HEALTH COMMUNICATIONS SHARED RESOURCE

The Health Communication Research Shared Resource (HCRSR) provides KU Cancer Center researchers with the expertise, support and tools to conduct effective strategic health communication research, development of media messages and interventions, and communication plan implementation, delivery and evaluation. HCRSR services can be utilized at any phase of a research project – from the planning stages through dissemination of research findings.

WHY IS THIS IMPORTANT TO YOUR RESEARCH?

The HCRSR can assist to enhance clinical trial recruitment, ensure compliance with protocols, and implement behavioral interventions for investigators conducting cancer prevention, cancer control, and cancer care delivery research. The HCRSR can develop tailored communication materials, for print, broadcasting and the web, as well as dedicated mobile applications to support your research.
SERVICES
The primary services of the HCRSR include:

1. Developing and implementing communication and outreach strategies as a part of grant proposals.
2. Developing evidence-based communication plans for the implementation of audience-specific research projects.
3. Designing and producing messages and media tools (print, broadcast, web, mobile) to be used as part of research projects.
4. Managing research-specific communication campaigns from delivery to impact evaluation.
5. Providing specialized research resources to conduct mass communication studies.

LOCATIONS
The University of Kansas School of Journalism and Mass Communications, Stauffer-Flint Hall, room 111A, Lawrence, KS.

LEARN MORE
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Research reported in this publication was supported by the National Cancer Institute Cancer Center Support Grant P30 CA168524 and used the [name of the CCSG Shared Resource(s), if applicable].

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