

## POSTER ABSTRACTS

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### Cancer 20

#### **New Frontiers in Cancer Prevention: The Center for Health Communications Research**

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**Background:** The Center for Health Communications Research was funded by NCI in 2003 as a collaboration between three HMO Research Network sites (GHC, Henry Ford, KP Georgia) and the University of Michigan. It is one of four Centers of Excellence in Cancer Communications Research funded nationally by NCI. The overall goal of this initiative is to understand, apply, and disseminate effective communication approaches that maximize access to and appropriate use of cancer information by all who need it. The specific goal of our Center for Health Communications Research (CHCR) is to develop an efficient model for generating tailored health behavior interventions that is generalizable across health behaviors and populations.

**Methods:** Organizational Structure: The CHCR is comprised of three research projects and five cores. The cores provide an infrastructure to support these initial projects.

**Overall Project Design:** All projects utilize a fractional factorial design to determine the potential active ingredients of tailoring, including communication factors such as message content, message framing, message source, and graphical presentation; individual factors such as culture and sociodemographics; and other psychosocial factors such as motivation and self-efficacy. This design allows efficient incorporation of many experimental factors and multiple interactions, without the need for a large sample.

Each project consists of two phases. Phase I will screen for and identify factors that influence the target behavior (either smoking cessation, fruit and vegetable intake, or decisions about breast cancer prevention). Phase II will optimize factors determined to be active influences on behavior change. Each project varies with respect to delivery of the intervention, collaborating sites, and data collection strategies. Two projects will create Internet-based tailored interventions, an innovative approach in communications research.

**Discussion:** As this project was funded very recently, results are not available. This endeavor represents yet another successfully-funded collaboration between HMO Research Network sites and colleagues in academia, as well as another outgrowth of the Cancer Research Network. Effective cancer communication strategies have enormous potential to improve health, and it is anticipated that this interdisciplinary multi-site collaboration will result in exciting new models and interventions that can be rapidly disseminated in health care settings and beyond.