

NCI Centers of Excellence in Cancer Communications Research (CECCRs)





Health Communication and Informatics Research (HCIRB)

The CECCR Initiative

The Centers of Excellence in Cancer Communications Research (CECCR) initiative is the centerpiece of NCI's Extraordinary Opportunity in Cancer Communications. This \$40 million initiative uses the P50 grant mechanism to fund Centers that include three or more individual, hypothesis-driven research projects and a pilot or developmental research project process, cores, and plan for career development, over five years.

The novelty and scope of this initiative reflects the enormous potential of cancer communication to improve health, and NCI's recognition that effective communications can and should be used to narrow the gap between discovery and application and to reduce health disparities among our citizens. It is expected that the Centers' interdisciplinary efforts will result in new theories, methods, and interventions, including those for diverse populations. The Centers provide essential infrastructure to facilitate rapid advances in knowledge about cancer communications, translate theory and programs into practice, and train health communication scientists. In essence, the Centers will catalyze major advances in cancer communication.

The four CECCRs as well as a brief summary of their work is presented below:

Institution	Principal Investigator	Primary Goals of Research as a CECCR	Center Website:
University of Michigan	Dr. Victor J. Strecher	To develop an efficient, theory-driven model for generating tailored health behavior interventions that is generalizable across health behaviors and sociodemographic populations	http://chcr.umich.edu/ 
University of Pennsylvania	Dr. Robert C. Hornik	To examine how people make sense of the complex public information environment and how that affects the behavioral choices they make relevant to cancer.	http://ceccr.asc.upenn.edu 
Saint Louis University	Dr. Matthew W. Kreuter	To identify strategies for integrating cancer communication within the cultural norms, values, and beliefs of various groups of African Americans, evaluate the effects of these strategies, and explain the mechanisms through which they influence cancer-related beliefs and practices	http://hcrl.slu.edu/ 
University of Wisconsin, Madison	Dr. David H. Gustafson	To advance interactive cancer communication systems (ICCSs) to improve the quality of life of patients and families facing cancer across the disease spectrum – with special emphasis on underserved populations. CHESS (Comprehensive Health Enhancement	http://chess2.chsra.wisc.edu/tecc/index.htm 
		Support Systems), developed at UW, is an ICCS that pioneered the use of interactive computer technology for cancer patients.	

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