

OFFICE OF COMMUNICATIONS

The Cancer Information Service
Research Program

How the National Cancer Institute
Collaborates with Health
Communication Researchers



What is the NCI's Cancer Information Service?

In 1975, the NCI established the Cancer Information Service (CIS) to educate people about cancer. The CIS program has three fully integrated components:

- The **Information Service** connects the public to information specialists who answer questions about cancer by telephone (1-800-4-CANCER), TTY, and instant messaging. Smoking cessation counseling services are available through 1-877-44U-QUIT. Print and electronic NCI publications are also available.
- The **Partnership Program** reaches those who may have limited access to health information.
- The **Research Program** helps researchers advance health communication practices.

What does the CIS Research Program do?

The CIS Research Program studies, applies, and disseminates effective communication approaches to educate the public about cancer and contribute to the Nation's cancer prevention and control efforts.

We work with health communication researchers to develop and implement collaborative research projects that further the field of cancer communication and inform CIS service delivery.

What kinds of research studies have been conducted?

Between 1999 and 2004, the CIS participated in more than 50 cancer communication research studies that focused on the following broad areas:

- Cancer information and messages tailored to specific audiences
- Clinical trials education
- Risk counseling
- Treatment decision-making

What are the priority research areas for the CIS?

Projects will address research questions of mutual interest and will be designed for dissemination within the CIS Program. Our research priorities are to accomplish the following:

- **Test Innovative Cancer Communication and Education Interventions:** We seek to develop and test cancer communication and education interventions to determine if they are effective in changing behavioral outcomes related to cancer prevention and control, informed decision making, clinical trials participation, and quality of life for cancer patients.
- **Increase Access to and Promote Appropriate Use of Cancer-Related Information and Education:** We plan to study effective strategies to increase access to, understanding of, and use of cancer-related information and education provided by the NCI.
- **Discover Effective Models for Disseminating Successful Cancer Communication and Education Interventions:** We strive to discover ways to translate and disseminate effective cancer communication and education interventions into practice. Such models are critical to furthering the field of cancer communication and contributing to the NCI mission.
- **Understand Information Seeking:** We study who needs, seeks, and obtains cancer-related information so that CIS can better understand cancer information seekers.

What does the CIS Research Program offer health communication researchers?

As a collaborative partner with the CIS Research Program, you will be able to test health communication interventions within a premier cancer communication system. You will have access to:

- An established infrastructure for training, supervision, and quality assurance that can be used during study implementation
- Multiple venues for dissemination
- Information seekers across the Nation
- Minority and medically underserved populations
- Existing data collection systems
- NCI resources and educational materials
- Trained and knowledgeable staff

How will we work together?

We will develop a research team to support the design and implementation of your study.

Our Senior Research Coordinators can:

- Serve as your co-investigators on studies
- Offer guidance in the design and implementation of studies within a service program
- Help you identify funding resources and help write applications
- Coordinate the implementation of studies conducted within the CIS
- Help you develop dissemination plans
- Serve as your co-authors on manuscripts
- Present findings at conferences and meetings

The CIS-funded Senior Research Coordinators are located at Yale University, the University of Kentucky, the University of Texas M.D. Anderson Cancer Center, and the Fred Hutchinson Cancer Research Center.

For more information about the CIS Research Program, please contact:

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