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. The branch also engages in surveillance regarding the American public’s use of cancer-related information and the changing health communication environment.

**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**
  - Identification of factors related to communication inequalities
  - Interventions to narrow the digital divide and address limited health literacy

- **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**
  - 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**
  - Analyses of user-generated social media content using innovative approaches (e.g., Natural Language Processing, network analysis) to examine cancer-related attitudes, perceptions, and behaviors
  - Communication interventions using social media platforms and rapid, iterative approaches
  - Research toward understanding and mitigating risks of online health-related misinformation
**Selected Funding Opportunities**

<table>
<thead>
<tr>
<th>Funding Opportunity</th>
<th>Contact</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanism for Time-Sensitive Drug Abuse Research</td>
<td>Kelly Blake</td>
<td>Nov. 9, 2021</td>
</tr>
<tr>
<td>PAR-19-064 (R21 Clinical Trial Optional)</td>
<td><a href="mailto:kelly.blake@nih.gov">kelly.blake@nih.gov</a></td>
<td></td>
</tr>
<tr>
<td>End-of-Life and Palliative Care Health Literacy: Improving Outcomes in Serious, Advanced Illness</td>
<td>Wen-Ying Sylvia Chou</td>
<td>May 8, 2021</td>
</tr>
<tr>
<td>PAR-18-498 / PAR-18-499 (R01/R21 Clinical Trial Optional)</td>
<td><a href="mailto:wen-ying.chou@nih.gov">wen-ying.chou@nih.gov</a></td>
<td></td>
</tr>
<tr>
<td>Innovative Approaches to Studying Cancer Communication in the New Information Ecosystem</td>
<td>Kelly Blake</td>
<td>June 9, 2022</td>
</tr>
<tr>
<td>PAR-19-348 / PAR-19-350 (R01 Clinical Trial Optional)</td>
<td><a href="mailto:kelly.blake@nih.gov">kelly.blake@nih.gov</a></td>
<td></td>
</tr>
<tr>
<td>NIH-NSF joint funding opportunity:</td>
<td>April Oh</td>
<td>Dec. 11, annually</td>
</tr>
<tr>
<td>Smart and Connected Health</td>
<td><a href="mailto:april.oh@nih.gov">april.oh@nih.gov</a></td>
<td></td>
</tr>
<tr>
<td>Leveraging Health Information Technology (Health IT) to Address Minority Health and Health Disparities</td>
<td>April Oh</td>
<td>March 5, 2021</td>
</tr>
<tr>
<td>PAR-19-093 (R01 Clinical Trial Optional)</td>
<td><a href="mailto:april.oh@nih.gov">april.oh@nih.gov</a></td>
<td></td>
</tr>
<tr>
<td>Modular R01s in Cancer Control and Population Sciences</td>
<td>Scott Rogers</td>
<td>March 9, 2021</td>
</tr>
<tr>
<td>PAR-18-869 (R01 Clinical Trial Optional)</td>
<td><a href="mailto:scott.rogers@nih.gov">scott.rogers@nih.gov</a></td>
<td></td>
</tr>
</tbody>
</table>

A complete list of BRP funding opportunities can be found at [cancercontrol.cancer.gov/brpfunding](https://cancercontrol.cancer.gov/brpfunding). Meet HCIRB-funded grantees at [cancercontrol.cancer.gov/brpgrantees](https://cancercontrol.cancer.gov/brpgrantees).

**Resources**

**Health Information**

**National Trends Survey**

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

**Recent Priority Publications**


**Connect With Us**

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

Follow us at [@NCIBehaviors](https://twitter.com/NCIBehaviors) 
   [@NCIHINTS](https://twitter.com/NCIHINTS)

Subscribe at [cancercontrol.cancer.gov/brpsubscribe](https://cancercontrol.cancer.gov/brpsubscribe)

October 2019