

# Cancer Information Service

*a program of the National Cancer Institute*



## The CIS Research Program

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NATIONAL  
CANCER  
INSTITUTE

# Cancer Information Service (CIS)

- A program of the National Cancer Institute
- Operated through government contracts with academic institutions, hospitals and Comprehensive Cancer Centers

# CIS Program Components



# CIS Program Components

Information Service

# Information Service

- Since its founding in 1976, the CIS has answered over 10 million calls.
- In 2004, the CIS responded to over 250,000 requests for service through the following multiple access points:
  - Information Service (1-800-4-Cancer)
  - Smoking Cessation (1-877-44U-QUIT)
  - Instant messaging (LiveHelp)
  - E-mail through NCI's website ([www.cancer.gov](http://www.cancer.gov))

# Information Specialists

- Provide comprehensive, accurate, and personalized information regarding
  - cancer prevention
  - symptoms
  - risks
  - diagnosis
  - current treatments
  - clinical trials
- Provide service in English and Spanish
- Complete National Training Program
- Are evaluated by the National Call Monitoring Program

# User Profile

- Predominantly female (75%).
- Many are between 41 and 60 years of age (44%).
- Users tend to be well-educated with 36% completing college or continuing on to graduate school.
- Most contacts are non-Hispanic (88%); 79% are White and 13% are Black / African American.
- Primary users are: spouses, relatives or friends of patients (32%), the general public (32%), and patients diagnosed with cancer constitute (23%).

# CIS Program Components

## Partnership Program

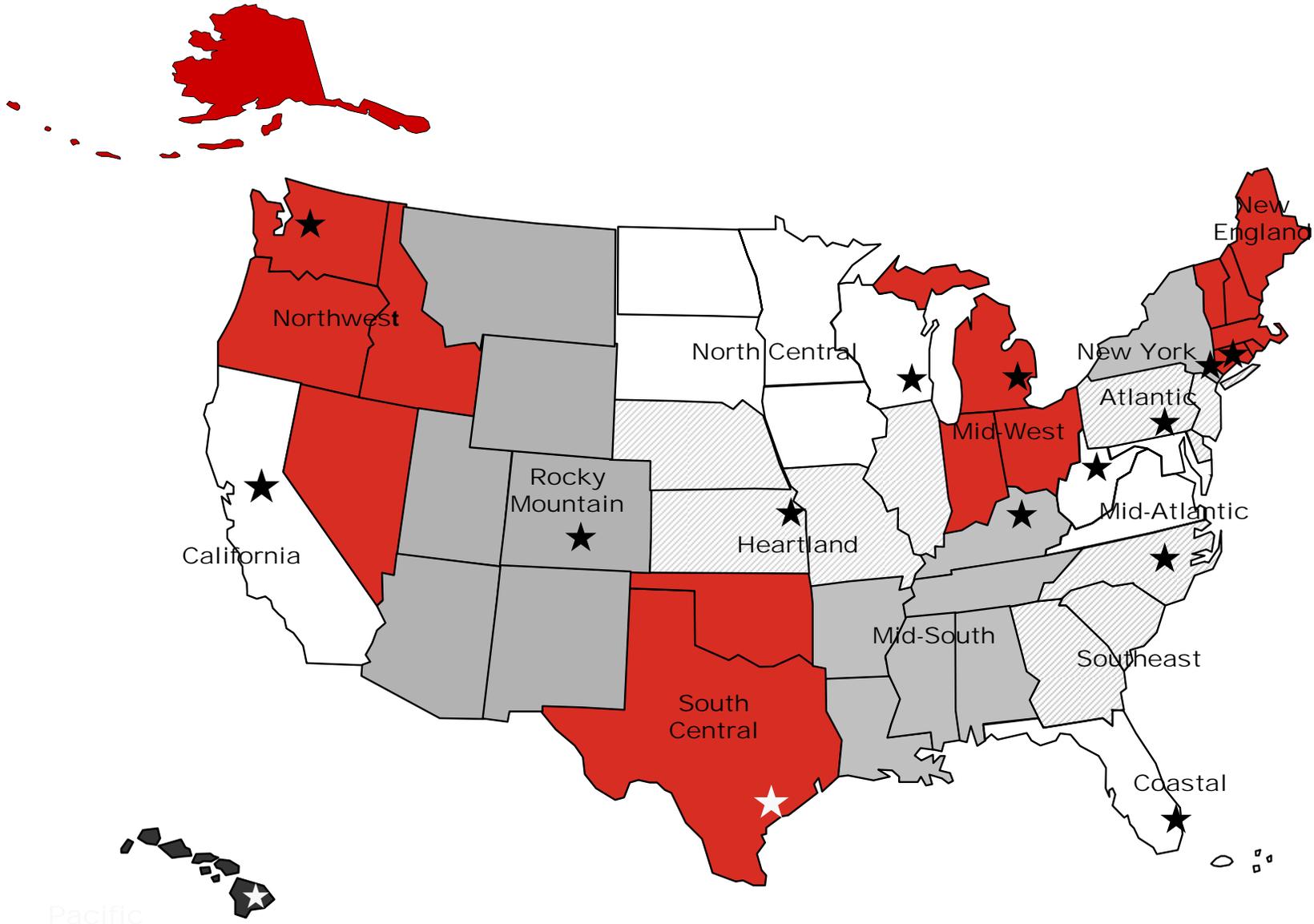
# Partnership Program

- Collaborates with trusted organizations to reach minority and medically underserved populations with cancer information
- Participates in cancer control efforts

# Partnership Program

- Provides capacity building expertise to organizations
- Links organizations with similar goals
- Helps plan and evaluate programs
- Conducts training on cancer-related topics and use of NCI resources
- Provides research support

# Partnership Program



1-800-4-CANCER

# CIS Program Components

Research Program

# Research Program Mission

- To understand, apply, and disseminate effective communication approaches to educate the public about cancer and contribute to the nation's cancer control efforts

# Research Program Goals

- To partner with investigators to develop and implement collaborative research projects that will further the field of cancer communication and inform CIS service delivery
- To bridge the chasm between research and service

# Research Program History

- CIS has been formally involved in health communications research for 20 years
- CIS Research Consortium (CISRC) established by Dr. Al Marcus in 1990 to formalize and strengthen the role of cancer communication and behavioral research

# Example of CIS Research Studies

Brief telephone education augmented with targeted print materials to promote healthy behaviors

- Fruit and vegetable consumption
- Colorectal cancer screening
- Smoking cessation
- Mammography

# Example of CIS Research Studies

Participant calls 1-800-4-CANCER  
and receives usual service



Preliminary assessment of eligibility  
by CIS Information Specialists



Information Specialist explains study  
and obtains informed consent via telephone



Complete baseline interview (CATI) appended to ECRF



Randomization to condition

# Example of CIS Research Studies

## Sample methodology

- Group 1: Tailored messages and print materials
- Group 2: Non-tailored messages and print materials

# CIS National Research Agenda: Four Overarching Research Themes

1. Testing innovative health communication and education interventions
2. Increasing access to and appropriate use of cancer-related information and education
3. Discovering effective models for disseminating successful cancer communication and education interventions
4. Understanding information seeking

# Benefits of Collaborating with CIS

- As a collaborative partner with the CIS Research Program you will be able to test health communication interventions within a premiere cancer information service that
  - Embraces innovative health communications research
  - Serves as an extraordinary venue for dissemination
  - Offers unprecedented opportunities for sample accrual

# Benefits of Collaborating with CIS

- CIS callers welcome opportunity to participate in research
  - Participation rates >70%
  - Retention rates >80% (at 12 months)
- Interventions can be introduced proactively or in response to caller inquiries

# Benefits of Collaborating with CIS

- Researchers have access to
  - Information seekers across the nation
  - Multiple venues for dissemination
  - Trusted partners with access to minority and medically underserved populations
  - Established infrastructure for training, supervision, and quality assurance
  - Trained, professional staff throughout all program components
  - Existing data collection systems
  - NCI resources and educational materials

# Benefits of Collaborating with CIS

- CIS staff are highly skilled as partners in research
  - Provide cancer content expertise
  - Design research methodology and interventions
  - Obtain informed consent by telephone
  - Design and administers eligibility assessments and baseline questionnaires
  - Deliver interventions
  - Are highly trained
  - Adhere to strict quality control measures

# CIS Senior Research Coordinators

- **Susan Rivers, PhD**

- Yale University

- **Robin Vanderpool, DrPH (ABD), CHES**

- University of Kentucky

- **Ludmila Cofta-Woerpel, PhD**

- University of Texas MD Anderson Cancer Center

- **Nigel Bush, PhD and Deb Bowen, PhD**

- Fred Hutchinson Cancer Research Center

# Contact Information

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