

Health Communication and Informatics Research Branch (HCIRB)

cancercontrol.cancer.gov/brp/hcirb

About HCIRB

Mission

To advance research on the processes and effects of communication and informatics across the [cancer control continuum](#).

HCIRB supports research on cancer-related health information, patient-provider communication, communication inequalities, and the acceleration and translation of research discoveries into public health and clinical practice.

Scientific Priority Areas



Behavioral Informatics

- Data and technology use by consumers, patients, caregivers, providers, public health organizations, and health care systems
- Improved care through electronic health records and personal health records



Health Literacy and Health Disparities

- Interventions to narrow the digital divide and address health literacy among underserved populations
- Identification of factors related to communication inequalities in cancer prevention and control



Public Health Communication Environment

- Multilevel approaches to communication about cancer prevention and control topics such as vaccination, tobacco use, diet and physical activity, genetic testing, and decision-making about treatment and care
- Integration of socioeconomic, cultural, environmental, and policy factors into health message design, evaluation, and dissemination



Media Effects

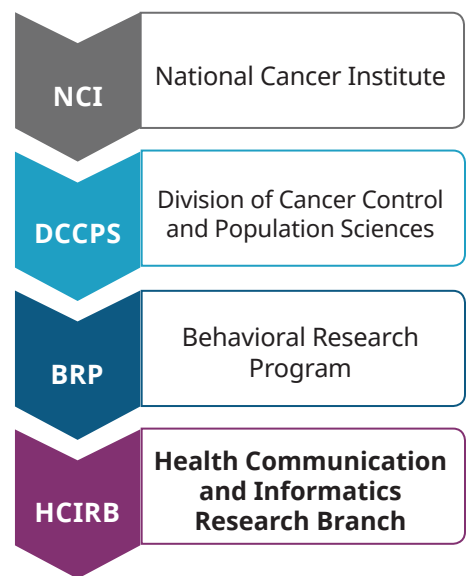
- The effect of media on individual-level knowledge, attitudes, behaviors, and population-level norms and trends
- Implementation of and communication about guidelines and policies related to cancer prevention and control



Social Media and Technology-Mediated Communication

- Innovative methods (e.g., natural language processing and network approaches) to examine and leverage user-generated content related to cancer prevention and control
- Rapid and iterative approaches to health communication interventions using emerging technological platforms and innovative methodology (e.g., real-time data capture, social marketing, and mobile health)

Organizational Structure



Selected Funding Opportunities

Mechanism for Time-Sensitive Drug Abuse Research
[PAR-18-064](#) (R21 Clinical Trial Optional)

Contact: Kelly Blake
kelly.blake@nih.gov

End-of-Life and Palliative Care Health Literacy:
Improving Outcomes in Serious, Advanced Illness
[PAR-18-498/PAR-18-499](#) (R01/R21 Clinical Trial Optional)

Contact:
Wen-Ying Sylvia Chou
sylvia.chou@nih.gov

Innovative Approaches to Studying Cancer
Communication in the New Media Environment
[PAR-18-638/PAR-18-639](#) (R01/R21 Clinical Trial Optional)

Contact: Kelly Blake
kelly.blake@nih.gov

NIH-NSF joint funding opportunity, “Smart and
Connected Health”

Contact: Bradford Hesse
bradford.hesse@nih.gov

Meet HCIRB-funded grantees at cancercontrol.cancer.gov/brpgrantees.
A complete list of BRP funding opportunities can be found at
cancercontrol.cancer.gov/brpfunding.

Resources & Tools

Health Information National Trends Survey

hints.cancer.gov

A nationally representative survey designed to monitor changes in the rapidly evolving health communication environment and collect data regarding public need for, access to, and use of health information.



“Cancer Prevention and Control in the Changing Communication Landscape”

<https://academic.oup.com/jncimono/issue/2013/47>

A special issue of *Journal of the National Cancer Institute: Monographs*, edited by HCIRB staff, lays a foundation for the next generation of cancer communication research.

Blake, K. D., Chou, W-Y. S., Prestin, A., & Hesse, B. W. (Eds.). (2013). Cancer prevention and control in the changing communication landscape. *Journal of the National Cancer Institute Monograph*, 47, 131–132.

HCIRB Team



Bradford Hesse, Ph.D.
Branch Chief
bradford.hesse@nih.gov

Health communication, informatics research, and human system integration



Kelly Blake, Sc.D.
Program Director
kelly.blake@nih.gov

Media effects, communication inequality, public health policy, and social epidemiology



Wen-Ying Sylvia Chou, Ph.D., M.P.H.
Program Director
sylvia.chou@nih.gov

Web 2.0 and social media, health literacy, patient-provider communication, global health, mixed methods, and qualitative research



April Oh, Ph.D., M.P.H.
Program Director
april.oh@nih.gov

Social determinants of health, community health promotion, contextual influences on diet, physical activity, and communication

Connect With Us

Get the latest updates on cancer-related funding, training and career opportunities, events, and scientific advances.



Follow us on [@NCIBehaviors](#)
[@NCIHINTS](#)



Subscribe at cancercontrol.cancer.gov/brpsubscribe