

## Acknowledging Canadian Blood Services research funding and donors

Canadian Blood Services requires that the support we provide for your research project be acknowledged in all forms of communication. This includes presentations, peer-reviewed and other publications, news releases, and other materials relating to your Canadian Blood Services supported research.

### Acknowledging research funding

If you receive funding from Canadian Blood Services in support of your research project, the following acknowledgement statement should be used in any communications related to the project:



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This research received funding support from Canadian Blood Services (*Insert name of funding program*), funded by the federal government (Health Canada) and the provincial and territorial ministries of health. The views herein do not necessarily reflect the views of Canadian Blood Services or (*remove “Canadian Blood Services or” if you are a Canadian Blood Services employee*) the federal, provincial, or territorial governments of Canada.

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Include the Canadian Blood Services logo when acknowledging Canadian Blood Services funding in a news release, the acknowledgement section of a poster, or any other products. You can get high-resolution versions of the Canadian Blood Services logo and usage guidelines by contacting [centreforinnovation@blood.ca](mailto:centreforinnovation@blood.ca).

### Acknowledging blood donors



If you receive Canadian Blood Services donor-related research services (e.g. access to cord blood or other blood products, access to donor data) for your research project, the following acknowledgement statement should be used in any communications related to the project:

**“We are grateful to Canadian Blood Services’ blood donors, who made this research possible.”**



**Canadian  
Blood  
Services**  
BLOOD  
PLASMA  
STEM CELLS  
ORGANS  
& TISSUES

## Let us help you extend the reach of your research findings

Canadian Blood Services has a science communication strategy that helps disseminate research findings and increases stakeholder awareness of the research we support. Help us deliver on this strategy.

### Upon acceptance in a publication

As soon as your manuscript is accepted for publication, please inform Canadian Blood Services ([centreforinnovation@blood.ca](mailto:centreforinnovation@blood.ca) and cc: [catherine.lewis@blood.ca](mailto:catherine.lewis@blood.ca)) with the name of the journal, article title, and expected date of publication.

### If your institution is issuing a press release

If your institution and/or publisher is preparing a press release or other media announcement for your publication, please contact Canadian Blood Services' science communications contact ([catherine.lewis@blood.ca](mailto:catherine.lewis@blood.ca)) so that Canadian Blood Services can help share the news.

If no press release is being prepared but you feel your publication is newsworthy, please inform our communications contact so we can help promote your research.

## Other ways to extend the reach of your work

### Blog posts and Research Units



Help us demonstrate the impact of your work by contributing to **RED**, our research, education, and discovery blog; and our **Research Units** (plain language summaries).

Get your lab and students involved and share your work's impact while providing new writing opportunities for your lab members. Pitch a story idea!

### Social media

Online social networks are important tools to attract both academic and non-academic readers. Let us know if you are sharing your work via social media so we can help support your outreach. Consider visuals and important messages that will resonate with viewers. Send us your sharable content along with relevant links.

### Key Contact:

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[blood.ca/research](http://blood.ca/research)