

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”

Bradford W. Hesse
National Cancer Institute

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

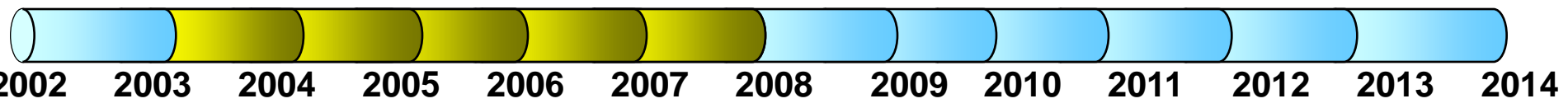
The pace of change [in communication options] over the next 5 years will dwarf the pace of change for the last 50 years. Ó

Lehrer News Hour,
October 19, 2006



Timeline: Centers of Excellence in Cancer Communication Research

Centers of Excellence in Cancer Communication Research (CECCR) Initiative



Four screenshots of CECCR websites are shown, connected by lines to a map of the United States. The websites include:

- TECC: Technology Enhancing Cancer Communication
- OHES: Ohio Health Enhancement Services
- Annenberg: The Center of Excellence in Cancer Communication Research (CECCR) at the University of Pennsylvania
- hcr: Health Communication Research Institute

The map shows the locations of various centers across the United States, categorized by type:

- ▲ Cancer Center (6)
- Clinical Cancer Center (15)
- Comprehensive Cancer Center (33)
- Planning Grant (8)

Changes in Media, Messaging, Channels, and Consumer Behavior

Changes in Media: NBC Circa 1971

Bradford W. Hesse
National Cancer Institute



Changes in Media: NBC Circa 2008

Bradford W. Hesse
National Cancer Institute



Tie-ins For Interactive Health Media



Seeking and Scanning: Video and Text on Demand



"All the News That's
Fit to Print."

The New York Times

LATE CITY EDITION Section 1

VOL. LXXXVI, No. 10487 NEW YORK, SUNDAY, JULY 24, 1937

REBELS IN BRUNETE AFTER A FULL DAY OF HEAVY FIGHTING

Loyalists, Driven From Town, Say They Recaptured a Part After Nightfall

CASUALTIES PLACED HIGH

Some Insurgent Units Said to Have Lost Half Their Men in Repeated Attacks

LOYALIST AVIATORS ACTIVE

Bomb Villavieja and Other South of Madrid—Fierce Protests Caracas Felt

By HERBERT L. MERTZMAN

BRUNETE, July 24.—Insurgent forces today in a series of advancing attacks and counterattacks that had done the Spanish rebels completely out of their positions and then after dark turned them back into the insurgent hands on the mountain side of the government's new village. The insurgents still retained part of it.

WAR IS AGAIN THREATENED

Japan Warns of New Action as Negotiations Break Down and Troop Withdrawals Halt

By A. T. BERRY

WASHINGTON, July 24.—Japan today warned of new action as negotiations between the two nations broke down and the withdrawal of Japanese troops from Manchuria was halted.

Strike in Kindergarten To Obtain Longer Hours

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SCOTTSBORO CASE ENDS AS 4 GO FREE; 2 MORE GET PRISON

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Major Sports Yesterday

TENNIS

The United States and Great Britain divided the opening two singles matches of the Davis Cup tennis contest at Wimbledon. After Jimmy Watson (Australia) defeated one of the defending British team, and another Frank Patterson, 4-2, 6-2, 7-6, Donudge, American and South of the ocean of Charles Mayes, 10-11, 6-4, 4-2. The doubles will be played tomorrow and the first two singles tomorrow. At Wimbledon, Mass., winner Adams defeated Gilbert Hunt, 3-6, 4-2, 4-6, 8-6, in the Longwood Round Court, and was pronounced champion of the event.

LEADER SAYS HE MUST ACCEPT IF ORGANIZATION DECIDES TO TAKE HIM IN PRISON

CONCERNED GAINS SUPPORT

Many Republicans Urge Senator to Enter Their Content on the New Deal Issue

Local Political Interest Increased as Senator's Visit to La Guardia in Queens

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WISCONSIN CODES ENDED; PRICE LIMITATIONS TO HOLD

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SENATORS FASHION BILL TO SPEED UP THE LOWER COURTS

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DIRECT APPEAL TO THE SUPREME COURT IS PROVIDED FOR CONSTITUTIONAL ISSUES

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PARLEY CONDEMNS NAZI CHURCH CURBS

Dated Conference in Closing Spanish Protest Resistance to Suppression in Reich

COMMITTEE TO DO THERE

First Message Emphasized a Demand for Religious Unity —Editorial Liberty Urged

WILSON IN A RAGE OVER EARLE SPIES

Philadelphia Mayor Holds State Treasurer on Charge of Tapping Airtel's Wire

WILL RUN FOR GOVERNOR

Early in a Glory David Aids Agency, Seen Use of a Political Handbook

NLRB INCONSISTENT, C. OF C. STUDY SAYS

230 Rulings in 2-Year Period Since Wagner Act Became Effective Are Analyzed

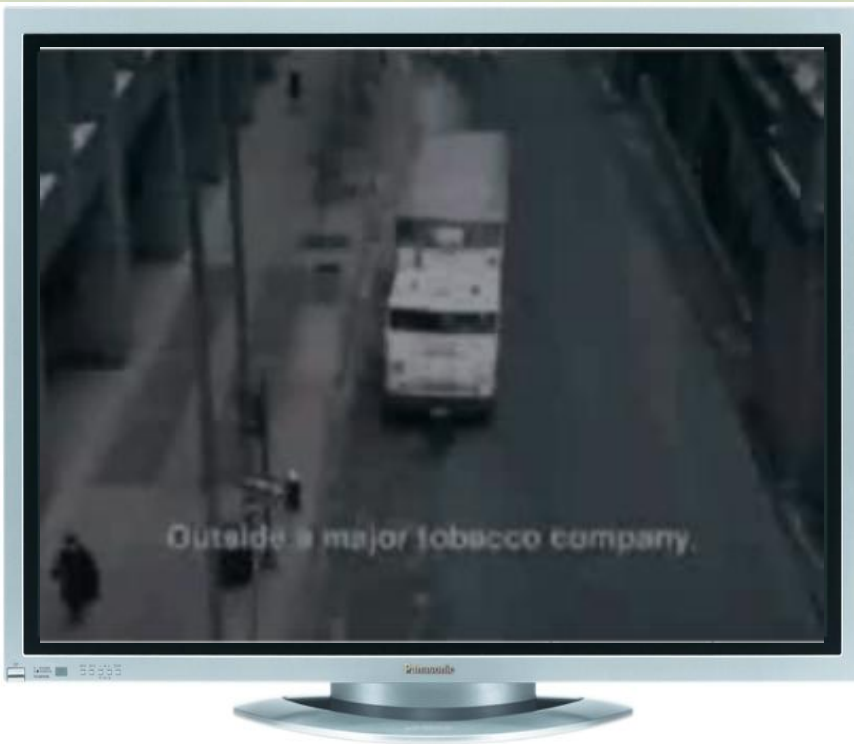
EMPLOYERS LEFT IN DOUBT

Variances Charged on Issues of Their Rights, Majority Role and Bargaining Unit

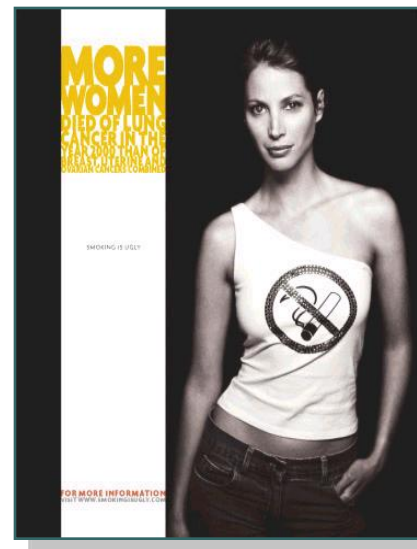
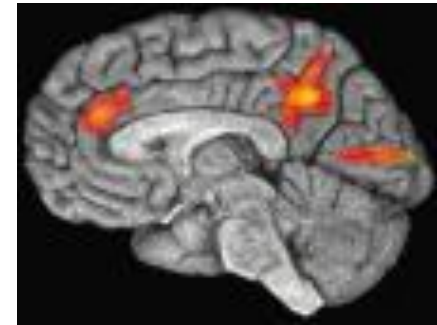
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How Do We Break Through the Noise?



**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?

The screenshot shows the National Cancer Institute website interface. At the top, there is a red header with the NCI logo, the text "National Cancer Institute U.S. National Institutes of Health | www.cancer.gov", and a search bar. Below the header is a navigation menu with links for "NCI Home", "Cancer Topics", "Clinical Trials", "Cancer Statistics", "Research & Funding", "News", and "About NCI".

The main content area features a slide titled "Slide 1 | Genes in the News". The slide content includes:

- Section Header:** Slide 1 | Genes in the News
- Text:** More and more often, headlines boast of new cancer genes found.
- Text:** 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?
- Text:** 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.

Below the text is an illustration of a woman with glasses holding a newspaper. The newspaper headline reads: "SCIENTISTS ANNOUNCE GENE TEST FOR CANCER". The newspaper is titled "The Daily News" and costs 50c. The illustration also shows a diagram of a DNA double helix labeled "Cancer Gene" and "Cancer Gene Markers".

On the left side of the website, there are several utility sections:

- Page Options:** Print This Page, Print This Document, View Entire Document, 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.



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

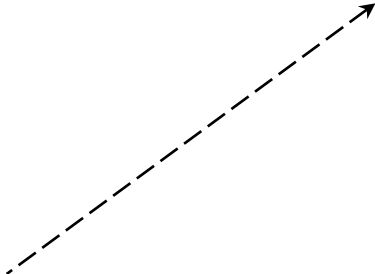
Industry Wide Change: Electronic Bank Records



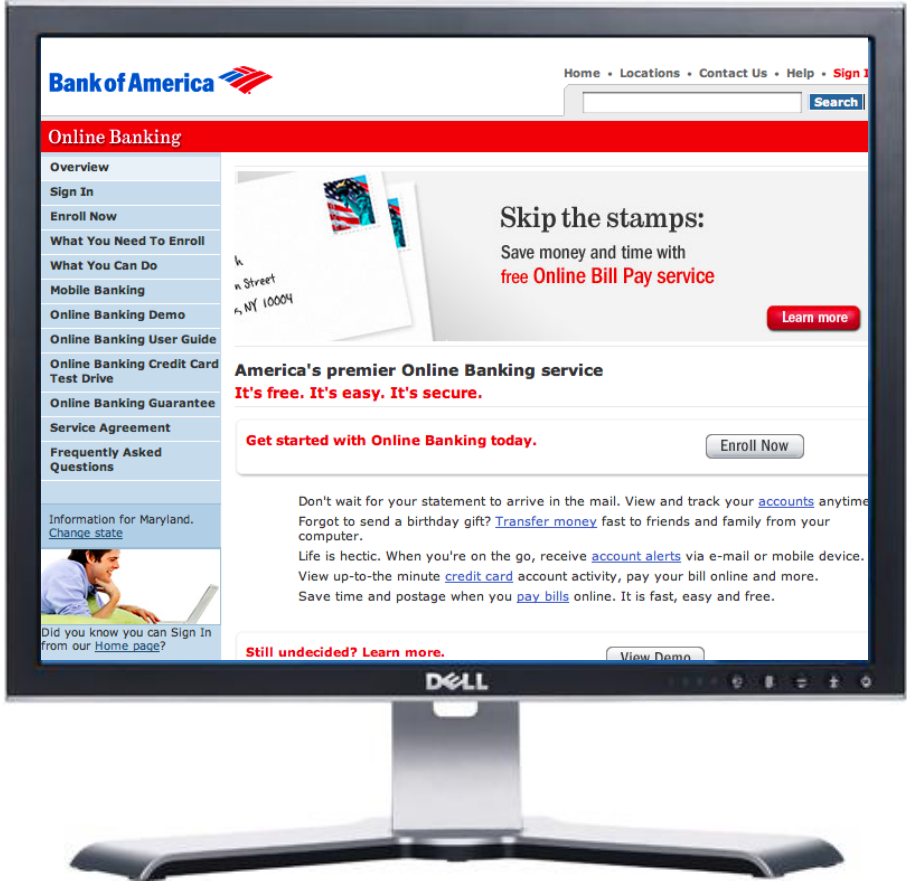
Bank Teller



Automated Teller Machines



Home Banking

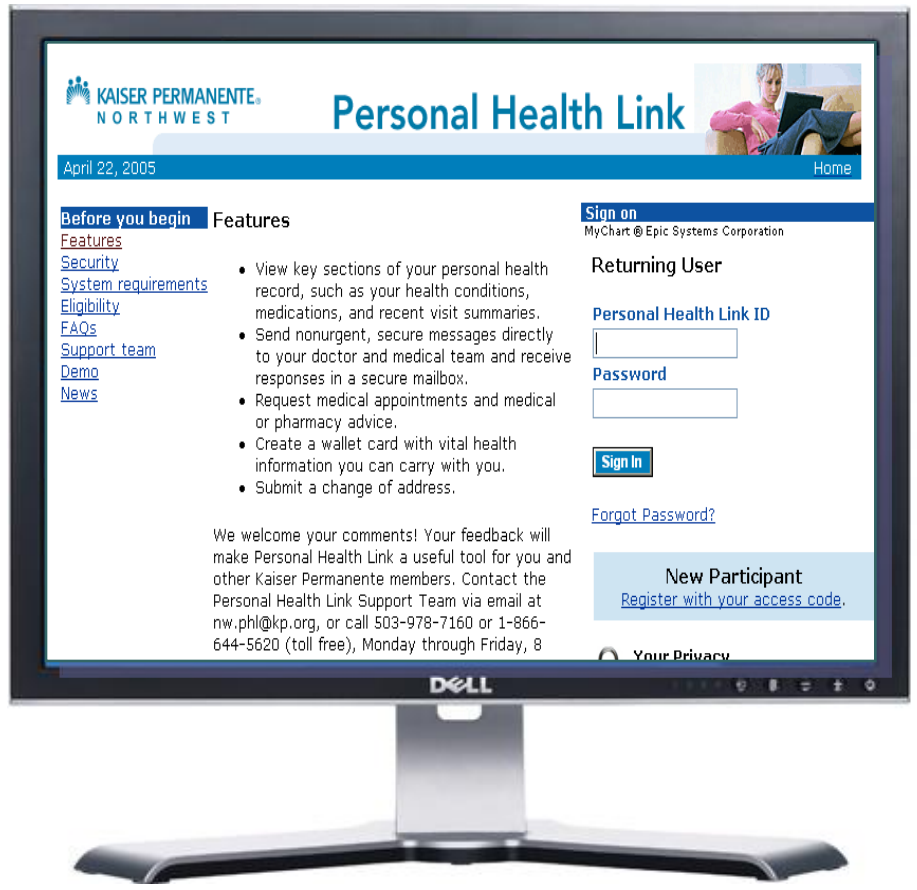


Industry Wide Change: Electronic Health Records



Interoperable Health Records

Personal Access to Health Records



Fully Supported Clinical Encounters

Question: Can We Engineer Comprehensive Support?

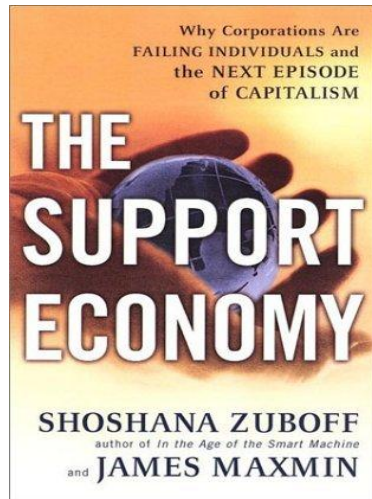
May 1, 2007
CECCR Grantee Meeting

The New York Times

Awash in Information, Patients
Face a Lonely, Uncertain Road



Nicole Bengiveno/ New York Times



Comprehensive Health Support

CHESST™
Comprehensive Health
Enhancement Support System

Research Connecting People, Technology, and Health

[About CHESST](#) | [CHESST Modules](#) | [Research](#) | [News & Information](#) | [Links](#) | [Contact Us](#)

Research Connecting
people,
Technology,
&
Health

Announcements

[New website for TECC: the UW-Madison's CECCR Project](#)

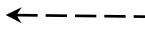
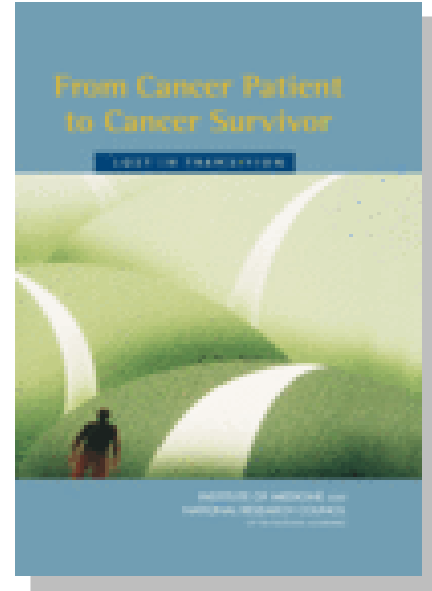
The Comprehensive Health Enhancement Support System is a computer-based health resource designed to educate and equip people facing a health crisis.

THE UNIVERSITY OF WISCONSIN MADISON

[Feedback, questions or accessibility issues](#)

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Caring for Cancer Patients Along their Journey



Engendering Self-Determination Through:

- Personal Autonomy
- Competency
- Relatedness

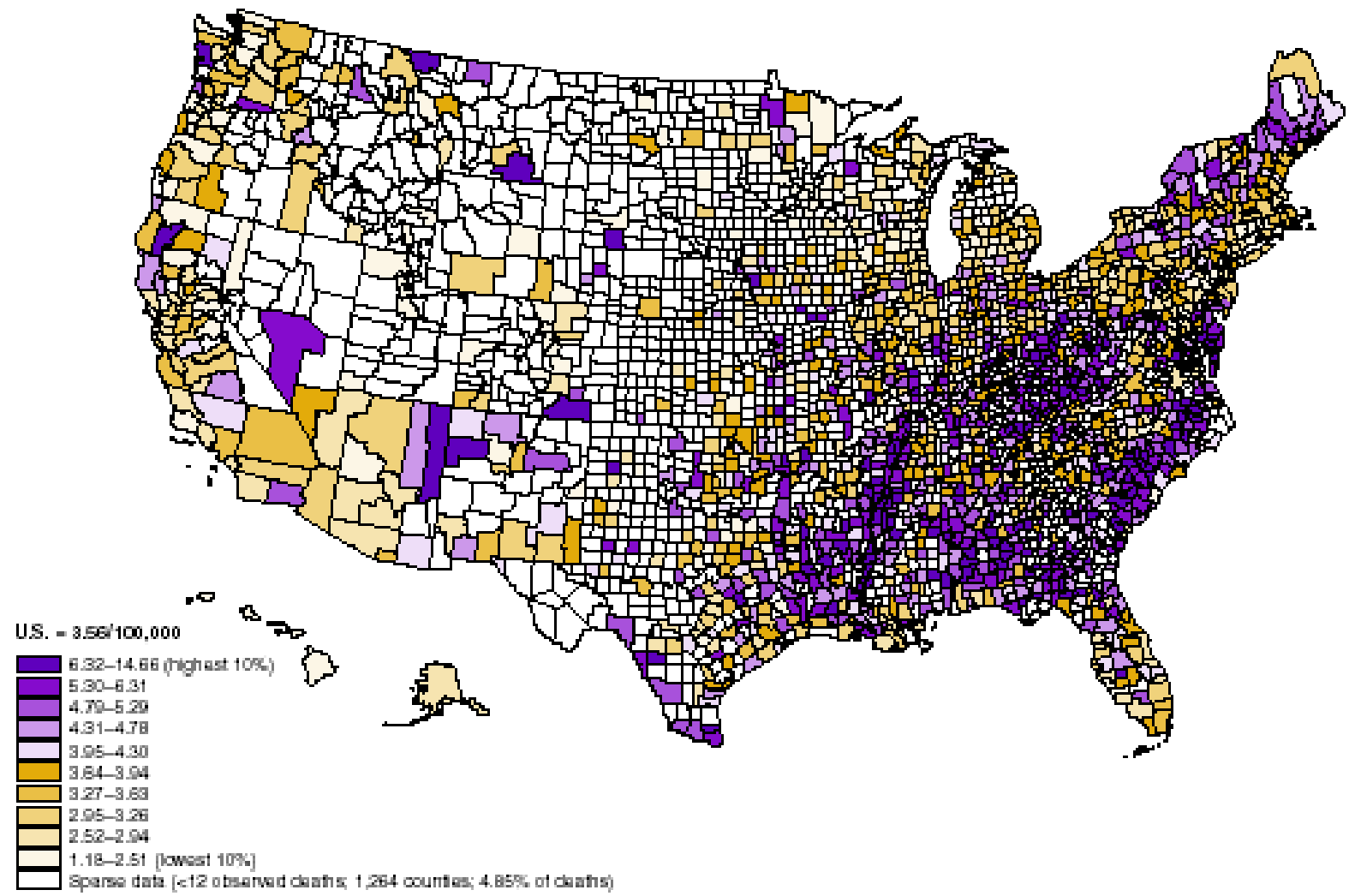


- ***Help people affected by cancer use new communication technology, reduce their suffering, and enhance psychological well-being.*** Understanding How Interactive Cancer Communication Systems Work and for Whom Building Continuity in Care – Supporting the Facing Advanced Cancer, Their Family, Caregiver,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

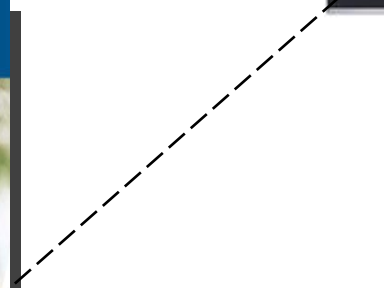
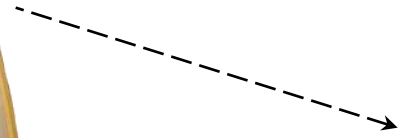
Targeting Health Messages to Reduce Cancer Disparities

Our Reach is Imperfect, In Spite of Medical Advances

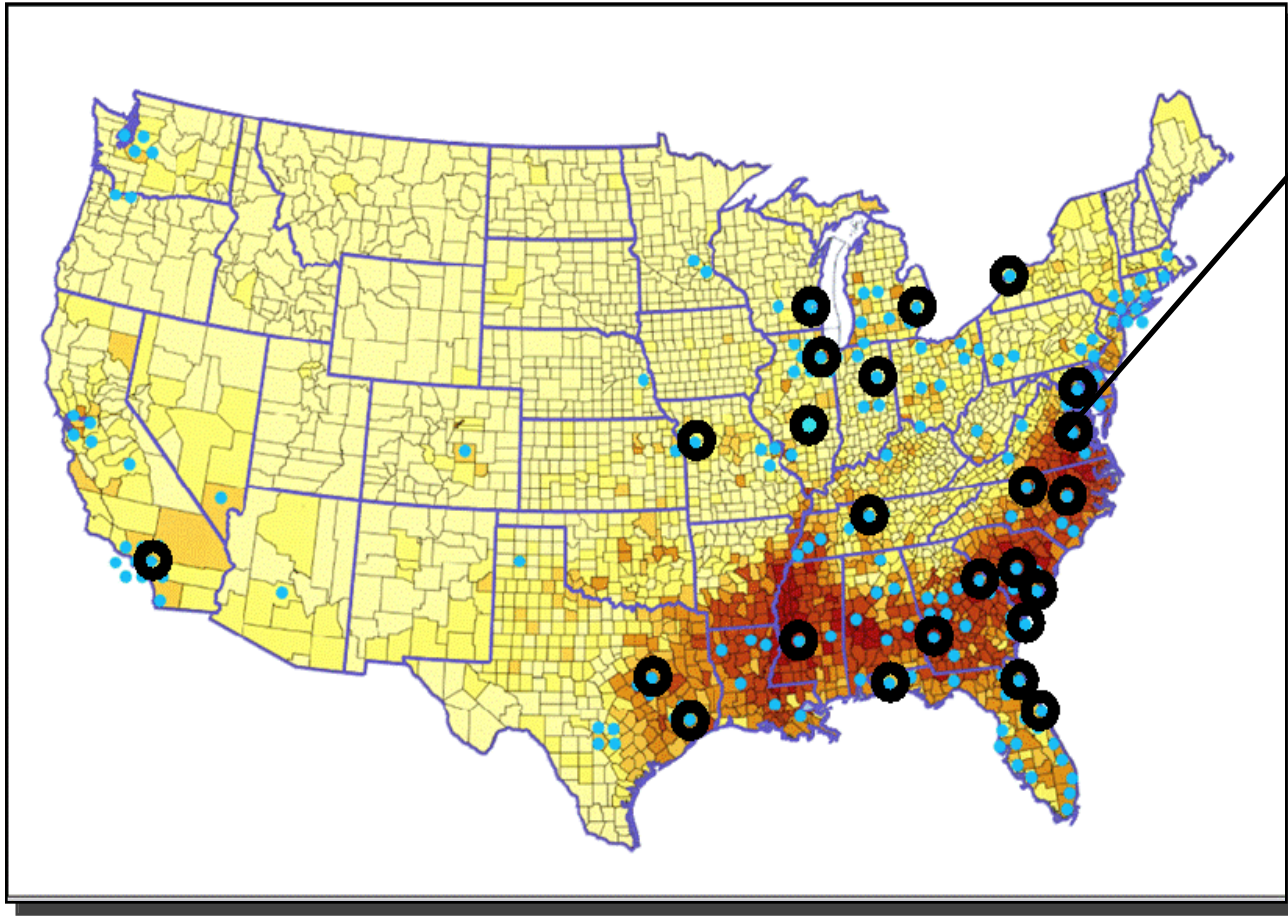
Map 1. Cancer Mortality Rates by County (Age-adjusted 1970 U.S. Population)
Cervix Uteri: All Races, Females, 1970–1998



Can We Reach Out Across the Digital Divide?



Can We Improve Reach by Targeting Media?



The Voice
SERVING RICHMOND, PETER
Vol. 20 No. 06 (981st Edition)
14 • August 23 - 29, 2006

CHATEAU COLLEGE/STANFORD LEON UNIVERSITY
3045 Lafayette Avenue Room 404
St. Louis, MO 63104 494-4577

INSIDE VIRGINIA COUNTIES
POST STD. U.S. POSTAGE PAID
RICHMOND VA PERMIT NO. 6339
FREE

The Richmond Voice

HEALTH NOTES

Black women could benefit from cervical cancer vaccine

A new vaccine to protect women from cervical cancer may be especially valuable to Black women. The vaccine prevents women from getting HPV, a virus that can lead to cervical cancer. Black women are more likely to die from cervical cancer than any other group of women in the United States.

The vaccine, called Gardasil, has been approved for women ages 19 to 26 that have never had HPV. In the United States, the rate of cervical cancer among Black women is 12.4 per 100,000 population.

To grasp the impact of the vaccine, look at Richmond, for instance. There are over 52,000 Black women in Richmond, and more than 17,000 are ages 19-26. That means 1 in 4 Black girls and young women in Richmond could be eligible for the vaccine.

"This vaccine is a significant advance in the protection of women's health in that it

strikes at the infections that are the root cause of many cervical cancers," said Andrew C. von Eschenbach, MD, acting commissioner of the FDA.

HPV is the most common sexually transmitted disease in the United States. An estimated 20 million people are currently infected with HPV. Most HPV infections occur without symptoms and go away without any treatment, but some can lead to cervical cancer. Both HPV and cervical cancer can be detected by getting an annual cervical cancer screening and a Pap test by the age of 21, or three years after becoming sexually active. In 2004, 98.1 percent of African American women in Virginia reported having had a Pap test in the past three years.

Tamika Feller, 5-year cervical cancer survivor and founder of the www.TamikaAndFrends.org online resource center for cervical cancer, says

the vaccine will help Black women.

"When I was diagnosed 5 years ago there was no HPV vaccine and no HPV test. Now, we have both. Cervical cancer is 100 percent preventable and no woman should die of it - especially African American women. This is a wonderful step in eradicating this cancer."

The price of the vaccine is \$120 per dose and \$240 for the full series of three doses. Insurance companies often cover the costs of recommended vaccination. Federal health programs such as Vaccines for Children (VFC) provide free vaccines to those under age 19 and covers Gardasil. The VFC Program also allows children and adolescents to get vaccines through Federally Qualified Health Centers or Health Health Centers if their private health insurance does not cover the vaccine. Check with your insurance provider about its coverage before getting the vaccine.

Tamika Feller, 5-year cervical cancer survivor and founder of www.TamikaAndFrends.org

“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. When colon cancer is found

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

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

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.”

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

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.”

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

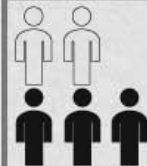
There are several different screening tests that can be used to find polyps or colon cancer.

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...



*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 every day, 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.

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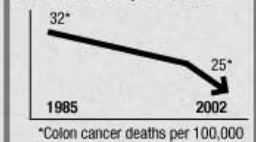
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Blacks improving

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?





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 Women Using Computer Kiosks for Breast Cancer Education in Six Community Settings Using Survivor Stories to Enhance the Effectiveness of Breast Cancer Communication

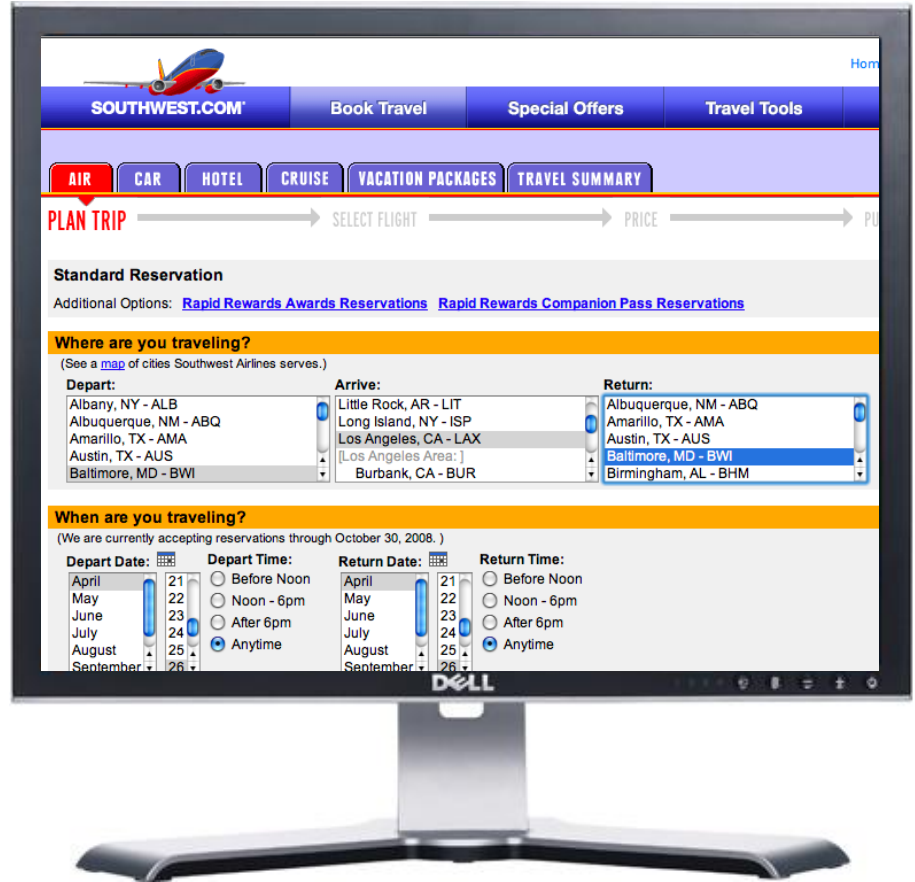


Personalizing Health Information

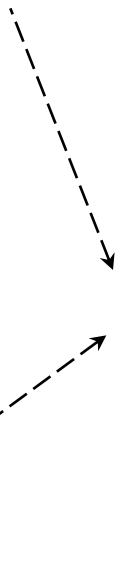


Airline Travel System

Online Reservations



Self Serve Kiosk



IKEA®

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

Harry Cayton, UK National Director
for Patients & the Public



IKEA's "Flat Pack" furniture

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*

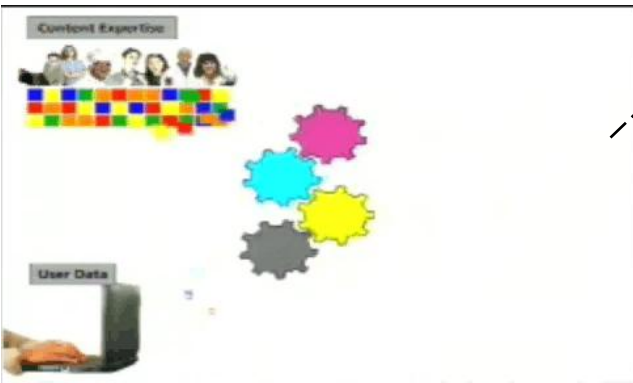
- Levels of public engagement in relation to their health are high;
- Life expectancy increases beyond current forecasts;
- Health status improves dramatically;
- People are confident in the health system and demand high quality care;
- The health service is responsive with high rates of technology uptake,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



Online Help with Smoking Cessation



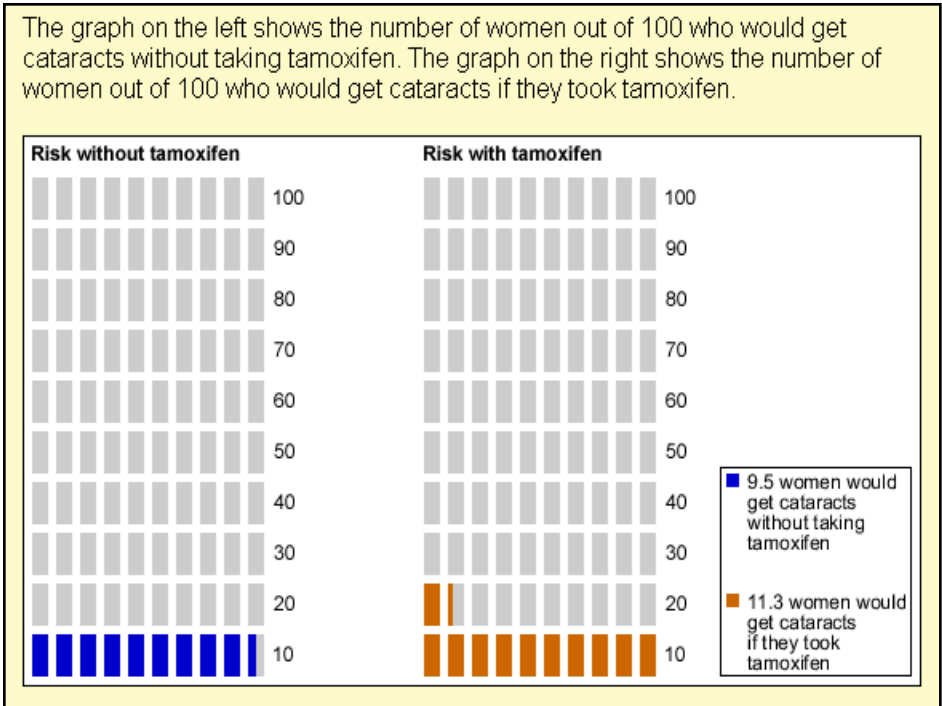
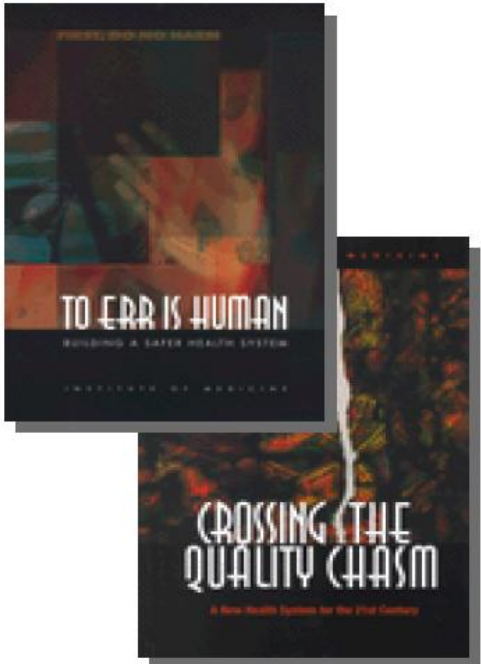
Personalizing Behavior Change



How Do We Empower Personal Decision Making?



Making the patient the first line of defense against error



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](#)

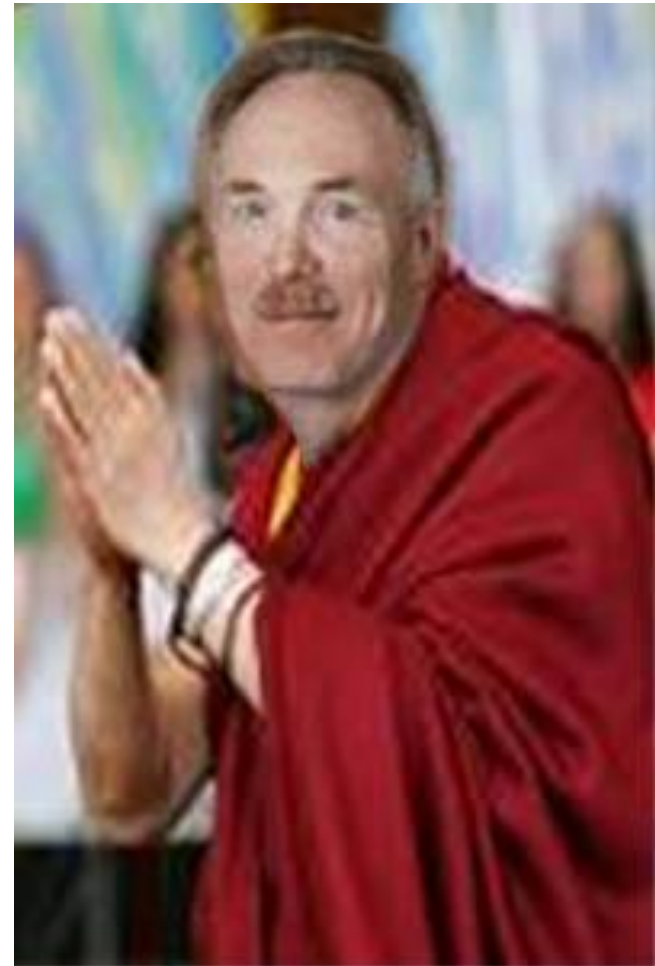
<http://videocast.nih.gov/PastEvents>



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

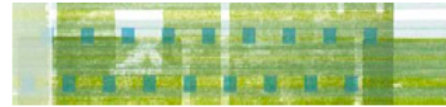
• ***Develop an efficient, theory-driven model for generating tailored health behavior interventions that are generalizable across health behaviors and socio-demographic populations.*** Project Quit – Studying the Active Components of Smoking Interventions Eat for Life – Cultural and Motivational Dietary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

Zen and Now: Partnership is the Key



"Dali Lama" Stefanek

Welcome and
Thank You!



CECCR

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*