

Centers of Excellence in Cancer Communication Research (CECCR) Initiative

Bradford W. Hesse, PhD
Health Communication &
Informatics Research Branch

April 28, 2008



Division of Cancer Control
and Population Sciences
National Cancer Institute

Winning the “War on Cancer”

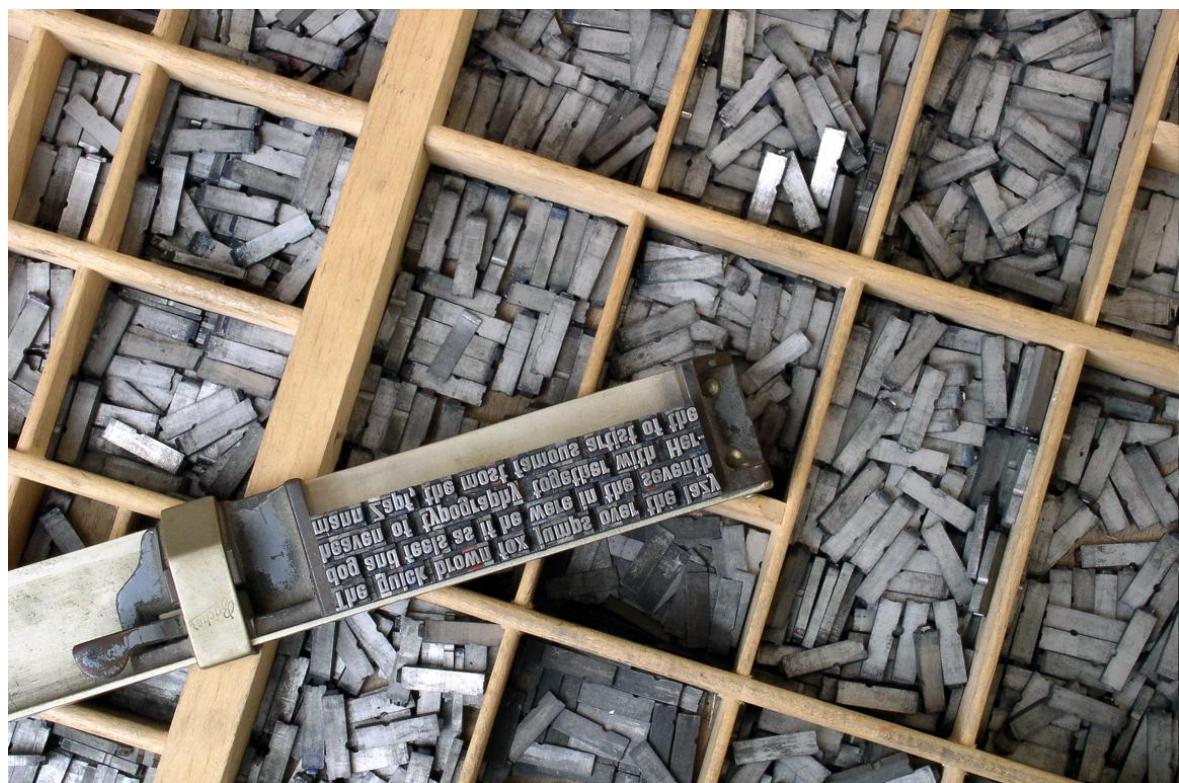
Charlie Rose Show, August 2004

Fortune Cover Story,
March 2004



The Revolutionary Quality of Communication

*“Give me 26 soldiers of lead and I shall conquer the world” **



* Johannes Gutenberg (1400-1468)

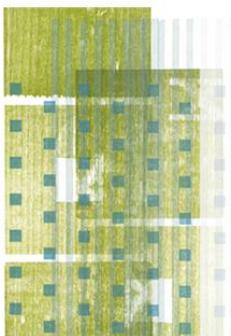
More Change in the Next 5 Years Than Last 50

The pace of change [in communication options] over the next 5 years will dwarf the pace of change for the last 50 years. Ó

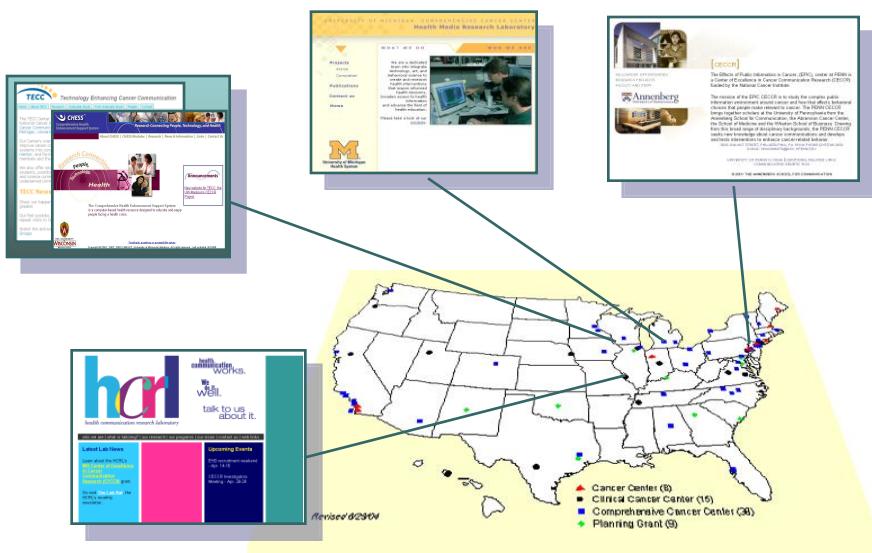
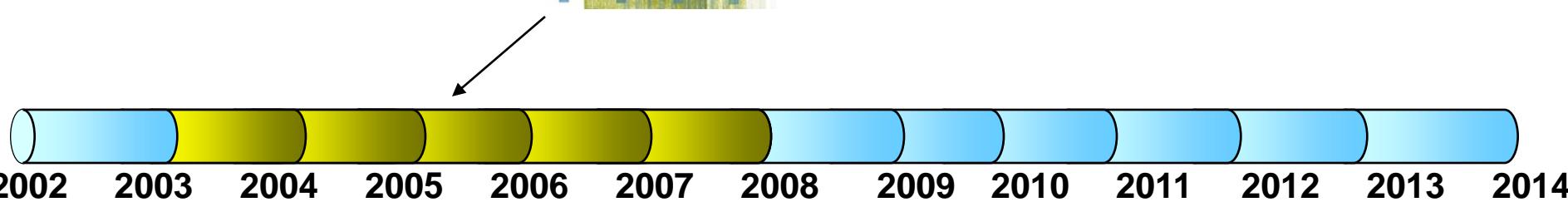
Lehrer News Hour,
October 19, 2006



Timeline: Centers of Excellence in Cancer Communication Research



Centers of Excellence in Cancer Communication Research (CECCR) Initiative



Changes in Media, Messaging, Channels, and Consumer Behavior

Changes in Media: NBC Circa 1971



Changes in Media: NBC Circa 2008

The NBC.com homepage for the television show 30 Rock. The top navigation bar includes links for LOG IN, search, SHOWS, WATCH VIDEO, SCHEDULE, NEWS & SPORTS, MOBILE, myNBC COMMUNITY, PLAY & WIN, SHOP, and EXTRAS. A banner for the V CAST service is prominently displayed. The main content area features a large image of the cast of 30 Rock and information about the show's new time slot: THURSDAYS 9:30/8:30c. Below this, there are links for MAIN, ABOUT, VIDEO, PHOTOS, EXCLUSIVES, COMMUNITY, GAMES, SHOP, and TAKE IT. A sidebar for EXCEDRIN BACK & BODY includes an advertisement for the product and links for AWKWARD MOMENTS, 30 ROCK EPISODES, and SEASON ONE DVD - AVAILABLE NOW! The main content area displays a video player for the episode "Succession" (04/24) and a list of other video clips: Succession (04/24), Kenneth's Exercise Tips, Succession: Liz goes Corporate!, Ask Tina - 4/24/08, Under the Bleachers with John Rigg - Episode Five, and Ask Tina - 04/17/08.

Tie-ins For Interactive Health Media

iVillage web powered by YAHOO!

LOG IN:
Not a member? JOIN NOW!
Email go

Health • Diet • Pregnancy & Parenting • Beauty & Style • Home & Garden • Go Green • Food • Weddings • Love • Entertainment • Astrology • Games
 VIDEOS • PHOTOS • BLOGS • MESSAGE BOARDS • CONNECT • IVILLAGE CARES // iLEARN • SHOPPING

FamilyRoom 

Which Sunglasses Are Right for You?
 Discover the best shades for your face shape. Try them on here >>

BEAUTY & STYLE SCOOP

- Share your hair-loss woes
- Would you wear these celeb looks?
- Learn how to get a flawless face

< PREVIOUS 1 | 2 | 3 | NEXT > ||

iVillage Videos VIEW ALL

Daily Blabber: Britney Spears Caught on Tape?
 A Marilyn Monroe sex tape surfaces, and Jamie Lynn Spears makes a happy home. Plus, has Britney Spears been baring her soul in a video diary?

DAILY ESSENTIALS

GOSSIP | **HOROSCOPES** | **NEWS** | **WEATHER**

YOUR HOROSCOPE TODAY

See what the stars have in store for your sign.
 Enter Birth Date:
 MONTH DAY YEAR **SUBMIT**

iGet It Done

- Do yourself a favor: Get some zzzs
- Is lack of sleep sabotaging your weight loss?

Daily Hot Topics

Daily updates on the latest conversations

Grocery Prices Up: What Can We Do?
 Posted recently on Frugal Kitchen
 Gas prices affect everything that travels by truck, and I've seen the difference on my grocery ticket. The news media had a study this week: Groceries are up 35 percent, biggest increase ever.

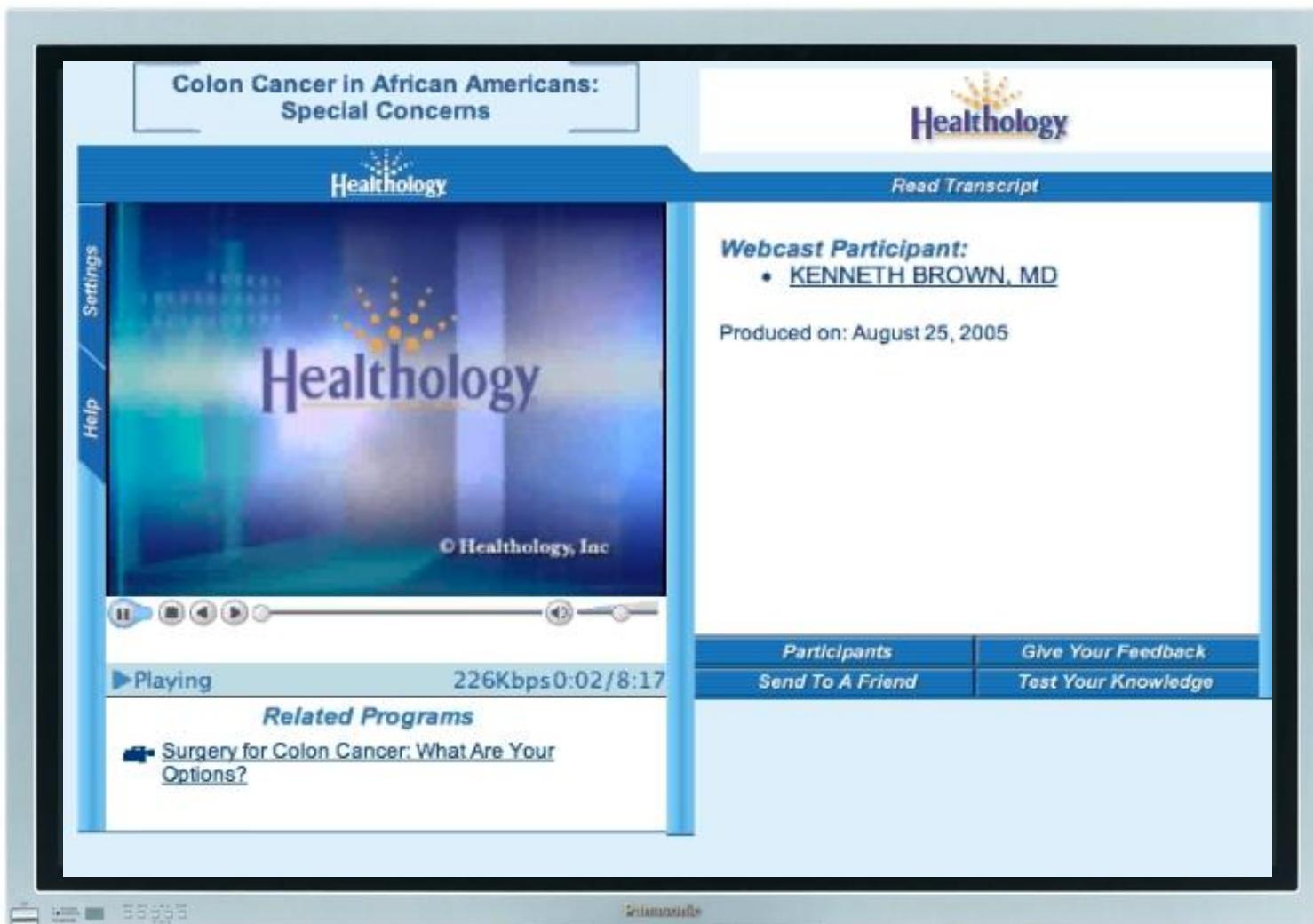
[Read more](#) | [More message boards](#)

Crummy Ideas for Potato Chips

Behind every family there is a family


Family Room 

Seeking and Scanning: Video and Text on Demand



Bradford W. Hesse National Cancer Institute

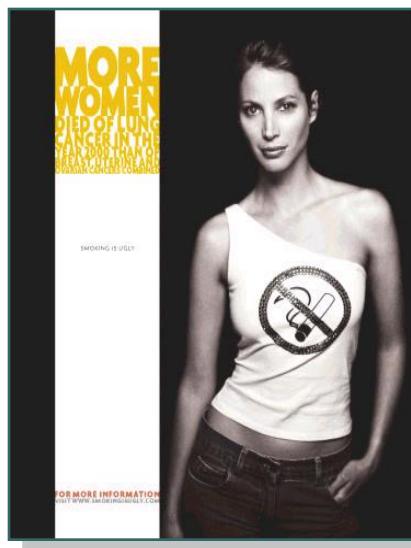
Newspapers Become Online Destinations



How Do We Break Through the Noise?



Message Sensation Value & Argument Quality



- MSV recorded for format, content, audio-visual features
- Argument Quality measured in mall intercept studies

How Do We Tell about New Complexities in Cancer?

NATIONAL CANCER INSTITUTE National Cancer Institute U.S. National Institutes of Health | www.cancer.gov

In English | [En español](#)

[SEARCH](#)

NCI Home | Cancer Topics | Clinical Trials | Cancer Statistics | Research & Funding | News | About NCI

Understanding Cancer Series: Gene Testing
[< Back to Main](#)

In English | [En español](#)

Slide 1 | Genes in the News

More and more often, headlines boast of new cancer genes found.

No wonder people are left with many unanswered questions. What is the connection between such gene discoveries and cancer? Is there a connection between genes and cancer's diagnosis or treatment?

The answers to these and other gene questions lie in understanding gene discovery, the science behind gene testing—the ability of researchers to identify changes within genes that may predict the future development of specific diseases, help diagnose existing diseases, or, someday, make it possible to treat or even ward off disease.

Genes in the News



Page Options

- [Print This Page](#)
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- [E-Mail This Document](#)
- [View/Print PDF](#)
- [View/Print PowerPoint](#)

Quick Links

- [Director's Corner](#)
- [Dictionary of Cancer Terms](#)
- [NCI Drug Dictionary](#)
- [Funding Opportunities](#)
- [NCI Publications](#)
- [Advisory Boards and Groups](#)
- [NIH Calendar of Events](#)
- [Español](#)

Questions about cancer?

- [▪ 1-800-4-CANCER](#)
- [▪ LiveHelp® online chat](#)

NCI Highlights

- [New Study of Targeted Therapies for Breast Cancer](#)
- [The Nation's Investment in Cancer Research FY 2009](#)
- [President's Cancer Panel Annual Report: 2006-2007](#)
- [Cancer Trends Progress Report: 2007 Update](#)
- [Past Highlights](#)

Effects of Public Information in Cancer



Robert C. Hornik, Ph.D.
Principal Investigator,
University of Pennsylvania
Annenberg School for
Communication

Understand how best to work with the complex public information environment to affect the behavioral choices people make relevant to cancer prevention, screening and post-diagnosis treatment and survival.

- The Cancer Information Seeking and Scanning Behavior Project
- Biobehavioral Evaluation of Anti-tobacco Public Service Announcements
- Communicating Genetic Risk in the Media: Effects on Efficacy and Healthy Behavior

Changes in the Health Care Sector

Industry Wide Change: Electronic Bank Records



Bank Teller

Home Banking

Bank of America

Online Banking

- Overview
- Sign In
- Enroll Now
- What You Need To Enroll
- What You Can Do
- Mobile Banking
- Online Banking Demo
- Online Banking User Guide
- Online Banking Credit Card Test Drive
- Online Banking Guarantee
- Service Agreement
- Frequently Asked Questions

Information for Maryland. Change state

Did you know you can Sign In from our Home page?

Skip the stamps:
Save money and time with free [Online Bill Pay service](#)

Learn more

America's premier Online Banking service
It's free. It's easy. It's secure.

Get started with Online Banking today.

Enroll Now

Don't wait for your statement to arrive in the mail. View and track your [accounts](#) anytime. Forgot to send a birthday gift? [Transfer money](#) fast to friends and family from your computer. Life is hectic. When you're on the go, receive [account alerts](#) via e-mail or mobile device. View up-to-the minute [credit card](#) account activity, pay your bill online and more. Save time and postage when you [pay bills](#) online. It is fast, easy and free.

Still undecided? Learn more.

DELL



Automated Teller
Machines

Industry Wide Change: Electronic Health Records

This screenshot shows a clinical application window titled "Admission (2004500000)". It displays a patient's demographic information: Name (Señor Mario Banderas), Date of birth (08/07/2004), Sex (male), and Blood group (A). A small portrait photo of the patient is visible. On the left, a list of medications is shown, with "Tetanus" highlighted by a red box. Below this is a search interface for "Immunization (Immunization)" with a search bar and a "Top 10 Quicklist" containing "Tetanus". A red arrow points from the "Tetanus" entry in the medication list to the "Tetanus" entry in the quicklist.



Interoperable Health Records

Personal Access to Health Records

This screenshot shows the "Personal Health Link" website for Kaiser Permanente Northwest. The header includes the Kaiser logo and the date April 22, 2005. The main content area is titled "Before you begin" and lists "Features" such as security, system requirements, eligibility, FAQs, support team, demo, and news. To the right, under "Features", there is a bulleted list of services available to users:

- View key sections of your personal health record, such as your health conditions, medications, and recent visit summaries.
- Send nonurgent, secure messages directly to your doctor and medical team and receive responses in a secure mailbox.
- Request medical appointments and medical or pharmacy advice.
- Create a wallet card with vital health information you can carry with you.
- Submit a change of address.

Below this, a message encourages user feedback. At the bottom right, there is a "Sign In" button and links for "Forgot Password?", "New Participant", and "Your Privacy".

Fully Supported Clinical Encounters

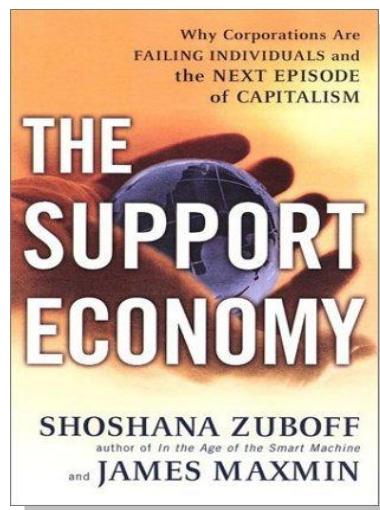
Question: Can We Engineer Comprehensive Support?

The New York Times

Awash in Information, Patients Face a Lonely, Uncertain Road



Nicole Bengiveno / New York Times



Comprehensive Health Support

CHESS™
Comprehensive Health Enhancement Support System

Research Connecting People, Technology, and Health

About CHESS | CHESS Modules | Research | News & Information | Links | Contact Us

Announcements

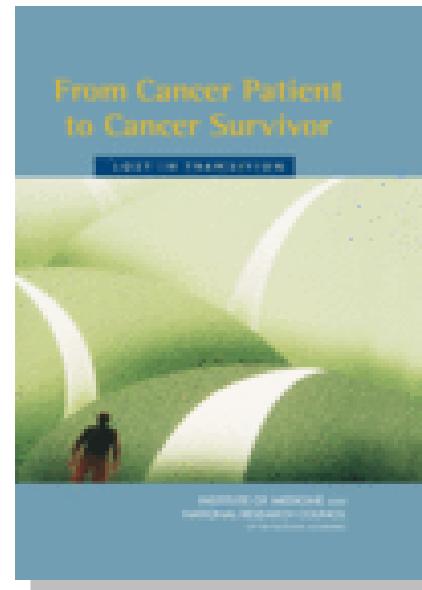
New website for TECC: the UW-Madison's CECCR Project

The Comprehensive Health Enhancement Support System is a computer-based health resource designed to educate and equip people facing a health crisis.

Feedback, questions or accessibility issues

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Caring for Cancer Patients Along their Journey



Engendering Self-Determination Through:

- Personal Autonomy
- Competency
- Relatedness

Technology Enhancing Cancer Communication Center



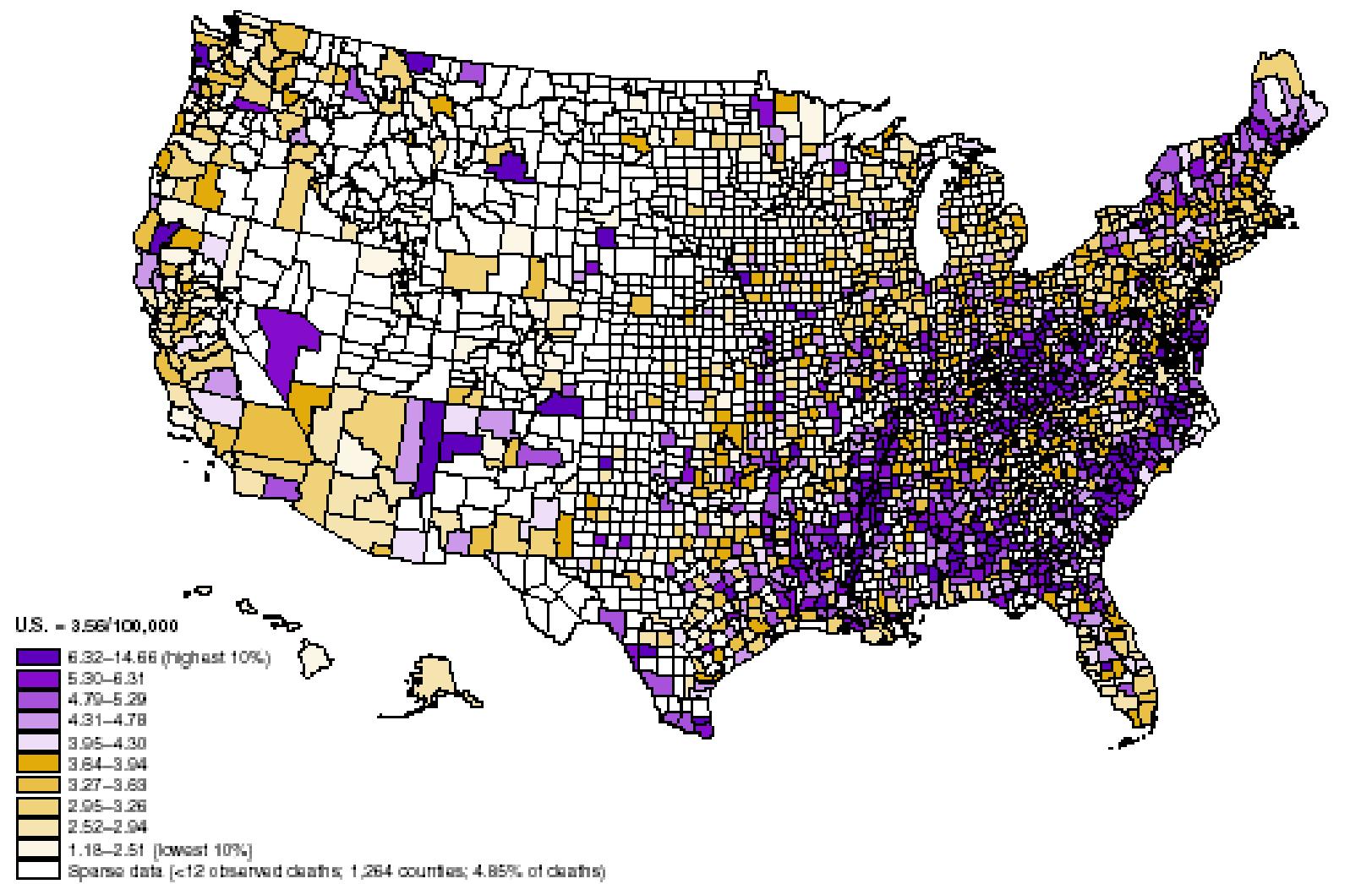
David H. Gustafson, Ph.D.
Principal Investigator,
University of Wisconsin
Center for Health Systems
Research & Analysis

- ***Help people affected by cancer use new communication technology, reduce their suffering, and enhance psychological well-being.*** Understanding How Interactive Cancer Communication Systems Work and for WhomBuilding Continuity in Care – Supporting the Facing Advanced Cancer, Their Family, Caregiver, and Clinical TeamImproving the Timing and Value of Information and Support for Cancer Patients Over the Course of the Disease

Targeting Health Messages to Reduce Cancer Disparities

Our Reach is Imperfect, In Spite of Medical Advances

Map 1. Cancer Mortality Rates by County (Age-adjusted 1970 U.S. Population)
Cervix Uteri: All Races, Females, 1970–1998



Can We Reach Out Across the Digital Divide?



A dashed arrow points from the kiosk towards a computer monitor displaying the CDC website for the National Breast and Cervical Cancer Early Detection Program.

CDC en Español

Search: Go

National Breast and Cervical Cancer Early Detection Program

Cancer

View by Topic

- > About the Program
- > Find a Local Program
- > Program Highlights
- > Reimbursement Policy
- > Screening Program Data
- > Publications
- > Training
- > Legislation
- > Partners
- > Related Links

Contact Info
Centers for Disease
Control and Prevention
Division of Cancer
Prevention and Control
4770 Buford Hwy, NE
MSK-64

Featured Items:

Breast Cancer Continuing Medical Education
This new program educates clinicians on providing appropriate and timely care to women with early signs of breast cancer.

NBCCEDP Screening Program Data
Results from the NBCCEDP, representing breast and cervical cancer screening services provided to program-eligible women, are reported.

President Reauthorizes NBCCEDP

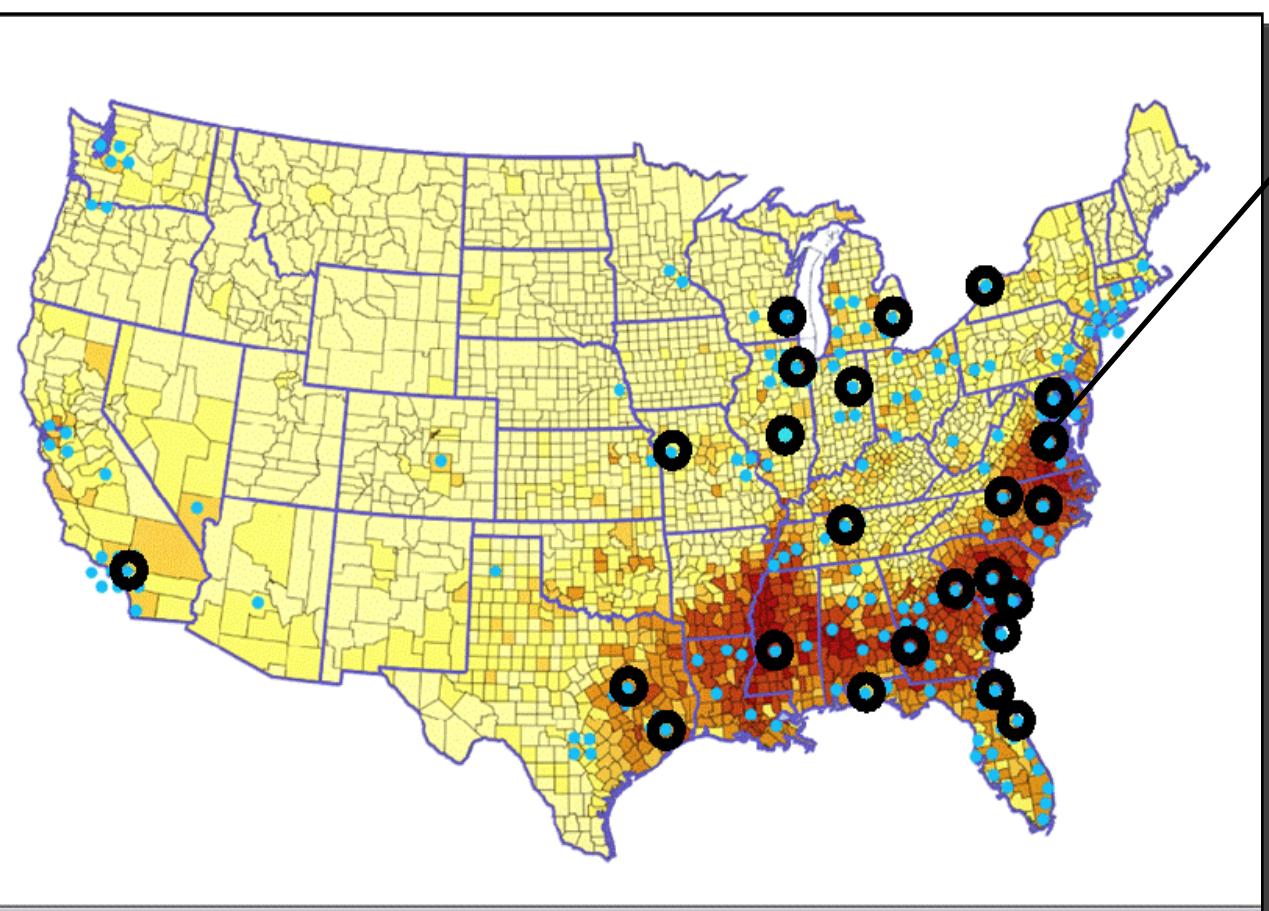
Free or Low-Cost Mammogram and Pap Test
To find out if you qualify, call your local program.

Quick Links

- Breast Cancer
- Cervical Cancer
- Human Papillomavirus (HPV) Information
- Información sobre el cáncer de mama
- Información sobre el cáncer de cuello uterino



Can We Improve Reach by Targeting Media?



How Do We Talk About Disparities?

“Disparities Framing”

Health Report

Blacks Die from Colon Cancer at Higher Rate than Whites

Death rate higher for black men and women

BY HEATHER JACOBSEN

ST. LOUIS – According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among Blacks are almost 50% higher than among whites. Much of this disparity is due to Blacks being less likely to get tested for colon cancer.

“...it’s not surprising that Blacks are more likely to die from cancer than whites.”

“We can prevent many deaths from colon cancer through screening,” said former Surgeon General David Satcher in response to the National Cancer Institute’s report. “If you’ve celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life.”

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2345 or visit its website at www.cancer.org. Details on the report are available through NCI’s Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

However, Blacks often don’t have the same opportunities to get screened that whites have.

The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. All these factors affect Blacks more than whites.

Rose Jones of St. Louis, Missouri was disappointed, but not surprised, by the finding. “With all the problems we have to deal with, it’s not surprising that Blacks are more likely to die from cancer than whites,” she said. “It’s just one more problem our community faces.”

Screening for colon cancer

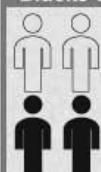
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test- A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Sigmoidoscopy/Colonoscopy- For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema- After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks worse off...



For every 2 whites who die from colorectal cancer, 3 Blacks die*

*comparison based on U.S. death rates per 100,000 population

“Progress Framing”

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

BY HEATHER JACOBSEN

ST. LOUIS – According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 14% in the past 20 years. Much of this improvement is due to a growing number of Blacks who are protecting their health by being tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

“We can prevent many deaths from colon cancer through screening,” said former Surgeon General David Satcher in response to the National Cancer Institute’s report. “If you’ve celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life.”

According to the NCI report,

more Blacks are getting screened than ever before.

The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. Despite these obstacles, almost 5.3 million Blacks are screened for colon cancer every year.

Rose Jones of St. Louis, Missouri said the findings were very encouraging. “This is great news for us,” said Jones. “Despite the problems we face everyday, the Black community is doing what it takes to improve our health.”

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2345 or visit its website at www.cancer.org. Details on the report are available through NCI’s Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

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Double contrast barium enema- After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks improving

The number of Blacks dying from colon cancer has declined steadily since 1985



*Colon cancer deaths per 100,000

Can We Cross Language & Cultural Barriers?



Center for Cultural Cancer Communication

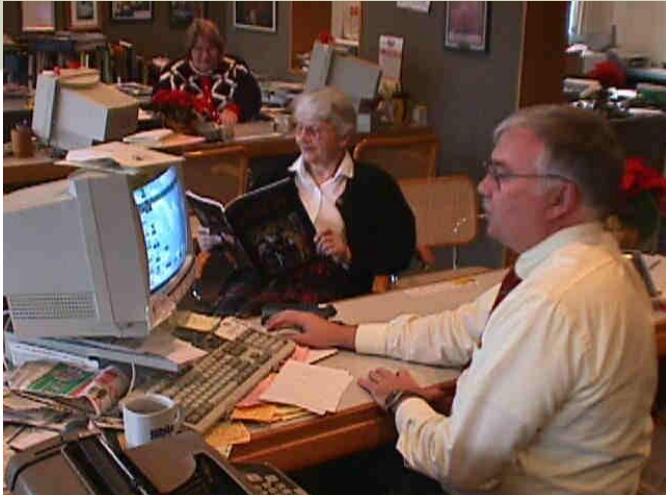


Matthew W. Kreuter, Ph.D.
Principal Investigator, Saint
Louis University Health
Communication Research
Laboratory

- ***Enhance the reach and relevance of cancer communication among African Americans.***Cultural Tailoring for Cancer Prevention and Control in African American WomenUsing Computer Kiosks for Breast Cancer Education in Six Community SettingsUsing Survivor Stories to Enhance the Effectiveness of Breast Cancer Communication

Personalizing Health Information

Sector Changing Events: Do It Yourself (DIY)



Airline Travel
System



Self Serve Kiosk

Online Reservations

The screenshot shows the Southwest.com website interface for online reservations. At the top, there's a navigation bar with links for Book Travel, Special Offers, and Travel Tools. Below that is a menu bar with tabs for AIR, CAR, HOTEL, CRUISE, VACATION PACKAGES, and TRAVEL SUMMARY. The main content area is titled "PLAN TRIP" and includes sections for "Standard Reservation" and "Additional Options". The "Where are you traveling?" section shows departure cities like Albany, NY - ALB, Albuquerque, NM - ABQ, Amarillo, TX - AMA, Austin, TX - AUS, and Baltimore, MD - BWI, and arrival cities like Little Rock, AR - LIT, Long Island, NY - ISP, Los Angeles, CA - LAX, and Birmingham, AL - BHM. The "When are you traveling?" section displays calendar pickers for Depart Date (from April to September), Depart Time (Before Noon, Noon - 6pm, After 6pm, Anytime), Return Date (from April to September), and Return Time (Before Noon, Noon - 6pm, After 6pm, Anytime). The Dell monitor at the bottom is part of the desktop setup displaying the website.

The Flat Pack Patient

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

IKEA®



Harry Cayton, UK National Director
for Patients & the Public

IKEA's "Flat Pack" furniture

The Flat Pack Patient

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Harry Cayton, UK National Director
for Patients & the Public

UK National Health System Goals*

- Levels of public engagement in relation to their health are high;
- Life expectancy increases beyond current forecasts;
- Health status improves dramatically;
- People are confident in the health system and demand high quality care;
- The health service is responsive with high rates of technology uptake, particularly in relation to disease prevention; and
- The use of resources is more efficient.

*Source: Cayton H. The Flat Pack Patient? Creating health together. Patient Educ Couns; 62(3): 288-290

Can We Personalize Health Information?

Project Quit

Welcome to Project Quit! Project Quit is an online smoking cessation program being developed by researchers at the University of Michigan, Group Health Cooperative, and Henry Ford Health System. Funding for this program is provided by the National Cancer Institute.

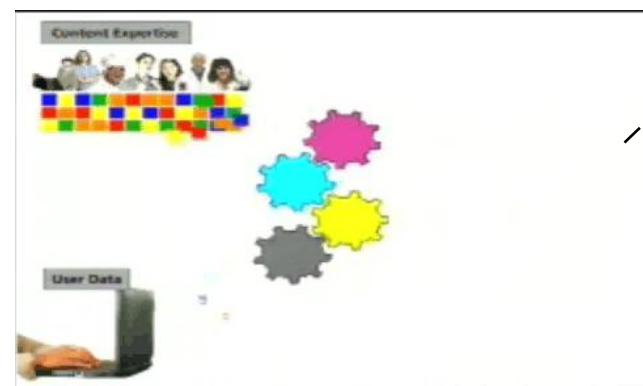
GroupHealth
Henry Ford Health System

New participant? Enter your referral code to get started:
 REGISTER

Already registered? Enter your username and password here:
Email address
Password SUBMIT CANCEL

Help | Credits | Contact Us

Online Help with Smoking Cessation



Personalizing Behavior Change

KAI SER PERMANENTE

Members sign on
User ID Password Sign on
Forgot your user ID or password?
Online security

Just mousing around?
Site improvements—take a look!
Register to get a user ID

BE YOUR OWN ACTION FIGURE.
thrive

Prospective Members Employers/Administrators Media Representatives Brokers Job Seekers

Health and wellness
Face the feasts with confidence. Our [personalized weight program](#) can help.

Health advice is coming to town
Truth about chicken soup (and other cold comforts)
Survival guide: [help for holiday depression](#)
Don't let winter put a chill on your workout.

- Health topics A to Z
- More... • La guía en español

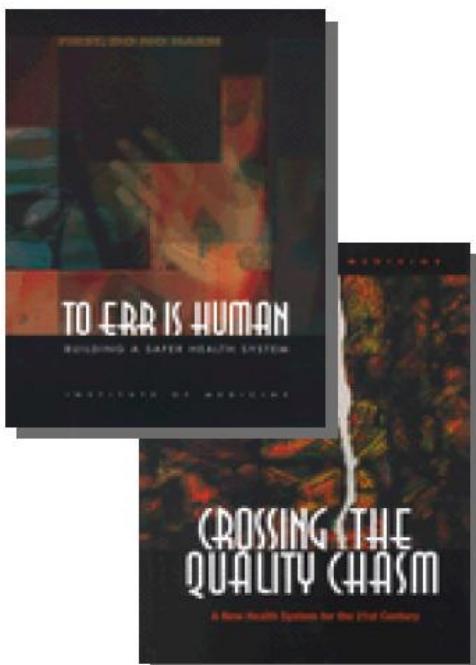
My health manager
Ready for a new you? Take a [total health assessment](#), get a custom action plan.

Plans for peace of mind
3 easy steps: [individual and family plans](#)
Think big: right prices, right choices for your small business
Get information on our Medicare plans

Now that we've found each other
[New member, meet Kaiser Permanente](#).
At home, online, or on the road. [We've got you covered.](#)

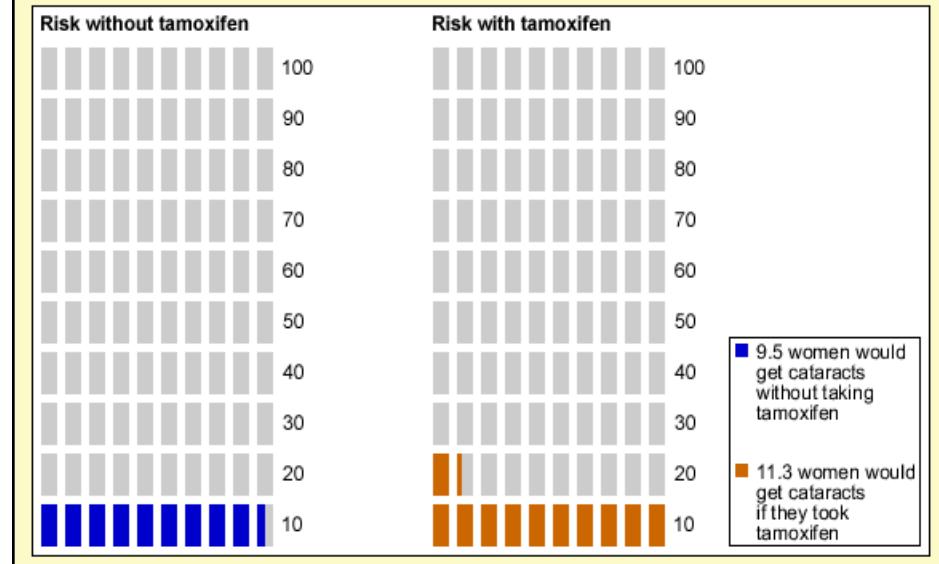
KP News Center

How Do We Empower Personal Decision Making?



Making the patient the first line
of defense against error

The graph on the left shows the number of women out of 100 who would get cataracts without taking tamoxifen. The graph on the right shows the number of women out of 100 who would get cataracts if they took tamoxifen.



How Do We Maximize Potential through Consumer Informatics?



QuickTime™ and a
Cinepak decompressor
are needed to see this picture.

The Future of Health Information Technologies

nih record

NIH RECORD HOME NIH RECORD ARCHIVES NIH HOME PAGE February 8, 2008

Logging on to the Future
NCI Event Examines Consumer Health IT
By Belle Waring

 In a move to enhance the translation and spread of research, NCI recently invited three informatics experts from private industry to speak at a half-day conference titled "The Future: Consumer Health Information Technology." NCI's Lindsey Volckmann, Dr. Robert Croyle and Dr. Bradford Hesse welcomed guests Adam Bosworth, formerly of Google; Dr. Bern Shen of Intel; and Dr. Bill Crouse of Microsoft. NCI's Dr. Steve Taplin served as moderator.

National surveys and studies show that technology is changing the way people manage their health. "There's a massive spread of people seeking health information online," Hesse said. "The increase crosses every age category." Consumers are also logging on to purchase medications; meanwhile, a growing number say they would prefer going online to schedule appointments, email their physicians and view and annotate their own medical records.

Within HHS there's a push to create a health care system similar to a business system, with interoperable (useable on several software platforms) medical records.

IT, with its enormous power to connect, stands to play a key role in affecting behavior, improving access and enhancing motivation. Given the major role played by factors such as smoking, physical inactivity and nonadherence to screening, Hesse noted that "behavioral issues [in influencing outcomes] are huge."



Participants in the recent IT conference included (from l.) Dr. Steve Taplin, NCI; Dr. Bern Shen, Intel; Dr. Bill Crouse, Microsoft; Adam Bosworth, formerly of Google; and Dr. Bradford Hesse, Dr. Robert Croyle and Lindsey Volckmann, all of NCI.

 **The Future: Consumer Health Information Technologies**
Monday, December 10, 2007
Adam Bosworth, Bern Shen and Bill Crouse
Total Running Time: 03:02:10
 **Podcasts available here**
[more information](#)

<http://videocast.nih.gov/PastEvents>

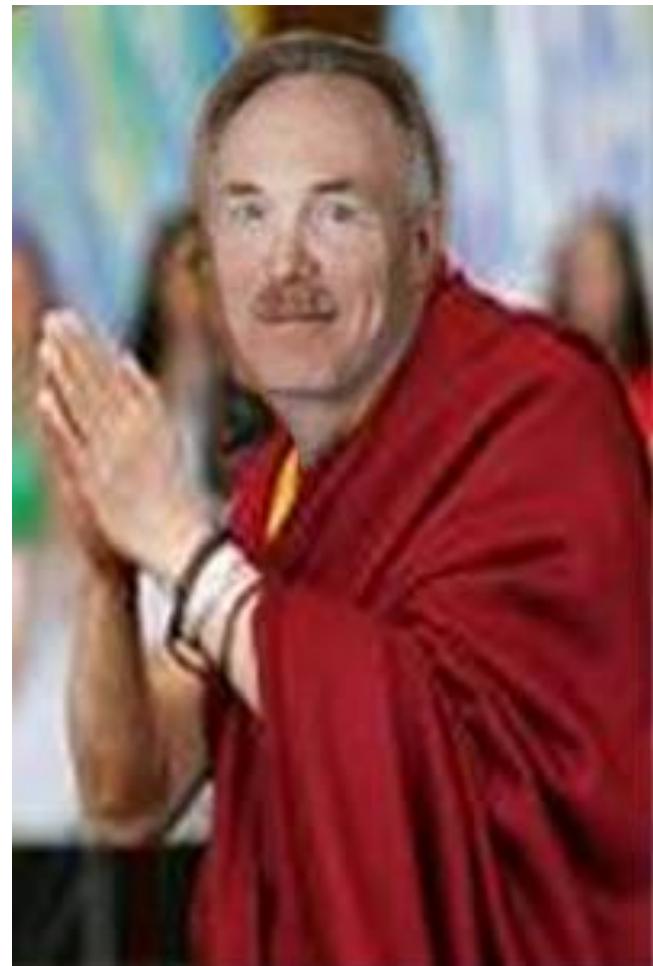
Center for Health Communication Research



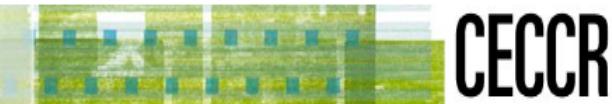
Victor J. Strecher, Ph.D.
Principal Investigator,
University of Michigan
Comprehensive Cancer
Center

- ***Develop an efficient, theory-driven model for generating tailored health behavior interventions that are generalizable across health behaviors and socio-demographic populations.*** Project Quit – Studying the Active Components of Smoking Interventions Eat for Life – Cultural and Motivational Dietary Message Tailoring Guide to Decide – Risk Communication: A Tamoxifen Prophylaxis Decision Aid

Zen and Now: Partnership is the Key



Welcome and
Thank You!



Centers for Excellence in Cancer Communication Research (CECCR)

Grantee Meeting

April 28-29, 2008

Atlanta Marriott Downtown

Atlanta, Georgia

Agenda

Monday, April 28, 2008

8:00 - 8:30 a.m. Registration and Continental Breakfast
Centennial B

8:30 - 9:00 a.m. Welcoming Remarks and Introductions
Centennial B

- ❖ Bradford Hesse, National Cancer Institute
- ❖ Michael Stefanek, American Cancer Society

9:00 - 10:00 a.m. Keynote Speakers: Why do we need evidence base in cancer communication?
Centennial B

- ❖ Elmer Huerta, American Cancer Society
- ❖ Jay Bernhardt, Centers for Disease Control and Prevention

10:00 - 10:15 a.m. Break

10:15 a.m. - 12:15 p.m. CECCR Overview
Centennial B

- ❖ Robert Hornik, University of Pennsylvania
- ❖ David Gustafson, University of Wisconsin
- ❖ Matthew Kreuter, St. Louis University
- ❖ Victor Strecher, University of Michigan