Digital Health &
Discovery Platform

Digital • Hôpital
Découverte • Plateforme

DHDP COMMUNICATIONS POLICY

Policy Statements

1. All parties will make reasonable efforts to ensure communications are accurate, factual, respectful, and consistent with DHDP and TFRI communications guidance.
2. In particular, communications should not imply endorsement, sponsorship, approval, or affiliation beyond an organization's actual role in DHDP.
3. DHDP/TFRI, Network Members and Ultimate Recipients should not use each other's logos and associated branding except as described below or with prior express approval .
4. Ultimate Recipients are expected to acknowledge the support of TFRI/DHDP and the Government of Canada in all scientific communications and media releases related to their funded project activities.

Scope

This Policy applies to Network Members, Ultimate Recipients, in relation to their external communications about DHDP activities. It also applies to TFRI and DHDP staff in relation to communications. A **Network Member** is an organization that is a signatory member of the DHDP. An **Ultimate Recipient** is an organization that receives funding from TFRI under DHDP funding programs.

Purpose

The purpose of this Policy is to establish clear guidelines for external communications related to DHDP, including public announcements, website content, publications, presentations, promotional materials, acknowledgements, and the use of names, logos, and trademarks.

In some cases, this policy reiterates requirements found in legal agreements or outlines additional binding requirements.

Use of Names, Logos, and Trademarks

All parties are expected to ensure any communications related to the DHDP are accurate, respectful, and consistent with DHDP communications guidelines. Parties

shall not imply endorsement, sponsorship, approval, or affiliation beyond an organization's actual role in DHDP.

Use of DHDP or TFRI branding by Network Members and Ultimate Recipients

DHDP Members and Ultimate Recipients must not use DHDP or TFRI logos and associated branding without prior express approval from DHDP. See contact information below.

Use of Network Member and Ultimate Recipient branding by TFRI/DHDP

- Except for the purposes described below, TFRI/DHDP will not use Member or Ultimate Recipient names, logos or trademarks in communications relating to DHDP activities without express permission.
- TFRI/DHDP may publish on a website or otherwise list or showcase the name of a Network Member and membership status.
- TFRI/DHDP may post publicly from time to time on a website the name, logo or trademark(s) of the Ultimate Recipient, the amount and type of the Contribution, a description of the Eligible Project and public policy benefits therefore, the partnerships created, and the Network's advancement in data sharing and the use of AI in healthcare and projects selected, or other information that may be requested from time to time by TFRI.
- DHDP may use your organization's logo or name to promote the project you are part of, as outlined below.

Use of Quotes

- We will use quotes supplied by Network Members or Ultimate Recipients in advance only in relation to project news and initial project promotion; other uses e.g. story focus is on DHDP or TFRI, then we will confirm use of quote is acceptable in context and offer opportunity to edit or retract.
- Network Members or Ultimate Recipients will only use DHDP quotes after approval, and where context has been reviewed.

Digital Health &
Discovery Platform

Digital • Hôpital
Découverte • Plateforme

Where May Your Organization Be Mentioned

- DHDP Website –
    - Network Members page – use of partner logos, organisation description on member pages
    - DHIF project pages – use of logos, project descriptions, supplied quotes and media
    - News stories about teams and project progress – use of team photos supplied and quotes – these will be created from quarterly progress reports or research publications and sent for review/approval before publishing. DHDP may solicit further quotes as needed for the story.
    - News stories about DHDP – if quotes are used as supplied by project teams, we will confirm that they are still OK to use in this context with the project team/individual

- Social Media –
    - DHIF and Network membership announcements will share name of project, Ultimate Recipients, project description and may link back to project or member pages
    - Amplification for existing social posts about Members or Ultimate Recipients – we will describe as 'DHDP Member' or 'Ultimate Recipient'
    - Social campaigns for DHIF project news, from stories written (see above)
    - DHDP Platform news may mention DHDP Members and Ultimate Recipient; if we use a quote from these, we will solicit new and in context or supply for review/approval/retraction by the person supplying the quote

- Reports to ISED, TFRI Board of Directors, DHDP executive committees and working groups may mention DHDP Members and Ultimate Recipients but these are only for internal audiences

Please note that the examples given above are not exhaustive or binding but given only in illustration of the types of communications activity that can be reasonably expected during DHDP activities in communication about Platform news and development, project news and updates, and miscellaneous marketing activities, in digital and also print format.

Digital Health &
Discovery Platform

Digital • Hôpital
Découverte • Plateforme

Obligations of Ultimate Recipients

Publicity and Notice

Ultimate Recipients are required to inform TFRI ten (10) business days in advance of any public announcement, publication, or presentation in regard to their funding or project. TFRI will have the right to review the publicity for accuracy regarding the role of the DHDP. The Ultimate Recipient may be required to modify or include statements in relation to DHDP or Government funding.

Acknowledgement of Funding

Ultimate Recipients are required to acknowledge the support of TFRI/DHDP and the Government of Canada through ISED's Strategic Response Fund in all scientific communications and media releases related to their project.

Example: "This project receives funding through the Digital Health Innovation Fund, which is managed by the Terry Fox Research Institute-led Digital Health & Discovery Platform, with a funding allocation of $49 million through the Government of Canada's Innovation, Science, Economic, and Development (ISED) Strategic Response Fund."

Government Communications

In addition to terms described above, Ultimate Recipients also agree to TFRI/DHDP providing the Government with certain information, to the publication of certain information by the Government, and to certain communications with and by the Government, as set out in funding agreements.

These agreements typically include requirements that the Ultimate Recipient:

- be contacted by the Minister in relation to success stories, announcements, ceremonies and other communications activities;
- a public announcement of the federal contribution for the funding by the Minister or on behalf of the Minister in the form of a news release and/or event;
- the display promotional material and/or signage provided by TFRI (or the Minister) at any such event

Digital Health &
Discovery Platform

Digital • Hôpital
Découverte • Plateforme

Boilerplate and Key Messages

The following boilerplate texts may be helpful when communicating about your DHDP-funded project:

About DHDP: The Digital Health & Discovery Platform (DHDP) is a pan-Canadian initiative led by the Terry Fox Research Institute, with a funding allocation of $49 million through the Government of Canada's Innovation, Science, Economic, and Development (ISED) Strategic Response Fund.

About the Digital Health Innovation Fund. Focused on improving health outcomes for Canadians by bringing together health researchers, AI and data scientists and industry partners to advance precision medicine—the Digital Health Innovation Fund supports collaboration in secure health data sharing to accelerate research in precision medicine.

Key Messages:

- The Digital Health Innovation Fund is helping translate Canada's AI and digital health strengths into real-world healthcare solutions.
- Through the Digital Health Innovation Fund, DHDP is supporting collaborative projects that bring together researchers, healthcare organizations, industry and technology partners.
- Secure access to high-quality health data is essential for developing trustworthy AI that improves patient care.
- The Government of Canada's investment through ISED is helping position Canada as a global leader in responsible AI for healthcare.
- DHDP is creating the national infrastructure and partnerships needed to accelerate digital health innovation for the benefit of Canadians.

Contact

Please send any queries or requests for approval, review and clarification to *Amanda Maxwell (amaxwell@tfri.ca)* or dhdp@tfri.ca