

## Health Communication and Informatics Research Branch

### Overview and Mission

The Health Communication and Informatics Research Branch (HCIRB) was organized in 1999 to research the roles of communication and informatics in cancer prevention and control. With a focus on health communication and informatics research, HCIRB generates an evidence base for a seamless health communication and informatics infrastructure. This evidence base allows the scientific progress made by our colleagues to translate into communicable and accessible health information for the public.

The Health Communication and Informatics Research Branch (HCIRB) is embedded within the Behavioral Research Program (BRP) in the Division of Cancer Control and Population Science. We are an interdisciplinary collection of professionals with expertise in communication and informatics sciences, psychology, public health nutrition, anthropology, epidemiology, statistics, and analysis. We partner with researchers, end users, and stakeholders by advocating scientifically rigorous, user-centered research and development.

HCIRB's mission is to reduce the death and suffering due to cancer by supporting research and development of a seamless health communication and informatics infrastructure. Through internal and extramural programs, the Branch supports basic and translational research across the cancer continuum that benefits consumers, patients, caregivers and health care professionals; from prevention to treatment, through survivorship, and end of life.

### HCIRB Research and Outreach Initiatives

#### Centers of Excellence in Cancer Communication Research (CECCR)

This initiative creates centers focused on large-scale interdisciplinary studies in cancer communication. From theory to application, the research by the centers will encourage development of new health communication technologies, programs, message strategies, and interventions for reducing the cancer burden throughout the nation.

More information: <http://dccps.nci.nih.gov/communicationcenters/>

#### Health Information National Trends Survey (HINTS)

HINTS is designed to collect nationally representative data every two years about the American public's need for, access to, and use of cancer-related information. The survey will provide updated trends data regarding changing patterns, needs, and opportunities to inform all Americans about cancer prevention, screening, treatment, and support.

More information: <http://cancercontrol.cancer.gov/hcirb/hints.html>

#### Small Business Innovation Research and Small Business Technology Transfer Research (SBIR/STTR)

These grants and contracts support partnerships between for-and non-profit organizations or individuals to translate cancer research into novel applications using media technologies to reduce cancer risks, provide treatment options, meet the needs of cancer survivors, develop training programs for health professionals and oncologists, and develop cancer education programs for the public.

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

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