



health communication core

NCI
CCC DANA-FARBER/HARVARD
CANCER CENTER

www.healthcommcore.org

We bring art to your science.

What is the Health Communication Core?

THE HEALTH COMMUNICATION CORE (HCC) offers professional creative services to researchers, clinicians, and others from Dana-Farber/Harvard Cancer Center (DF/HCC), Dana-Farber Cancer Institute (DFCI), and other medical and research institutions. We provide everything from writing, editing, and graphic design to web site development, high-end print production, and audience research. We combine evidence-based practices with creative expertise to develop materials and communication strategies that help you successfully reach your audience—and keep their attention.

WE ARE EAGER TO BRING ART TO YOUR SCIENCE!

What does the HCC do?

Content Development

- write and edit
- customize literacy levels
- focus on cultural diversity
- coordinate translation of content into foreign languages

Graphic Design

- develop logos
- create a visual identity
- design materials for print, web, and other media

Web Site Development

- build web sites with content management tools, so that you and your team can easily update content on a regular basis
- create custom web applications and back-end tools for collecting project data
- integrate data from your site with third-party applications and technologies

Marketing

- brand your project
- create marketing and advertising plans
- help you develop intervention events and special programs

Testing

(in the Core's high-tech ECHO Lab)

- conduct focus groups
- test usability of web sites and other media
- measure the effectiveness of different messages with your target audience

Print Production

- create high-quality, professional print materials in our state-of-the-art, in-house print shop

about the core

What does the HCC create?

The list below represents just some of the materials we can create to help you recruit participants, support patients, communicate messages, and share your work.

- logos
- web sites
- brochures
- posters
- recruitment letters
- newsletters
- resource guides and toolkits
- stationery and collateral materials
- promotional materials and incentives
- multimedia presentations

Pricing

We understand that your budgets are tight. We pledge to work with you to create an individualized work plan that will meet your project needs and stay within your budget.

Contact us

To find out how we can bring art to your science, please contact:

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