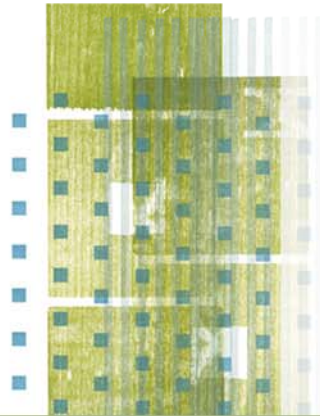


National Cancer Institute



Centers of Excellence in Cancer Communication Research (CECCR) Initiative

December 14, 2007
Pre-Application Meeting

U.S. DEPARTMENT
OF HEALTH AND
HUMAN SERVICES

National Institutes
of Health

Division of Cancer Control
and Population Sciences
National Cancer Institute



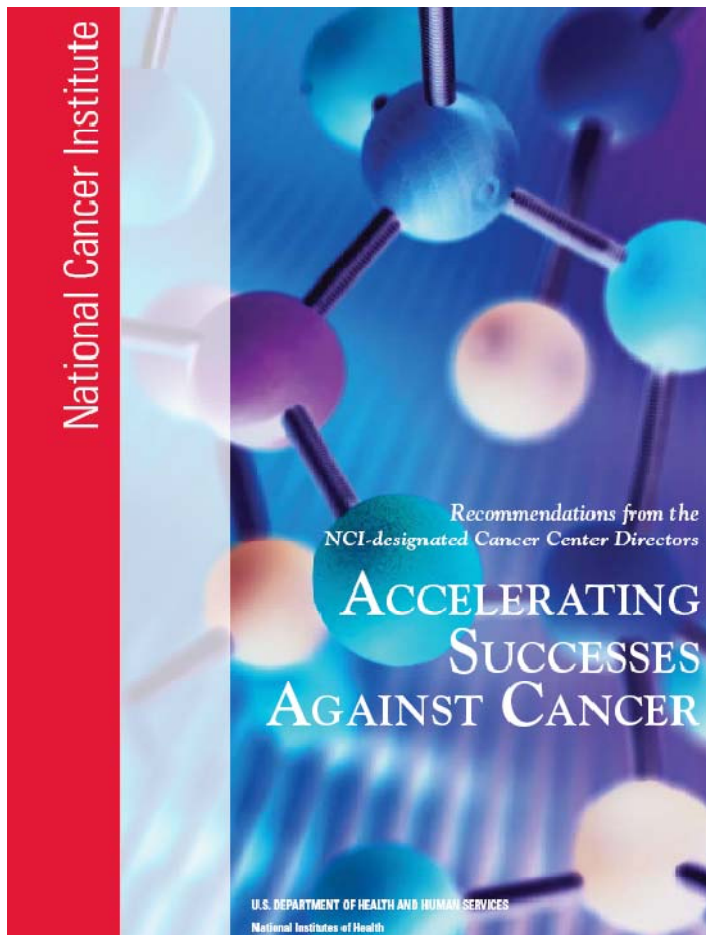
Cancer Control and Population Sciences

NCI's bridge to public health research, practice, and policy



Cancer Communication as a Priority

December 14, 2007
CECCR II
Pre-Application Meeting

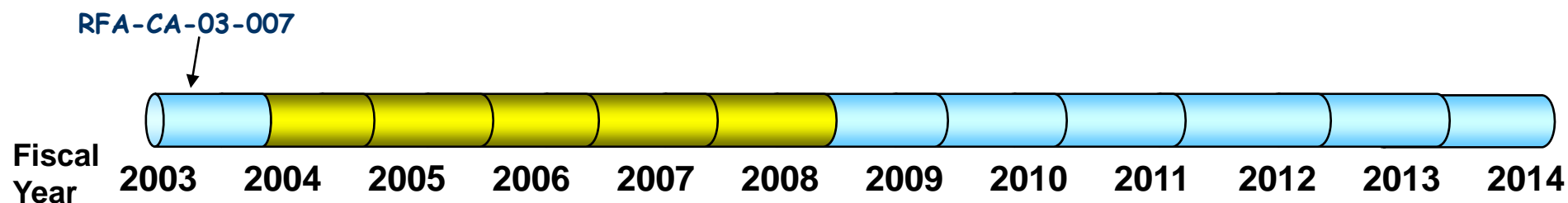


(9) Public and private organizations should take steps to improve the public's understanding of cancer prevention and early detection with a focus on promoting healthy lifestyles and informed decision-making about health behaviors and cancer screening.

- Raising public awareness of the benefits of cancer prevention and early detection is central to reducing the cancer burden.
- One barrier to effective communication is the contradictory and sometimes questionable research reported by the news media.

- Expanded health communications research, particularly via the Health Communications and Informatics Branch at NCI, is needed to improve understanding of which communications approaches – both individual (e.g., patient-provider) and community-based (e.g., news media) – are most effective with specific populations to prevent and control cancer.

Centers of Excellence in Cancer Communication Research (1)

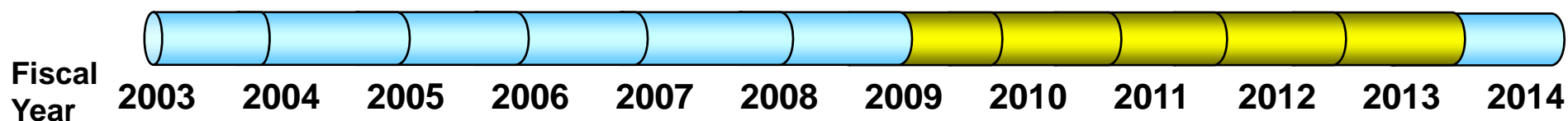


P50 "Centers" Mechanism Chosen Defining Attributes:

- Innovation
- Synergy among disciplines
- Training ground for new communication scientists
- Extend reach, effectiveness, and efficiency

Centers of Excellence in Cancer Communication Research (2)

RFA-CA-08-004



P50 "Centers" Mechanism Chosen **New Emphases:**

- New Topic Area: Patient-Centered Communication
- Requires at least one project to be "clinical" in focus
- Improved integration / relevance to practice


1. Investigators from multiple disciplines
2. 3-5 Research projects*
 - *At least 1 must be clinical
3. Plans for funding and conducting pilot studies
4. Career development opportunities
5. Interactions with other CECCRs for:
 - Share information / findings
 - Participate in NCI evaluation activities
 - Harmonize measures
 - Review areas of growth and opportunity

Resources: <http://cancercontrol.cancer.gov/hcirb/>

The screenshot shows the National Cancer Institute website for the Health Communication and Informatics Research branch. The header includes the NCI logo and the text "National Cancer Institute U.S. National Institutes of Health | www.cancer.gov". The main heading is "Health Communication and Informatics Research" under the "Cancer Control and Population Sciences" banner. The page is organized into several sections:

- Navigation:** Links for "Cancer Control and Population Sciences Home", "Behavioral Research Program Home", and a "You CAN Quit Smoking Now" campaign with the website smokefree.gov and the number 1-800-QUIT-NOW.
- Central Banner:** A graphic titled "Information: Innovation" and "Bridging the gap" featuring a collage of images (a globe, an eye, a network, a bridge) and the text "Generating the evidence base for a seamless health communication and informatics infrastructure accessible by all."
- Left Column:**
 - Need Help?** Contact information: phone, web, e-mail, 1-800-4-CANCER.
 - Health Information National Trends Survey (HINTS):** A logo with the text "visit site".
- Main Content Area:**
 - About HCIRB:** Mission, How we fit into NCI, DCCPS, BRP, Staff Bios and Publications, Branch Fact Sheets, Contact Information.
 - Research Initiatives:** Centers of Excellence in Health Communication Research (CECCR), Health Information National Trends Survey (HINTS), Small Business Innovation Research (SBIR), SBIR Product Showcase, Research Grants Portfolio.
 - Funding:** Apply for grants.
 - Why Communication Science:** The Science of Health Communication and Informatics, The Need for Communication Science, The Impact of Communication Science: Examples from HCIRB.
 - Resources:** Scientific Resources, General Health Information, Health Communication tools, Health Informatics, HINTS Briefs, Funding Opportunities, Grant Writing Workshop, Conference Information, Training and Career Development.
- Right Column:**
 - Search:** A search box with a "GO" button.
 - News and Highlights:** A section with a red circle around the heading. It lists: "CECCR II RFA released", "New monograph: Patient Centered Communication in Cancer Care", "New NCI Report: HINTS 2003 and 2005" (with links for "Order Copies" and "Listen to Dr. Brad Hesse discuss Report findings"), "2007 SBIR/STTR Grant Topics & Program Requirements", and "NCI Bulletin Highlights".
 - News:** A list of news items: "HINTS Brief suggests effective health communication strategies are increasingly recognized as integral to improving population health", "webinar: plans, potential, and progress of HINTS", "HCIRB welcomes Erika Waters and Kia Davis to its team", and "NIH Radio".
 - Upcoming Activities/Events:** "Upcoming CECCR II pre-grant application webcast", "Upcoming conferences", and "Join our community".

Resources: CECCR Initiative Page



National Cancer Institute
U.S. National Institutes of Health | www.cancer.gov

Health Communication and Informatics Research
Cancer Control and Population Sciences

[Cancer Control and Population Sciences Home](#)

[Health Communication & Informatics Branch Home](#)

[Centers of Excellence in Cancer Communications Research](#)



Centers of Excellence in Cancer Communication Research (CECCR) Initiative

Search:

Shortcuts

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[Grant Application Resources](#)

[Background](#)

[Contacts](#)

[Q&A](#)

CECCR II Request for Applications (RFA) Announcement

The National Cancer Institute (NCI) invites grant applications (P50) for Centers of Excellence in Cancer Communication Research II (CECCR II): [RFA-CA-08-004](#)

*Note: this application form (PHS 398) must be submitted in paper format

KEY DEADLINES	SAVE THE DATE
Release Date: November 9, 2007	<p style="margin: 0;"><u>"Grant Pre-Application Conference"</u></p> <p style="margin: 0;">Friday, December 14, 2007</p> <p style="margin: 0;">10:00 am EST</p> <p style="margin: 10px 0;"><i>Purpose</i></p> <ul style="list-style-type: none"> Learn about the CECCR II RFA from NCI Program Staff Questions & Answers Application Information
Letters of Intent Receipt Date: January 22, 2008	
Application Receipt Date: February 22, 2008	
Peer Review Date(s): May/June 2008	
Council Review Date: October 2008	
Earliest Anticipated Start Date: September 2008	

Executive Summary

- The National Cancer Institute (NCI) invites center grant applications (P50) for a second round of its highly successful Centers of Excellence in Cancer Communication Research (CECCRs)

Need Help?
 Contact us by phone, Web, and e-mail
1-800-4-CANCER

Part I Overview Information

Department of Health and Human Services

Participating Organizations
 National Institutes of Health (NIH) (<http://www.nih.gov>)

Components of Participating Organizations
 National Cancer Institute (NCI) (<http://www.cancer.gov>)

Title: Centers of Excellence in Cancer Communication Research II (CECCR II) (P50)

Announcement Type
This funding opportunity announcement (FOA) is a reissue of [RFA-CA-03-007](#), which was issued on March 21, 2002.

Update: The following update relating to this announcement has been issued:

- [December 13, 2007](#) - See Notice (NOT-CA-08-006) Corrections regarding the maximal direct costs.

Request For Applications (RFA) Number: RFA-CA-08-004

Catalog of Federal Domestic Assistance Number(s)
 93.399

Key Dates
Release Date: November 9, 2007
 Letters of Intent Receipt Date: January 22, 2008
 Application Receipt Date: February 22, 2008
 Peer Review Date(s): May/June 2008

Resources: CECCR Mid-Course Update



National Cancer Institute

U.S. National Institutes of Health | www.cancer.gov

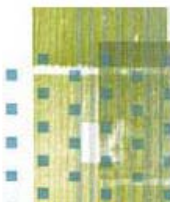
Health Communication and Informatics Research Cancer Control and Population Sciences

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Executive Summary

- The National Cancer Institute (NCI) invites center grant applications (P50) for a second round of its highly successful Centers of Excellence in Cancer Communication Research (CECCRs)

National Cancer Institute



Centers of Excellence in Cancer Communication Research (CECCR) Initiative

Midcourse Update

35th Regular Meeting of the Board of Scientific Advisors

November 2006

Division of Cancer Control and Population Sciences
National Cancer Institute

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

CECCR Update

Resources: Patient-Centered Communication



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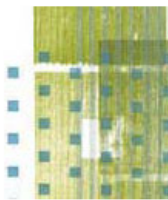
Health Communication and Informatics Research Cancer Control and Population Sciences

[Cancer Control and Population Sciences Home](#)

[Health Communication & Informatics Branch Home](#)

[Centers of Excellence in Cancer Communications Research](#)

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Centers of Excellence in Cancer Communication Research (CECCR) Initiative

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Shortcuts

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- [Grant Application Resources](#)
- [Background](#)
- [Contacts](#)
- [Q&A](#)

Grant Application Resources

CECCR II Application Information

NCI's Board of Scientific Advisors (BSA): [CECCR Presentation and Board commentary](#)
To view this video, download a free copy of [RealPlayer](#).

NIH Application Information

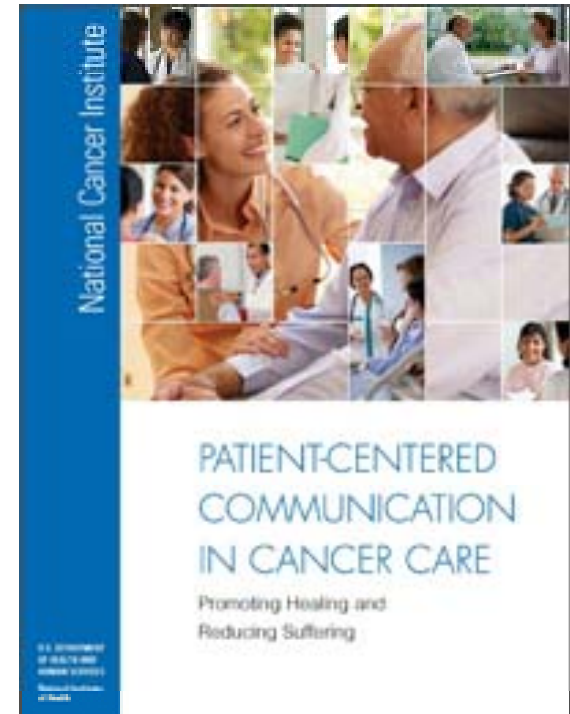
Public Health Service (PHS) 398 application form
<http://grants1.nih.gov/grants/funding/phs398/phs398.html>

NIH Forms and Applications- tips and tricks (scroll through entire page)
<http://www.peacetech.com/phsforms>

Everything you wanted to know about the NCI Grant Process
<http://www3.cancer.gov/admin/qab/2005GPB/GPB05-LowRes.pdf>

Preparing Grant Applications
<http://deainfo.nci.nih.gov/extra/extdocs/apprep.htm>

NCI Grant Policies
<http://deainfo.nci.nih.gov/grantspolicies/index.htm>




Patient-Centered Communication

Other Resources: HINTS Data

NATIONAL CANCER INSTITUTE National Cancer Institute
U.S. National Institutes of Health | www.cancer.gov

hints How Americans find and use cancer information
Health Information National Trends Survey



View HINTS Findings

- [Search HINTS Questions](#)
Survey questions & responses
Respondent characteristics
U.S. adult population estimates
Individual question responses displayed in charts
Question source
- [HINTS Briefs](#)
Special reports
Factsheets
Brochures

Learn About HINTS

- [About HINTS](#)
What HINTS does
How HINTS data are used
NCI presentations
Schedule of events

Conduct HINTS Research

- [Public Use Dataset](#) – 06/09/2006
Downloadable SAS, SPSS formats
Registration required
2005 and 2003 Datasets
- [Survey Instruments](#)
Sampling plan
Survey instruments
Screening & interview codebooks
Survey administration
- [Research Using HINTS Data](#)
Browse presentations & publications
Submit your citation

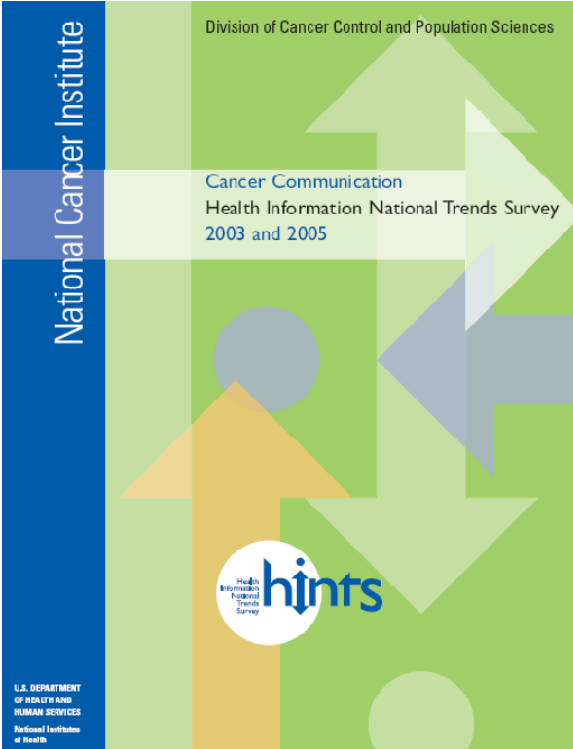
Announcements

- [New IICI Report: Cancer Communication Health Information National Trends Survey 2003 and 2005](#)
[Order Copies]
- [HINTS Briefs: Number 8](#)
An emerging concept known as "eHealth" seeks to capitalize on the promise of new media technologies to facilitate equal access to timely and credible health information.
- [Webinar: HINTS: Progress, Plans and Potentials](#) (wmv)
- [CATI Study Instrument – HINTS 2007](#)
- [HINTS Brief Suggests People Not Paying Enough Attention to Sun Safety](#)
- [HINTS 2007 Data Users Conference – Presentations Posters](#)

National Cancer Institute

Division of Cancer Control and Population Sciences

Cancer Communication
Health Information National Trends Survey
2003 and 2005



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

HINTS Data

Other Special Points:

December 14, 2007
CECCR II
Pre-Application Meeting

- Addendum: Cap at \$1.5 million Direct per project
- No Multiple PI's
- Fair and Open Competition
- Please follow page limits in proposal
- Do not appoint Advisory Members for proposal
- Letter of Intent required: January 22, 2008
- Due Date: February 22, 2008