Health Communication and Informatics Research Branch (HCIRB)
cancercontrol.cancer.gov/brp/hcirb

**Mission**

The mission of HCIRB is to advance research on the processes and effects of communication and informatics across the cancer control continuum. HCIRB supports research on patient-provider communication, the impact of technology on health communication, cancer 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.

**Organizational Structure**

- **NCI** National Cancer Institute
- **DCCPS** Division of Cancer Control and Population Sciences
- **BRP** Behavioral Research Program
- **HCIRB** Health Communication and Informatics Research Branch

**About HCIRB**

**Scientific Priority Areas**

- **Behavioral Informatics**
  - Data and technology use by consumers, patients, caregivers, providers, public health organizations, and health care systems
  - Improved care through use of electronic health records and patient portals, patient-generated data, and telehealth services

- **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

- **Health Literacy and Health Disparities**
  - Identification of factors related to communication inequalities and their subsequent effect on health disparities
  - Interventions to narrow the digital divide and address limited health literacy

- **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 to better understand and mitigate risks of online health-related misinformation

**Media Effects**

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Selected Funding Opportunities

<table>
<thead>
<tr>
<th>Title</th>
<th>Contact</th>
<th>Expires</th>
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<tbody>
<tr>
<td>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)</td>
<td>Wen-Ying Sylvia Chou <a href="mailto:wen-ying.chou@nih.gov">wen-ying.chou@nih.gov</a></td>
<td>May 8, 2021</td>
</tr>
<tr>
<td>Smart and Connected Health NIH-NSF Joint Funding Opportunity</td>
<td>Robin Vanderpool <a href="mailto:robin.vanderpool@nih.gov">robin.vanderpool@nih.gov</a></td>
<td>November 10, annually</td>
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<tr>
<td>Social and Behavioral Intervention Research to Address Modifiable Risk Factors for Cancer in Rural Populations RFA-CA-20-051 (R01 Clinical Trial Required)</td>
<td>Kelly Blake <a href="mailto:kelly.blake@nih.gov">kelly.blake@nih.gov</a></td>
<td>January 19, 2022</td>
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<tr>
<td>Innovative Approaches to Studying Cancer Communication in the New Information Ecosystem PAR-19-348, PAR-19-350 (R01/R21 Clinical Trial Optional)</td>
<td>Kelly Blake <a href="mailto:kelly.blake@nih.gov">kelly.blake@nih.gov</a></td>
<td>June 9, 2022</td>
</tr>
<tr>
<td>Modular R01s in Cancer Control and Population Sciences PAR-21-190 (R01 Clinical Trial Optional)</td>
<td>Scott Rogers <a href="mailto:rogerssc@mail.nih.gov">rogerssc@mail.nih.gov</a></td>
<td>March 8, 2024</td>
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Find a complete list of BRP funding opportunities at cancercontrol.cancer.gov/brpfunding. View sample grant applications at cancercontrol.cancer.gov/samplegrants. Learn about our HCIRB-funded grantees at cancercontrol.cancer.gov/brpgrantees.

Recent Priority Publications


Resources

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.

HCIRB Team

Robin Vanderpool, Dr.P.H. Branch Chief robin.vanderpool@nih.gov
Rural cancer control, HPV vaccination, community outreach and engagement, and patient-centered communication

Kelly Blake, Sc.D. Program Director kelly.blake@nih.gov
Media effects, communication inequality, public health policy, social epidemiology, and rural cancer control

Heather D’Angelo, Ph.D., M.H.S. Program Director heather.dangelo@nih.gov
Multilevel health communication research; implementation science, technology, and health equity; contextual influences on diet, physical activity, and tobacco use

Wen-Ying Sylvia Chou, Ph.D., M.P.H. Program Director wen-yings.chou@nih.gov
Social media, palliative care, goals of care communication, and health-related misinformation

Nicole Senft Everson, Ph.D. Program Director nicoles.everson@nih.gov
Patient-centered communication, intergroup interactions, technology-mediated communication disparities, and affective behavior

Anna Gaysynsky, M.P.H. Marketing Communications Analyst, ICF International anna.gaysynsky@nih.gov
Patient-provider communication, social media, social support, trust in health information, digital health

April Oh, Ph.D., M.P.H., Wendy Nelson, Ph.D., M.P.H., Maria Roditis, Ph.D., M.P.H., and Cynthia Vinson, Ph.D., M.P.A., have secondary appointments in the branch.

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