

# 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. 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

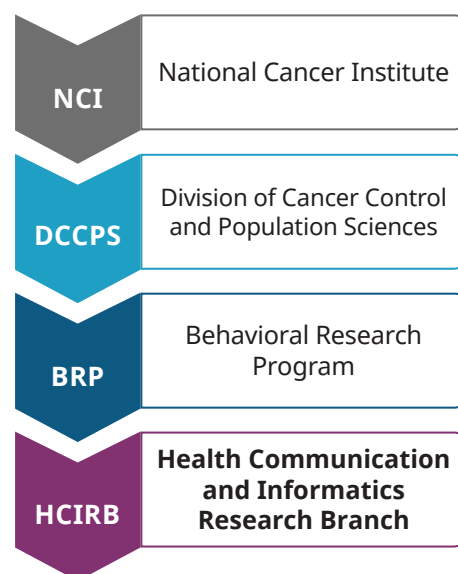
- Multilevel approaches to communication about cancer prevention and control topics such as vaccination, tobacco use, diet and physical activity, genetic testing, and decision-making about treatment and care
- Integration of socioeconomic, cultural, environmental, and policy factors into health message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

### Organizational Structure



#### 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

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

## 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

Chou WS, Oh A, Klein WMP. Addressing Health-Related Misinformation on Social Media. JAMA. 2018. [ncbi.nlm.nih.gov/pubmed/30428002](https://ncbi.nlm.nih.gov/pubmed/30428002)

Paskett E, Kinney A, Blake KD (Guest Eds.). CEBP Focus: Population Health Assessment in Cancer Center Catchment Areas. Cancer Epidemiol Biomarkers Prev. 2019. [cancercontrol.cancer.gov/brp/hcirb/catchment-areas-cebp.html](https://cancercontrol.cancer.gov/brp/hcirb/catchment-areas-cebp.html)

Special Section: Rurality, Rural Identity, and Cancer Control. J Rural Health. 2019. [cancercontrol.cancer.gov/brp/hcirb/catchment-areas-special.html](https://cancercontrol.cancer.gov/brp/hcirb/catchment-areas-special.html)

## HCIRB Team



### Robin Vanderpool, Dr.P.H.

Branch Chief

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Rural cancer control, HPV vaccination, cancer screening, cancer survivorship, implementation science, and patient-provider communication



### Kelly Blake, Sc.D.

Program Director

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



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

Program Director

[wen-ying.chou@nih.gov](mailto:wen-ying.chou@nih.gov)

Social media, palliative care, and goals of care communication



### April Oh, Ph.D., M.P.H.

Program Director

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Dissemination and implementation science, multilevel approaches to health communication research and interventions, social determinants of health, contextual influences on diet, and physical activity

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