

CBTN MESSAGING TOOLKIT

Clear, confident language to share our united mission.

WHO WE ARE

The [Children's Brain Tumor Network \(CBTN\)](#) is a [global force for change](#), transforming how childhood brain tumors are studied and overcome. We unite dozens of leading hospitals, hundreds of scientists, thousands of families, and more than 30 foundations to accelerate discovery, improve treatments, and bring real hope to every child, because kids can't wait.

WHAT WE WANT PEOPLE TO KNOW

At CBTN, every decision, dataset, and discovery is guided by one purpose: [improving children's lives through science that moves faster, works smarter, and reaches further](#).

We openly share the world's largest collection of pediatric brain tumor biospecimens and among the most comprehensive pediatric brain tumor datasets. With over [80,000 samples](#) available, fueling more than [400 research projects globally](#), and contributing to more than [250 scientific publications](#) so far.

- More than [8,000 patient samples](#) have been collected and connected across studies to unlock new insights.
- Genomic data from these samples is housed and shared through the CBTN Pediatric Brain Tumor Atlas (PBTa).
- Every contribution from a child or family member drives progress for many, powering discoveries that can change outcomes for children everywhere.

By supporting CBTN, you ensure breakthroughs move from labs to lives faster. Together, we're proving that collaboration is the catalyst for cures.

WHY IT MATTERS

Pediatric brain tumors are the leading cause of disease-related death among children and young adults in the U.S. and many other countries. Progress depends on a new way of doing science, one rooted in openness, collaboration, and equity.

CBTN accelerates cures by:





- Sharing data, technology, and samples freely with the global research community.
- Breaking down silos so discoveries can spread and scale faster.
- Empowering families and foundations as active partners in progress.

When you support CBTN, you ensure that no child's data or samples go unused. Every contribution becomes part of something bigger.

KEY TERMS

Open Science: A collaborative research model that shares data and tools broadly and quickly, rather than limiting access to a single institution or lab. This approach helps discoveries move faster and reach more children.

Biobank: A special collection of donated tumor samples, connected with medical information, that helps scientists study and find better treatments.

Pediatric Brain Tumor Atlas (PBTa): One of the largest collections in the world of childhood brain tumor data, freely shared with researchers to speed discoveries.

M3 Approach: CBTN's faster, smarter way to tackle research for kids' brain tumors.

- Multimodal: Evaluating different types of data together for a fuller picture.
- Multiomic: Studying multiple biological layers, including DNA, RNA, and proteins, to identify biological pathways and treatment opportunities.
- Multidisciplinary: Experts working together across specialties to speed discovery.

BRAND VOICE REMINDERS

Tone

- Grounded and credible
- Confident and bold
- Hopeful and human

Language

- Use plain, direct sentences that emphasize action.
- Show impact through collaboration, not competition.
- Strengthen "help" or "support" language by choosing verbs like *advance*, *accelerate*, *enable*, *fuel*, and *drive*.





RESOURCES

Learn more or get involved:

- [CBTN Website](#)
- [2024 CBTN Progress Report](#)
- [D3b Partnerships](#)
- [Give to CBTN](#)

NEED HELP TAILORING MESSAGING?

CBTN can assist with event language, social posts, or newsletter mentions to ensure alignment with our mission and audience.

Email communications@cbtn.org to get started.