

CALL FOR PAPERS*Journal of the National Cancer Institute (JNCI) Monograph
Cancer Prevention and Control in the Changing Communication Landscape*

Letters of Intent are being accepted for a JNCI monograph dedicated to cancer communication research, sponsored by the National Cancer Institute Health Communication and Informatics Research Branch. The peer-reviewed issue will be published in June 2013 and will include selected manuscripts that address research on how the changing media landscape influences cancer communication in three distinct areas:

- 1) health journalism and mass media
- 2) clinical care and patient support, and
- 3) cancer prevention and control interventions.

Work that investigates the use of innovative communication strategies and technologies, including Web 2.0 and novel health information technologies, is especially encouraged.

Researchers from a diverse range of disciplines (*including, but not limited to*: public health and health services, communication and journalism, informatics, behavioral medicine, epidemiology, anthropology, linguistics, and psychology) may contribute empirical papers of original research, guest commentaries, brief communications, and meta-analyses and systematic reviews.

Letters of Intent must be received by September 1, 2012 to Dr. Abby Prestin at: abigail.prestin@nih.gov, and must include a title, brief abstract, the type of manuscript (e.g., original research, review paper, etc.), and list of authors.

Manuscripts deemed appropriate for this special issue must be received by December 1, 2012 to kelly.blake@nih.gov - *not the online submission portal* - and must include a cover letter and strictly conform to the author requirements and reference specifications of JNCI (see www.oxfordjournals.org).

Important Deadlines:

Letters of Intent due to abigail.prestin@nih.gov
September 1, 2012
Completed Manuscripts to kelly.blake@nih.gov
December 1, 2012
Date of Expected Journal Publication * June 2013
* *Manuscripts will undergo editorial and peer review*

Contact:

Kelly Blake, ScD, Health Scientist
Health Communication and Informatics
Research Branch
National Cancer Institute
301.402.8425
kelly.blake@nih.gov

Guest Editors:

Kelly D. Blake, ScD,
Wen-Ying Sylvia Chou, PhD, MPH,
Bradford W. Hesse, PhD

Health Communication and Informatics Research Branch
Behavioral Research Program, Division of Cancer Control and Population Sciences
National Cancer Institute (NCI)

CALL FOR PAPERS

Journal of the National Cancer Institute (JNCI) Monograph Cancer Prevention and Control in the Changing Communication Landscape

The changing media landscape, represented by an information ecology that includes Web 2.0, social media, wikis, and other multidirectional communication, has dramatically altered the way we conceptualize and carry out health communication efforts related to cancer prevention and control. In this new environment, the traditional health promotion model is increasingly challenged while new and innovative communication methods are tested, evaluated, and implemented. Even in clinical care, the active dissemination of health information technologies has begun to alter the ways in which primary care physicians, oncologists, and patients interact with one other and with personal health information. In response to this evolving communication landscape, cancer care providers, systems, and communication practitioners have begun to examine the impact of the changing media landscape on cancer-related knowledge, attitudes, and behavior across the cancer continuum.

Empirical evidence has emerged, yet questions remain unanswered, such as:

- How does the participative Web 2.0 environment affect public health and clinical care?
- How does user-generated content affect health journalism and media campaigns related to cancer prevention and control?
- What are the outcomes of social media-based health interventions?
- What is the impact of new technologies on communication inequality and cancer disparities?
- How can the participatory nature of social media be leveraged to improve cancer prevention and control?

Important Deadlines:

Letters of Intent -
September 1, 2012
Completed Manuscripts -
December 1, 2012

Questions?

Contact Kelly Blake* at:
kelly.blake@nih.gov

The JNCI Monograph, *Cancer Prevention and Control in the Changing Communication Landscape*, will...

- Explore health communication theories, research designs, and measurement techniques that meet the challenges and opportunities presented by the new communication ecology.
- Examine factors that contribute to implementation and sustainability in cancer prevention and control interventions that use new and emerging technologies.
- Highlight research on media effects and the interplay of traditional and social media in mass mediated cancer communication.
- Present clinic-based studies in cancer control and patient support where innovative communication techniques and strategies have proven efficacious.
- Provide an overview of National Cancer Institute cancer communication funding as it relates to the three areas under examination.
- Propose future directions for communication research that could inform partners of the National cancer program.

* This JNCI Monograph, *Cancer Prevention and Control in the Changing Communication Landscape*, is sponsored by the Behavioral Research Program's Health Communication and Informatics Research Branch, within the Division of Cancer Control and Population Sciences, NCI. For more information, go to:

<http://cancercontrol.cancer.gov/brp/H CIRB>.

