

# Lay Science Writing Competition Guidelines

These Guidelines (the “Guidelines”) describe the requirements for the Canadian Blood Services Lay Science Writing Competition. The Lay Science Writing Competition terms and conditions may be altered without notice. Applicants should always refer to the latest edition of the Guidelines.

## I. General Information

Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians. Through our Centre for Innovation, we facilitate the creation, translation, and application of new knowledge to support a safe, effective, and responsive system of blood and related biological products for Canada.

Canadian Blood Services Lay Science Writing Competition is delivered in partnership with the Centre for Blood Research at the University of British Columbia. The Competition provides Canadian Blood Services’ and affiliated trainees<sup>1</sup> the opportunity to showcase their research to the public. It also supports trainees in their development of vital communication skills. This year’s Competition theme is “**Challenges 2020**”. The theme is open to the applicant’s interpretation but could include stories about challenges in their own research, challenges in conducting or communicating research, challenges faced by their field of research, or, more broadly, challenges facing science, research, education and communication in 2020.

The winning entry will receive a \$300 prize and the two runners-up will each receive \$100 prizes. Selected entries will be disseminated through Canadian Blood Services and partners’ online platforms and social media channels.

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<sup>1</sup> See Section II for eligibility criteria



## II. Eligibility and competition rules

- **Applicant:** The applicant must be a member of the Canadian Blood Services extended research trainee network. This includes undergraduate students, graduate students, postdoctoral fellows and research associates directly or indirectly supported by Canadian Blood Services, including:
  - trainees training in Canadian Blood Services research and development laboratories;
  - trainees training in academic laboratories currently supported by Canadian Blood Services [competitive funding programs](#)
  - trainees receiving funding from Canadian Blood Services Competitive Training Funding Programs (i.e., Canadian Blood Services Graduate Fellowship and Canadian Blood Services Postdoctoral Fellowship Programs);
  - trainees training in a research laboratory at the Centre for Blood Research at the University of British Columbia.
  - trainees training in a research laboratory from the School of Biomedical Engineering at the University of British Columbia.
- **Topic:** Submissions must align with the competition's theme of "Challenges 2020". Use of storytelling and narrative techniques are encouraged to create an engaging entry. If possible, describe how the challenge(s) may impact our transfusion and transplantation system and/or our society.
- Submissions must only have one (1) author.
- Submissions must be the original work of the applicants, in English, and not have been published before. The **science** discussed should be material applicants are willing to disclose as winning submissions will be published online. Applicants should be aware of the potential consequences of submitting unpublished research results as it relates to submitting for peer-review in scientific journals at later dates.
- Submissions must include a concise title (maximum of 150 characters including spaces) and **must not exceed 500 words**.

## III. Application process and evaluation

- Complete the Lay Science Writing Competition Application Form and submit to Canadian Blood Services' Centre for Innovation at [centreforinnovation@blood.ca](mailto:centreforinnovation@blood.ca) on or before the competition deadline, as per the Instructions in the Application Form. **No Application Forms or additional materials will be accepted after the deadline.**
- The duly received Lay Science Writing Competition Application Form constitutes an agreement to adhere to the rules governing the competition.



- Canadian Blood Services will acknowledge receipt of the Application Form by email. It is the responsibility of the Applicant to ensure the Application Form has been received by Canadian Blood Services. Please contact the Centre for Innovation if your Application Form is not acknowledged.
- All submissions will be assessed by Canadian Blood Services to ensure eligibility criteria are met (see Section II). All submissions that meet eligibility criteria will be anonymized and reviewed.
- Canadian Blood Services will convene a jury to review and rank the submissions. Submissions will be judged on their writing and storytelling merits considering the following equally weighted criteria. Submissions will not be judged on the quality of the research and science presented.

| <b>Criterion</b>                           | <b>Description</b>   |
|--|--|
| Relevance                                  | Does the submission fit within the theme of “Challenges 2020”? Does it describe/postulate the impact of the challenge(s) on the transfusion and transplantation system and/or our society (e.g.: challenges in research, challenges conducting/communicating research, challenges faced by the applicant’s field of research, or, more broadly, challenges facing science, research, education and communication in 2020)? |
| Accessibility & clarity of language        | Is the language accessible? Are the concepts described clear to a non-expert? Is it jargon-free? Is the piece well-structured and free from grammar and spelling errors?   |
| Concept/premise/originality & storytelling | Is the submission interesting? Creative? Engaging? Does the author use narrative techniques to effectively tell a story (e.g., use of characters or first-person experiences, an engaging story arc, use of imagery, similes and metaphors where appropriate)? Is the author’s voice original and strong?  |

- Upon completion of their review, the jury will submit their ranking recommendations to the Canadian Blood Services’ Director, Centre for Innovation for final approval.
- Canadian Blood Services will inform applicants of the competition outcomes within three (3) months of the submission deadline.



## **IV. General terms and conditions of the competition**

- These Guidelines, including the terms and conditions of the award, may be altered by Canadian Blood Services without notice. Applicants shall comply with the latest edition of the Guidelines.
- It is the applicants' responsibilities to ensure and attest to the originality of their submissions. The Centre for Innovation reserves the right to employ plagiarism detection software to ensure the originality of submissions.
- Applicants shall ensure that submissions do not infringe third party intellectual property rights and comply with appropriate copyright and academic authorship standards.
- Materials submitted to this competition may be disseminated on the world wide web and social media platforms at the discretion of Canadian Blood Services, Centre for Blood Research and their partners. Applicants may be asked to participate in these dissemination activities.
- There are no restrictions on the use of prize money offered to the applicants of winning entries. The prize money will be paid directly to the applicants who will be responsible for any and all taxes.

## **V. Contact and enquiries**

Enquiries should be addressed to the Centre for Innovation at [centreforinnovation@blood.ca](mailto:centreforinnovation@blood.ca) or at (613) 739-2564.