



Developing Effective Cancer Prevention and Control Messages

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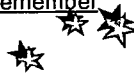
Cancer Communication is Complex, and Must be Responsive and Adaptive!

- Especially for highly-charged issues such as tobacco control and other life-style changes.
- Messages will be moderated by widely-held, sometimes inaccurate, culturally-based beliefs.
- The best campaigns for complex health issues are multi-stage processes that utilize "layered" communication strategies.
- Unique campaign strategies may be needed for different audiences.



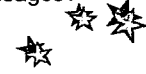
What Are The "Facts" That You Want To Communicate?

- What do you know and how confident are you in your "facts" about specific cancer risks and recommendations?
- What is the key information you want to communicate about cancer risks and responses to specific audiences?
- What do you want your audiences to remember and do in response to cancer risks?



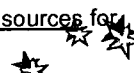
Who Do You Want To Communicate With About Cancer Risks?

- Who are your key target audiences?
- Can you effectively segment these audiences into homogenous groups?
- What do the different key audiences "know" about cancer risks and effective responses?
- How receptive will they be to your messages?
- What are their hidden agendas?



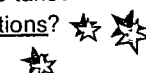
What are the Best Ways to Reach Your Key Target Audiences?

- Which messages will be most interesting/relevant?
- Which messages (verbal and nonverbal) will be most meaningful and memorable? (Beware of health literacy/numeracy issues!)
- Which media and channels will be attended to?
- How can you reinforce your messages?
- Who are the most credible information sources for key audiences?



How Can You Really Influence Your Key Target Audiences?

- What do you want your audiences to learn and do?
- Can they do what you want? Do they know how?
- Are you giving them "good" reasons to follow your suggestions?
- Is there support to help them follow through?
- Will there be multiple steps for them to take?
- Are you reinforcing key recommendations?



How Can You Work With Your Target Audiences?

- Can you build community partnerships?
- Can you defuse any anger and resistance?
- Are you receptive to unique audience needs and concerns?
- Can you build trust and credibility?
- Are you communicating with empathy and compassion?



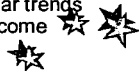
Collaborating With the Media is Essential!

- Can you build strong media partnerships?
- Can you use a range of relevant media outlets?
- Do your messages have "news" value?
- Are your messages right for the specific medium?
- Can you help media reps do a good job?
- Are you responsive to media constraints?



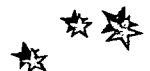
Research and Planning are Essential!

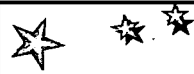
- Careful audience analysis and needs analysis research are critical first steps for planning campaigns.
- Message and media testing is needed to develop and refine campaign communication strategies.
- Formative evaluation enables evidence-based decisions for adapting campaigns to changing conditions.
- Summative evaluation will let you know what worked and why. Was it worth the cost? How did secular trends influence the campaign? What do your outcome evaluation data suggest for future efforts?



Campaign Wisdom paraphrased from my colleague Ed Maibach:

- "Use simple clear and persuasive messages repeated often by credible sources over a variety of familiar and influential channels."





Disseminating Engaging Health Information through Edutainment

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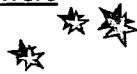
Health Messages Often Fail to Capture Audience Attention Because They are:

- ◆ Boring and Unimaginative
- ◆ Complex and Overly Technical
- ◆ Intimidating and Frightening
- ◆ Insulting and Disempowering
- ◆ Directive and Prescriptive



Messages Should be Designed to Appeal to Diverse At-Risk Populations such as:

- ◆ Elderly health care consumers
- ◆ Socio-economically deprived groups
- ◆ Health literacy challenged individuals
- ◆ Patients w/ serious & chronic diseases
- ◆ Disabled (physical/mental) people
- ◆ Parents and other informal caregivers
- ◆ Health care providers
- ◆ Young people (children, teens)



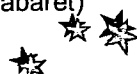
Receptivity to Health Messages are Influenced by Diverse Audience:

- ◆ Beliefs, values, norms, & expectations
- ◆ Language skills and orientations
- ◆ Health literacy levels (language & numbers)
- ◆ Levels of motivation to seek health information
- ◆ Media use patterns
- ◆ Social network memberships



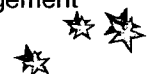
Edutainment: Can help Engage Audiences Through the Use of:

- ◆ Television (dramas, comedies, cartoons)
- ◆ Radio (talk radio, serial dramas)
- ◆ Music (live performance/recorded music)
- ◆ Video games (interactive video)
- ◆ Movies (feature films, documentaries)
- ◆ Theatrical Performances (plays, cabaret)
- ◆ Books, Magazines, Comic Books
- ◆ Sporting Events



Edutainment can Capture Audience Attention by:

- ◆ Engaging audiences dramatically
- ◆ Providing vivid models of health
- ◆ Adapting messages to audiences
- ◆ Using multiple complimentary messages
- ◆ Illustrating concepts (visual/narrative)
- ◆ Providing subconscious encouragement
- ◆ Tailoring messages to individuals



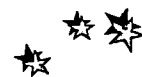
The Most Effective Channels for Edutainment are:

- ◆ Close, familiar, & easily accessible
- ◆ Easy to use
- ◆ Dramatic and memorable
- ◆ Accessible
- ◆ Reviewable
- ◆ Interactive
- ◆ Reinforcing



The Best Sources of Edutainment can Include:

- ◆ Credible sources
- ◆ Familiar sources
- ◆ Expert sources
- ◆ Peer communication
- ◆ Others?



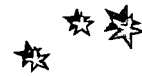
Evaluation Research Assesses Audience Response to Edutainment


- ◆ Baseline & trend measures
- ◆ Feedback mechanisms
- ◆ Refine health messages
- ◆ Track health behaviors/outcomes



Policies & Practices for Guiding Edutainment With Diverse Audiences


- ◆ Partnerships with entertainment producers
- ◆ Evidence-based health communication
- ◆ Culturally sensitive communication
- ◆ Community participation
- ◆ Communication technologies
- ◆ Provide training and support





**Health Communication Theory,
Research, and Applications**

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**Communication is a Basic Process
in Health Care & Health Promotion**

- ◆ Seeking Health Care
- ◆ Delivering Health Care
- ◆ Identifying Health Needs
- ◆ Providing Health Education
- ◆ Influencing Health Behaviors
- ◆ Managing the Health Care Systems
- ◆ Establishing Health Policies/Practices




**Communication is the Source of
Relevant “Health Information”**

- ◆ Relevant Health Information is the Most Powerful Tool Available to Health Care Providers and Consumers
- ◆ Relevant Health Information is a Prerequisite to Full Participation in Health Care and Health Promotion




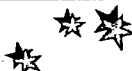
**Health Issues are Complex and
Relevant Information is Needed
to Provide Direction to:**

- ◆ Resolve Equivocality
- ◆ Provide Rationale for Action
- ◆ Facilitate Cooperation
- ◆ Empower Consumers
- ◆ Provide Direction for Providers
- ◆ Influence Health Practices/Policies



**Communication is Essential Across
Every Step of the Continuum of Care**

Prevention/Detection/Diagnosis/Treatment/Survivorship/End-of-life

**Health Communication Focuses on
Research & Theory Concerning:**

- ◆ Messages
- ◆ Meanings
- ◆ Information
- ◆ Persuasion
- ◆ Channels
- ◆ Feedback
- ◆ Relationships



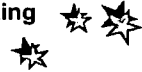
Health Communication Draws on Important Theories, Concepts, and Methods From:

- ◆ Language and Behavior
- ◆ Nonverbal Communication
- ◆ Interpersonal Communication
- ◆ Group/Organizational Communication
- ◆ Persuasion & Campaign Communication
- ◆ Media Studies
- ◆ Intercultural Communication
- ◆ New Communication Technologies



Communication Intervention Research Influences:

- ◆ Adopting Prevention & Detection Behaviors
- ◆ Increasing Patient Involvement
- ◆ Promoting Disease Prevention/Control
- ◆ Providing Social Support
- ◆ Improving Emotional/Functional Adjustment
- ◆ Enhancing Adherence to Therapy
- ◆ Supporting Informed Decision-making



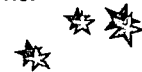
Health Communication is Complex & Interventions Must Be:

- ◆ Strategic
- ◆ Appropriate for Intended Audiences
- ◆ Adaptive to Changing Situations
- ◆ Consistent & Reinforcing Across Multiple Messages and Channels



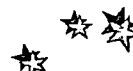
Health Communication Influences Human Behavior:

- ◆ Collaborative Team-Work/Decision-Making
- ◆ Understanding/Responding to Health Risks
- ◆ Comforting Communication/Social Support
- ◆ Media Influences on Lifestyles & Norms
- ◆ Influences of Technologies on Behavior
- ◆ Customized Media/Messages & Behavior



Intrapersonal Issues in Health Communication:

- ◆ Health Beliefs/Attitudes
- ◆ Psycho-social Responses to Illness
- ◆ Faith in Health Care Treatment
- ◆ Self-Efficacy in Achieving Health Goals
- ◆ Readiness for Change
- ◆ Resilience and Quality Of Life



Interpersonal Issues in Health Communication:

- ◆ Consumer/Provider Relationships
- ◆ Gathering Diagnostic Information
- ◆ Providing Counseling & Education
- ◆ Content and Relationship Information
- ◆ Providing Bad News
- ◆ Palliative and End-of-Life Care
- ◆ Verbal and Nonverbal Cues



Small Group Issues in Health Communication:

- ◆ Ethical Decision-Making
- ◆ Building Health Care Teams
- ◆ Inter-professional Relations
- ◆ Focus on the Family
- ◆ Social Support Groups
- ◆ Advocacy Groups



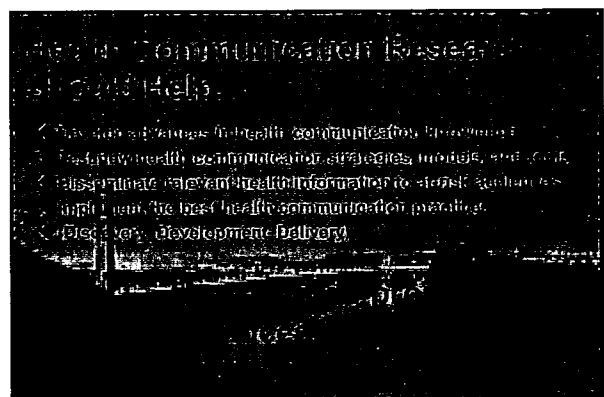
Organizational Issues in Health Communication:

- ◆ Information Flow In Health Care Systems
- ◆ Inter-Group Coordination
- ◆ Health Care Bureaucracy
- ◆ Administrative Communication
- ◆ Formal and Informal Channels
- ◆ Organizational Culture
- ◆ The Inter-organizational Field
- ◆ Use of Health Information Systems



Societal Issues in Health Communication:


- ◆ Media Coverage of Health Issues
- ◆ Health Communication Campaigns
- ◆ Multiple Channels of Communication
- ◆ New Media Applications
- ◆ Secular Trends
- ◆ International Issues & Coordination
- ◆ Culture and Health Disparities



Critical Issues in Consumer Health Informatics: E-Health

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Communication is Central to Modern Health Care



Yet, Health Communication is Complex & Challenging!

There is Tremendous Demand for Relevant Health Information:

- ◆ Timely and accurate health information is needed by both consumers & caregivers
- ◆ The best health information cuts across the continuum of care: prevention, detection, diagnosis, treatment, survivorship, & end-of-life
- ◆ New channels are needed to share, store, & process relevant health information
- ◆ Internet users regularly search online for health information

Health Topics Searched Online in the US

	Consumers Who Searched for Info (%)		
	2002	2004	2008
◆ Specific disease or medical problem	63%	66%	64%
◆ Certain medical treatment or procedure	47	51	51
◆ Diet, nutrition, vitamins, or nutritional supplements	44	51	49
◆ Exercise or fitness	36	42	44
◆ Prescription or over-the-counter drugs	34	40	37
◆ A particular doctor or hospital	21	28	29
◆ Health insurance	25	31	28
◆ Alternative treatments or medicines	28	30	27
◆ Depression, anxiety, stress, or mental health issues	21	23	22
◆ Environmental health hazards	17	18	22
◆ Experimental treatments or medicines	18	23	18
◆ Immunizations or vaccinations	13	16	16
◆ Dental health information	*	*	15
◆ Medicare or Medicaid	9	11	13
◆ Sexual health information	10	11	11
◆ How to quit smoking	6	7	9
◆ Problems with drugs or alcohol	8	8	8

*The question was not asked in the 2002 and 2004 Surveys.
 Source: Pew Internet & American Life Project December 2002 Survey (N=1,220),
 November 2004 Survey (N=537); August 2008 Survey (N=1,990).

Evolving E-Health Applications:

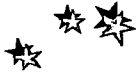
- ◆ Telecommunication/Smart Phone/Video-Conferencing
- ◆ Tailored Information Systems
- ◆ Public Access Computing (kiosks, Internet cafes)
- ◆ Networked Computers/Interactive Systems (portals)
- ◆ Virtual Environments and Simulations
- ◆ Remote Sensing and Monitoring (telehealth tools)
- ◆ Real-time Data Capture (tracking, alerting systems)
- ◆ Portable Computing (PDAs, laptops)
- ◆ Bio-Technology (smart pills, implantable chips)
- ◆ Edutainment (multimedia/music/video/games)
- ◆ Personal/Portable eHealth Records

The New and Improved E-Health Care System Promises to:

- ◆ Increase focus on prevention & early detection
- ◆ Shift from a provider toward a consumer orientation
- ◆ Empower consumers to actively direct their care
- ◆ Encourage consumer/provider cooperation
- ◆ Move health care from the clinic toward the home
- ◆ Reduce errors and increase quality of care
- ◆ Eliminate disparities in health outcomes
- ◆ Reduce patient discomfort

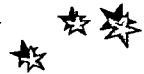
E-Health Communication has the potential to:

- ◆ Inform health care decision-making and practice
- ◆ Empower consumers to take charge of their own care
- ◆ Expand channels to connect consumers & providers
- ◆ Establish new pathways for social support
- ◆ Enhance dissemination of health promotion messages
- ◆ Provide health information to those who most need it
- ◆ Encourage prevention & screening behaviors
- ◆ Decrease morbidity and mortality
- ◆ Promote Multidisciplinary Collaboration
- ◆ Encourage Care Coordination
- ◆ Increase quality of life



E-Health Applications can Help:

-
- ◆ Establish Relevant Histories & Diagnoses
 - ◆ Explain Diagnoses & Treatments (Informed Consent)
 - ◆ Promote Active Decisions & Participation in Care
 - ◆ Describe Complex Treatment Regimens
 - ◆ Facilitate Adaptation, Support, & Quality of Life
 - ◆ Provide Remote Care Monitoring and Delivery
 - ◆ Preserve, Process, & Share Relevant Data
 - ◆ Encourage Screening & Risk Avoidance
 - ◆ Motivate Needed Lifestyle Changes



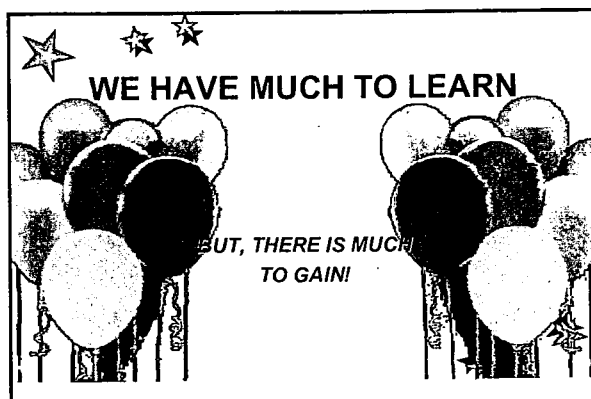
E-Health Challenges:

- ◆ Expand access to health information
- ◆ Improve quality of information provided
- ◆ Design health messages for diverse audiences
- ◆ Protect consumers' information privacy
- ◆ Guard against fraud and consumer scams
- ◆ Make performance data available to the public
- ◆ Provide information where, when, and how we want it
- ◆ Make technology ubiquitous and easy to use
- ◆ Enhance consumer empowerment & information ownership
- ◆ Reduce bureaucracy, costs, and red-tape
- ◆ Increase cooperation, caring, and sensitivity
- ◆ Make e-health entertaining and fun to use



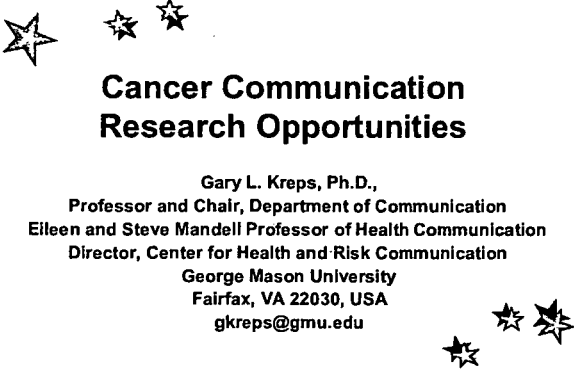
Lessons Learned for E-Health:

-
- ◆ Design usable communication systems
 - ◆ Develop user-friendly health care tools
 - ◆ Make health media engaging and interactive
 - ◆ Provide appropriate training and support
 - ◆ Promote culturally sensitive content & design
 - ◆ Focus on the family and the community
 - ◆ Provide consumers with choices

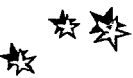



Cancer Communication Research Opportunities

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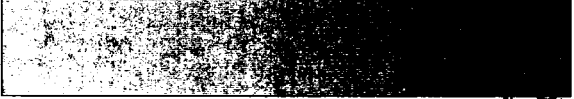


Health Communication Research Can Help Reduce Health Risks, Disease Incidence, Morbidity and Mortality, and Improve Quality of Life.



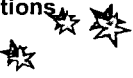
COMMUNICATION CUTS ACROSS THE CONTINUUM OF CARE:

Prevention/Detection/Diagnosis/Treatment/Survivorship/End-of-life




COMMUNICATION FOR EFFECTIVE DISEASE PREVENTION:

- ◆Strategic Communication Campaigns
- ◆Persuasive Health Education Efforts
- ◆Powerful Behavior Change Interventions



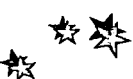
COMMUNICATION FOR EARLY DETECTION:

- ◆Promoting Early Screening Behaviors
- ◆Implementing Screening Programs
- ◆Monitoring Incidence Trends



COMMUNICATION & ACCURATE DIAGNOSES:

- ◆Gathering Full Diagnostic Information/History
- ◆Interpreting Diagnostic Information
- ◆Delivering Diagnoses Meaningfully



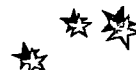
COMMUNICATION, TREATMENT & HEALTH CARE DELIVERY:

- ◆ Consumer/Provider Collaboration
- ◆ Informed Treatment Decision-Making
- ◆ Monitoring Treatment and Follow-up



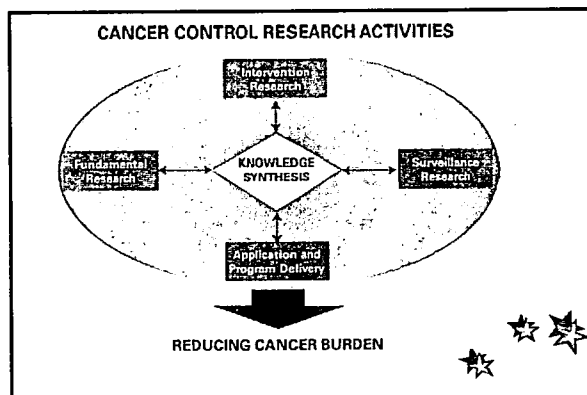
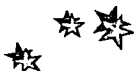
COMMUNICATION FOR SUCCESSFUL SURVIVORSHIP:

- ◆ Readjusting to Life After Treatment
- ◆ Social Support/Therapeutic Communication
- ◆ Learning to Live With Uncertainty



COMMUNICATION FOR THE BEST END-OF-LIFE CARE:

- ◆ Transition from Active Treatment to End-of-Life
- ◆ Palliative Care and Symptom Management
- ◆ Providing Support and Comfort

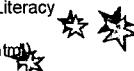


HEALTH COMMUNICATION RESEARCH INITIATIVES:

1. Digital Divide Pilot Projects

1. "Developing Urban Low-Income Head Start Parents' Abilities to Access Relevant Health Information Via Computer"
2. "Implementing a Cancer Education Curriculum in Harlem With Community Partnerships"
3. "Testing Use of the CHESS System By Rural and Urban Women Diagnosed with Breast Cancer"
4. "Disseminating Cancer Information to Rural, Low-Literacy Women in Appalachia"

(http://dcccps.nci.nih.gov/cancer_resources-digdivide.htm)



HEALTH COMMUNICATION RESEARCH INITIATIVES:

2. Health Information National Trends Survey (HINTS)

- ◆ Collect and track surveillance data every two years about the American public's access to, preferences for, uses of, and responses to health information concerning cancer.

(<http://hints.cancer.gov/>)



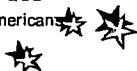
HEALTH COMMUNICATION RESEARCH INITIATIVES:

3. Centers of Excellence in Cancer Communications Research (CECCRs)

◆ Multidisciplinary cancer communication research centers that also helps train the next generation of health communication scientists:

1. U of Michigan: Tailored Health Behavior Interventions
2. U of Pennsylvania: Public Information and Cancer Decisions
3. U of Wisconsin: The CHES Interactive System & QOL
4. St. Louis U: Cancer Communication for African Americans

(<http://cancercontrol.cancer.gov/hcirb/ceccr/>)



HEALTH COMMUNICATION RESEARCH INITIATIVES:

4. Multimedia Technology/Health Communication SBIR Grant Program

- ◆ Translate cancer research into technology applications for key groups (consumers, providers, caregivers).
- ◆ Promote technology use to enhance communication between providers and their patients.
- ◆ Develop intervention strategies, tailoring models, and tools to better inform the public about cancer prevention and control.

(<http://cancercontrol.cancer.gov/hcirb/sbir/>)



HEALTH COMMUNICATION RESEARCH INITIATIVES:

5. Cancer Information Service Research Program

- ◆ Tailored messages to increase fruit and vegetable consumption, colorectal screening, and smoking cessation
- ◆ Proactive counseling
- ◆ Risk assessment
- ◆ Smoking cessation counseling
- ◆ On-line delivery of health information
- ◆ Evaluation of "live-help" on-line

(<http://cis.nci.nih.gov/research/research.htm>)

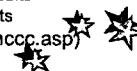


HEALTH COMMUNICATION RESEARCH INITIATIVES:

6. Health Communication Intervention Research Program

1. Tailored Print Strategies for Minority Colorectal Cancer Screening
2. Communicating Genetic Test Results to the Family
3. Innovative Nutrition Communications Interventions for Latinas
4. Tailored Print/Telephone for Colorectal Cancer Prevention
5. Cancer Screening/Prevention Cultural Tailoring for Black Women
6. Web-based Nutrition Education for Multicultural Adults
7. Computerized Symptom Report for Cancer Patients

(http://cancercontrol.cancer.gov/hcirb/grants_hccc.asp)



HEALTH COMMUNICATION RESEARCH INITIATIVES:

7. HRSA/NCI Cancer Health Disparity Collaborative

- ◆ The HRSA Bureau of Primary Care and the NCI Outcomes Research Branch are testing evidence-based practices for promoting cancer screening and prevention for under-served populations, including use of interactive electronic record tracking and guideline systems.

(http://cancercontrol.cancer.gov/hcirb/research_hrsa.html)

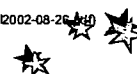


HEALTH COMMUNICATION RESEARCH INITIATIVES:

8. Advancing Cancer Care Through Technology (ACCTT)

- ◆ The Veterans Health Administration and the NCI are field-testing an evidence-based model for cancer care coordination using home tele-health interactive technologies for cancer patients receiving chemotherapy.

(<http://www1.va.gov/Vsn8N8/clinical/vccs/grants/NCIforACCTT/roposa2002-08-26.htm>)

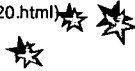


HEALTH COMMUNICATION RESEARCH INITIATIVES:

9. Understanding and Promoting Health Literacy (Trans-NIH PAR)

- ◆ Communication analysis of systemic literacy issues.
- ◆ R03 (Pilot Studies) & R01 (Intervention Projects)
- ◆ PAR 04-116 & 04-116, (October 13, 2004, 2005, 2006, 2007)

(<http://grants1.nih.gov/grants/guide/pa-files/PAR-07-020.html>)

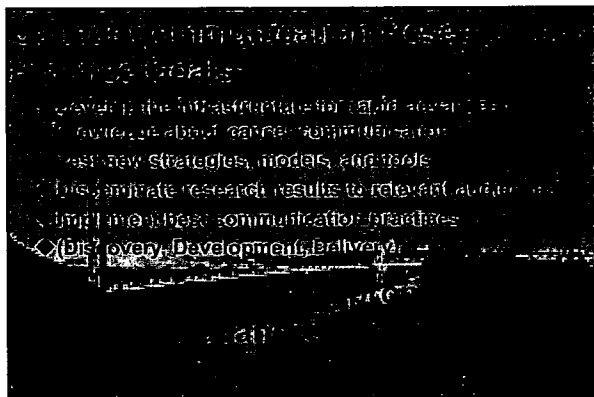
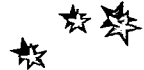


HEALTH COMMUNICATION RESEARCH INITIATIVES:

10. Unsolicited (Investigator Initiated) Cancer Communication Research Grants

- ◆ R01 (Communication intervention research projects)
- ◆ R03 (Small communication research projects)
- ◆ R21 (Exploratory research projects)
- ◆ P01 (Multi-project research programs on cancer prevention and control)

(<http://cancercontrol.cancer.gov/funding.html>)



Communication and Cancer Survivorship

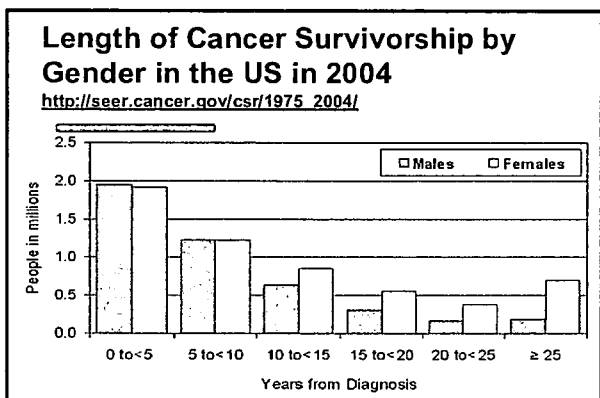
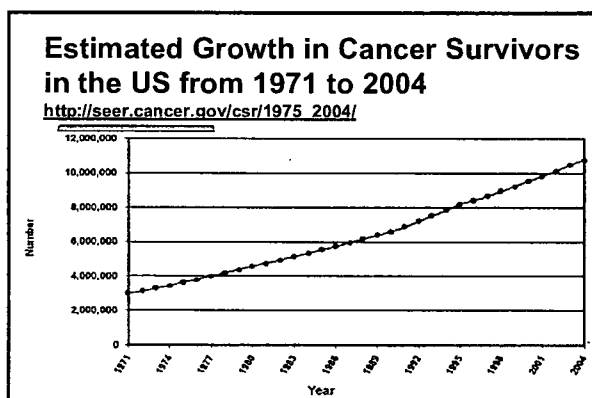
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Cancer Survivorship

- An individual is considered a cancer survivor from the time of diagnosis, through the balance of his or her life. Family members, friends, and caregivers are also impacted by the survivorship experience and are therefore included in this definition.
- Adapted from the National Coalition for Cancer Survivorship

Cancer Survivors

- There are 11 million cancer survivors in the US (many more worldwide) and the number is increasing.
- Most (60%) survivors are 65 years of age and older.
- Cancer survivors report poorer health, lower quality of life, lost productivity, and many health limitations.
- Cancer survivors are at greater risk for reoccurrence, with 10% of all new cancers diagnosed in survivors.
- The most common cancer sites in the US are Breast (22%), Prostate (19%), Colorectal (10%) and Gynecologic (9%).

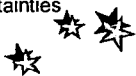


Cancer Survivors Experience Great Uncertainty and Stress concerning:

- The potential for cancer reoccurrence and how to respond if cancer reoccurs.
- How to prevent cancer reoccurrence.
- How to cope with health problems & side effects.
- Whether to seek additional treatments, use of supplements, and/or alternative therapies.
- How to reintegrate into personal and professional life.
- How to cope with mortality.

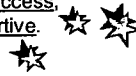
Communication and Uncertainty

- As uncertainty increases, so does the need for effective communication.
- Effective communication provides relevant content and emotional information to reduce uncertainty and enable informed decision-making.
- Ineffective communication just makes things worse by increasing stress and magnifying the uncertainties cancer survivors face.



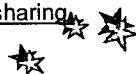
Communication and Cancer Survivorship

- Cancer survivors need relevant, timely, and accurate information about cancer prevention, detection, control, and care through multiple reinforcing communication channels.
- They also need to receive psycho-social support for reducing stress and promoting well-being.
- Effective communication must be easy to access, culturally sensitive, informative, and supportive.



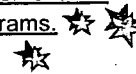
Communication can serve as an "Equalizer" for Cancer Survivors by:

- Facilitating support and cooperation.
- Defusing stress, anger, and resistance.
- Identifying options and strategies for coping.
- Providing empathy and compassion.
- Helping to develop effective advocacy skills.
- Encouraging active participation and sharing.



Research on Communication and Cancer Survivorship should:


- Assess information needs of cancer survivors.
- Identify emotional and support needs.
- Evaluate use of communication media/channels.
- Examine survivors' prevention/control activities.
- Assess use and impact of support systems.
- Develop/test new communication interventions.
- Develop/test advocacy support programs.



Team Communication and Cancer Care

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Effective Team Communication Can Reduce Cancer Risks & Improve Quality of Cancer Care.



Yet, Communicating in Health Care Teams is Complex & Challenging!

Cancer Care is Multidisciplinary, Involving Communication With:

- ◆ Consumers (Patients, family members, advocates, others)
- ◆ Doctors (GPs, Oncologists, Surgeons, Radiologists, other specialists)
- ◆ Nurses (RNs, NPs, Oncology Nurses, LPNs, other nurses)
- ◆ Pharmacists
- ◆ Social Workers
- ◆ Mental Health Workers (Psychiatrists, Psychologists, others)
- ◆ Nutritionists
- ◆ Therapists (PT, OT, Respiratory, Radiation, other therapists)
- ◆ Financial Counselors
- ◆ Health Care Administrators (and staff)
- ◆ Even Others!

The Need for Multidisciplinary Team Cancer Care

- ◆ The complex nature of cancer diagnoses and treatment requires effective care coordination and communication through a multidisciplinary approach to ensure best practice evidenced based care.
- ◆ Multidisciplinary care ensures that consumers and members of their care teams discuss all relevant physical and psychosocial needs along with other factors impacting upon cancer care.

Effective Health Care Team Communication is Complex!

- ◆ Many Inter-dependent Communication Participants
- ◆ Influence on & Influence by Relationship Development
- ◆ Simultaneous Exchange of Verbal/Nonverbal Messages
- ◆ Multi-channel Communication in Health Care Teams
- ◆ Active Creation of Rich Personal Meanings
- ◆ Health Information as Key Outcome in Meaning Creation
- ◆ Influences by Formal & Informal Health Care Settings
- ◆ Dynamic, Episodic, Health Care Process
- ◆ Multiple Functions of Communication

Effective Health Care Team Communication Involves:

- ◆ Insuring that consumers consent to team discussion of their cases, understand the process, and agree to be actively involved in decision-making
- ◆ Development of respect and receptiveness to the ideas and suggestions of all multidisciplinary team members
- ◆ An abiding focus on the consumer's needs and perspectives
- ◆ Development of consensually agreed upon treatment protocols
- ◆ Identification of needed referral networks, including psychosocial referral pathways
- ◆ Promotion of coordination and continuity of care

Effective Health Care Team Communication Can Promote:

- ◆ Improved treatment planning through consideration of full therapeutic range and thus improved outcomes
- ◆ Recognition/integration of emotional needs of patients
- ◆ Reduction of service duplication, improved coordination of services, and development of clear lines of responsibility between members of the multidisciplinary team
- ◆ Learning and educational opportunities for team members
- ◆ Increased participation by all team members (especially the consumer)



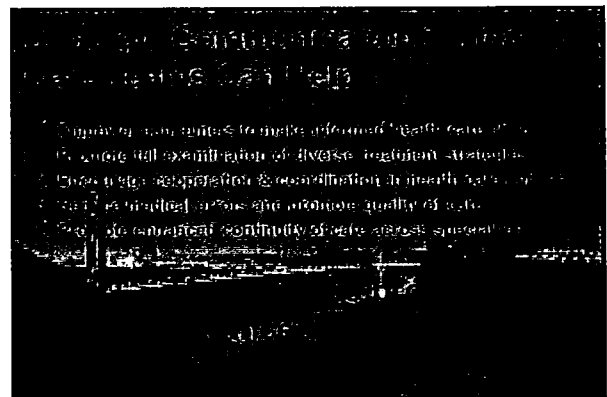
Common Problems Studying Health Communication in Teams:

- ◆ Medical Bias in Research Samples and Designs
- ◆ Lack of Depth in Data Gathering & Analysis
- ◆ Unrepresentative Samples (External Validity)
- ◆ Unrealistic Conditions (Ecological Validity)
- ◆ Poorly Operationalized Variables (Internal Validity)
- ◆ Over-use of Self Report Measures (Law of Hammer)
- ◆ Over-use of One-shot Designs
- ◆ Application, Follow-up, & Sustainability



Recommendations for Studying Health Care Team Communication:

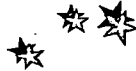
- ◆ Promote Ecological Validity (Sampling & Study Designs)
- ◆ Examine Relational Influences (i.e.: Power, Support)
- ◆ Study the Wide Variety of Key Health Messages
- ◆ Account for Situational Constraints on Health Com
- ◆ Accurately Operationalize Communication Variables
- ◆ Examine Consumer Communication (Medical Bias)
- ◆ Develop Longitudinal Studies (Process)
- ◆ Use Multi-methodological Designs (Depth)





Communication Functions of the Cancer Information Service at NCI

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Cancer Information Environment

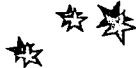
- ◆ More than **11 million people** world-wide are diagnosed with cancer every year
- ◆ Estimated **16 million new cases** every year by 2020
- ◆ Cancer causes **7 million deaths** every year, or 12.5% of deaths worldwide

(World Health Organization, 2006)



The Need for Cancer Information

- ◆ Patients need **relevant and accurate information** about cancer and treatment, as well as support to cope with the diagnosis
- ◆ The provision of information is particularly urgent **early** in the course of the disease
- ◆ Providing information can help reduce **anxiety and fear**, promote **symptom management**, increase confidence in **decision-making**, encourage asking questions, enhance the patient-provider relationship, and improve the ability to **effectively communicate** with family members



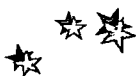
NCI's Cancer Information Service (CIS) is:

- ◆ A national **information and education** program that is the voice of the National Cancer Institute (NCI)
- ◆ Since 1975 it has been the **foremost source** for the latest and most accurate research-based cancer information provided in terms the public can easily understand
- ◆ A health communication tool for **connecting people** in a variety of ways: one-on-one, working with organizations, and participating in cancer research efforts



The CIS is a Health Communication Tool for Disseminating:

- ◆ **Relevant and accurate cancer-related treatment information and education**
- ◆ The **latest and most accurate information** about current **clinical research trials**, including entry criteria
- ◆ Information about **local cancer treatment, research, and support organizations**



CIS Information Services:

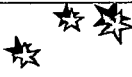
- ◆ Support the **doctor-patient relationship**
- ◆ Provide **information**, not medical advice
- ◆ Are based on **evidence**, not opinions
- ◆ **Refer clients** to services in the community
- ◆ Ensure **confidentiality**
- ◆ Are **free** of charge
- ◆ Are **sensitive** to clients' needs and feelings



CIS Information Service Points of Access:


- ◆ **Information by telephone**
 - 1-800-4-CANCER – Service in English and Spanish
 - Publications Ordering Service
 - Smoking Cessation Counseling – 1-877-44U-QUIT (Smoking Quitline)
- ◆ **Online assistance**
 - Live Help – (Web chat)
 - Email assistance
 - www.cancer.gov – “Contact Us” E-mail box

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

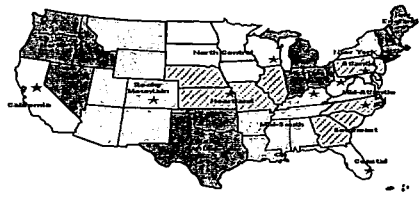


The Cancer Information Service (CIS) Consists of:

- ◆ **15 Regional Offices** serving the 50 US states, Puerto Rico, the US Virgin Islands and the US Associated Pacific Territories
- ◆ **A Partnership Program** that collaborates with regional and community organizations
- ◆ **An Information Service** that provides cancer information through personalized interactions
- ◆ **A Research Program** that shares the NCI's research mission, fostering and participating in health communications and cancer control research

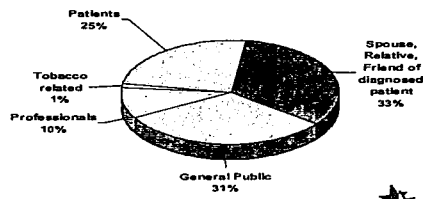


15 CIS Regional Offices

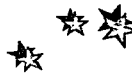


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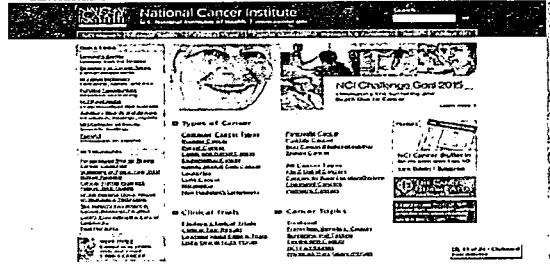
CIS Clients include:



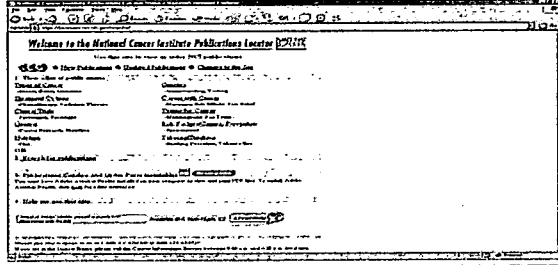
Client Category	Percentage
General Public	31%
Spouse, Relative, Friend of diagnosed patient	33%
Patients	25%
Professionals	10%
Tobacco related	1%



NCI's Web site: www.cancer.gov



Publications Ordering Service



CIS Information Specialist Training

Focus on Knowledge

- ◆ Cancer treatment and research
- ◆ Psychosocial issues
- ◆ Services in the community

Focus on Skills

- ◆ Communication
- ◆ Resources and technology



Benefits of Personal Communication

- ◆ Assess individual needs and provide tailored information
- ◆ Encourage general public to take steps toward prevention
- ◆ Help cancer patients understand cancer to inform decision-making
- ◆ Suggest community services to support them and their families



The CIS Helps Clients:

- ◆ Understand cancer (diagnosis, treatment)
- ◆ Communicate effectively with doctors, close ones
- ◆ Find relevant services in the community
- ◆ Reduce stress and cope effectively
- ◆ Make relevant health care and life decisions
- ◆ Take steps toward cancer prevention/control

