

**Office of Communications
Cancer Information Service Research Program**

The Cancer Information Service's Telephone and Instant-messaging Service

The Cancer Information Service (CIS) can help you to implement your health communication research studies. Your health communication interventions can be delivered by CIS information specialists who are experts at conducting telephone surveys and recruiting study participants.

The CIS was established in 1975 to educate people about cancer prevention, risk factors, early detection, symptoms, diagnosis, treatment, and research. Currently, the CIS also offers smoking cessation counseling. CIS information specialists and smoking cessation counselors provide nationwide coverage to the public from contact centers in New York, Miami, Kansas City, and Seattle.

Most health communication studies conducted in collaboration with the CIS have been implemented through the telephone service, which is available in both English and Spanish. Our information specialists are now also available through LiveHelp, an instant-messaging service accessible on the NCI Web site (www.cancer.gov/cis).

Cancer Information and Education: 1-800-4-CANCER

The CIS is a leader in providing the latest, most accurate information on cancer in language that is easy to understand. In 2004, 218,000 people used the telephone service and 12,000 people used LiveHelp. Nearly 2/3 of callers were cancer patients, family members of cancer patients, or health professionals. More than 1/3 of callers were the general public and smokers trying to quit.

Information specialists have access to comprehensive, accurate information on a range of cancer topics, including the most recent advances in cancer treatment. They are knowledgeable, caring, and experienced at explaining medical information. The service is confidential, and information specialists spend as much time as needed for thorough and personalized responses.

Smoking Cessation Information, Education, and Assistance: 1-877-44U-QUIT

The CIS also provides assistance to smokers through NCI's Smoking Quitline and through the LiveHelp instant-messaging service accessible at www.cancer.gov/cis and at www.smokefree.gov. Smoking cessation counselors are able to provide information, education, and publications about the effects of smoking. They also assist callers in identifying barriers to quitting, developing specific strategies to use during a quit attempt, and setting a quit date. The CIS offers proactive smoking cessation services to callers ready to set a quit date. In addition, the CIS is part of the National Network of Tobacco Cessation Quitlines. The National Network provides a single, easy-to-remember number, 1-800-QUIT-NOW, for access to available state-based quitline services.