



THE MULTIMEDIA TECHNOLOGY HEALTH COMMUNICATION
SBIR/STTR PROGRAM:

Transforming Research into Products

Program Overview

Over the past few decades, advances in technology have played a key role in enhancing the quality of cancer care through improvements in the prevention, diagnosis, and treatment of cancer. A driving force fostering the utilization of media technology to develop cancer communication products and their dissemination is the National Cancer Institute (NCI's) Multimedia Technology and Health Communication SBIR/STTR Program. The Program serves as an 'engine of innovation,' translating cancer research into commercially viable products for primary care professionals, researchers, patients and their families, and the general public.

Housed in the Health Communication and Informatics Research Branch in the Division of Cancer Control and Population Sciences, this program funds the development of multimedia tools to reduce cancer risk or improve the quality of life of cancer survivors. The goals of the program are to:

Fund

science-based, theory-driven, user-centered grants and contracts to translate cancer research into programs, interventions, systems, networks, or products needed by professionals or the public to reduce cancer risk or improve the quality of life of cancer survivors;

Promote

the use of innovative media technology and/or communication approaches in cancer prevention and control applications used in medical and community settings;

Improve

communication behaviors of primary care professions, patients, and care-givers in cancer-related matters;

Support

organizational infrastructure changes that promote the development of system models and the use of products developed in the program;

Expand

the methods for evaluating ehealth research and developed products.

www.cancercontrol.cancer.gov/brp

For More Information

<http://cancercontrol.cancer.gov/hcirb/sbir>

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Behavioral Research
Program



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