutical products** (over 60 in clinical trials)

Produced **70 lots of clinical products** in the last five years through two cGMP manufacturing programs

Characterized over **440 candidate nanoformulations**

Developed **first test** to screen nation's blood supply for HIV

Sample projects supported:

- Cancer Moonshot
- The Cancer Genome Atlas (TCGA)
- NCI Molecular Analysis for Therapy Choice (NCI-MATCH)
- Human Papillomavirus (HPV) Serology Laboratory
- Clinical Proteomic Tumor Analysis Consortium (CPTAC)
- Genomic Data Commons (GDC)
- COVID-19: SeroNet, Serology Validation Program (with FDA), NIAID clinical trials
- Partnership for Research on Ebola Vaccines in Liberia (PREVAIL)
- National Center for Advancing Translational Sciences Therapeutics for Rare and Neglected Diseases (NCATS TRND)



Envisioning the future

How will FNLCR best support research in the years ahead?

Nurture a spirit of **organizational excellence**

Maintain a **full intellectual, scientific partnership** with the NIH

Build **relational bridges** and work as a team with partners for **shared success**

Pursue **high risk/high reward projects**

Operate in a **flexible, transparent, accountable** and **effective** manner

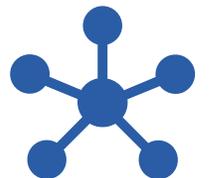
Demonstrate **boldness and creativity** in ideas and execution

What will FNLCR do to advance biomedical research needs in the future?

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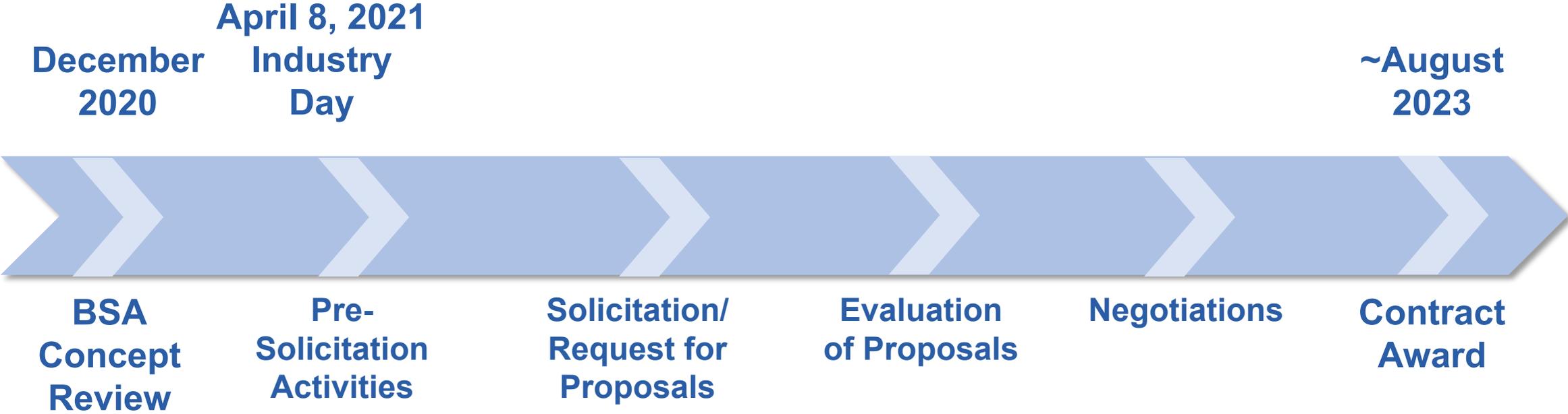
FUNDAMENTAL TASKS

- Provide to NCI-supported investigators access to services, tools, and resources not readily available to individual labs
- Serve as a hub for technology development
- Function as a nucleus for large-scale projects





FNLCR Contract Re-Competition Timeline



BSA presentation: <https://deainfo.nci.nih.gov/advisory/joint/1220/Hook.pdf>

Acquisition Portal: <https://www.cancer.gov/about-nci/contracts/fnlcr-acquisitions>



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Benefits: Why Increase Visibility of FNLCR?

- Fulfill FNLAC's and NCI OD's request
- Encourage use of FNLCR services and resources
- Encourage academic and industry partnerships
- Attract talent
- Build staff pride
- Showcase NCI and NIAID intramural research
- Build goodwill among local and regional community

How can communications advance FNLCR's mission?



Raise awareness
of FNLCR
services, tools,
and resources
available to
extramural
scientists



Increase understanding
of FNLCR as a hub for
technology development



Increase appreciation
of FNLCR's lifesaving
mission to the American
public

Audience Focus

Primary: Extramural Biomedical Research Community

- Academia, NCI-designated Cancer Centers

Secondary:

- **Internal**
 - NCI, NIH, HHS and other government agencies
- **Policy-makers**
- **Advocates**

Telling Our Story

- FNLCR pursues **high risk/high reward projects.**
- We are the Frederick National Lab:

The only national laboratory dedicated to biomedical research.

A bridge between
basic research and
clinical practice

Addressing emerging
threats and delivering
public health
solutions for America

Using science to
better the nation's
and world's health

A team of highly
passionate scientists
from every scientific
discipline

Solving the toughest
challenges in cancer,
infectious and other
diseases

We take on
seemingly
impossible,
intractable problems
in cancer research

Current FNLCR Communications

- FNLCR Welcome Video
 - Drs. Sharpless, Hook, Fauci
- Update FNLCR's web presence



2021-2022 FNLCR Communications Approach

Assemble a working group of NCI Frederick, OCPL and FNLCR communications staffs to plan the dissemination of key messages through:

- Videos
- Photos
- Digital
- Social media
- Traditional media

Discussion and Next Steps

Engaging FNLAC:

1. Spread the word
2. Serve as ambassadors

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