

# Health Communication and Informatics Research Branch (HCIRB)

[cancercontrol.cancer.gov/brp/hcirb](https://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

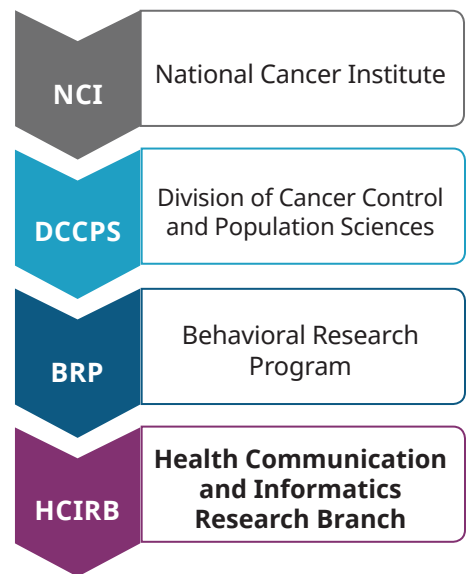
- The effect of media on individual-level knowledge, attitudes, behaviors, and population-level norms and trends
- Implementation of and communication about guidelines and policies related to cancer prevention and control



#### 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 (Updated October 2017)

Innovative Approaches to Studying Cancer Communication in the New Media Environment  
[PAR 16-248](#) and [PAR 16-249](#)

Expires June 14, 2019

**Contact:** Kelly Blake  
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NIH-NSF joint funding opportunity, "Smart and Connected Health"

**Contact:** Bradford Hesse  
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Meet HCIRB-funded grantees at  
[cancercontrol.cancer.gov/brpgrantees](http://cancercontrol.cancer.gov/brpgrantees).

A complete list of BRP funding opportunities can be found at [cancercontrol.cancer.gov/brpfunding](http://cancercontrol.cancer.gov/brpfunding).



HCIRB Team

## Resources & Tools

### Health Information National Trends Survey

[hints.cancer.gov](http://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.

## The HCIRB Team



### Bradford Hesse, Ph.D.

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Health communication, informatics research, and human system integration



### Kelly Blake, Sc.D.

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



### Wen-Ying Sylvia Chou, Ph.D., M.P.H.

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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.

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

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