



Code of conduct for research communication and press releases

Research communication from the Department of Nutrition, Exercise and Sports aims to illustrate how the department's activities contribute to the development of the society. Therefore, communication must always be clear, compelling and credible.

The communication must also engage people in the department's activities, and raise and strengthen the department's value for society within the fields of sports, physical activity, nutrition and health. This may require scientific content to be simplified.

Research communication from the Department of Nutrition, Exercise and Sports rests on three key principles which dictate that the communication must always be:

- **Clear and unambiguous**
 - Research communication is often based on complex knowledge. At the same time, it is crucial that your target group understands your messages in depth and eventually is able to communicate it further. This means that you must clarify – and sometimes simplify – the scientific message.
- **Compelling**
 - Optimally, the communication imparts something new and supports the narrative that the department contributes to the development of the society. It is not just a question of nurturing the status quo.
- **Credible**
 - The communication must be transparent about financing and any conflicts of interest.
 - The communication must not distort or exaggerate the study's impact or the effect of the results.

In the case of press releases etc., the communication must always be based on close cooperation between the Communications department and the researcher(s) responsible. Furthermore, research communication from the Department of Nutrition, Exercise and Sports always complies with [Danish Universities principles for good research communication](#).

Further information and questions

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