

# Health Literacy Research Opportunities at the NCI

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## A quick look at the NCI portfolio on Health Literacy

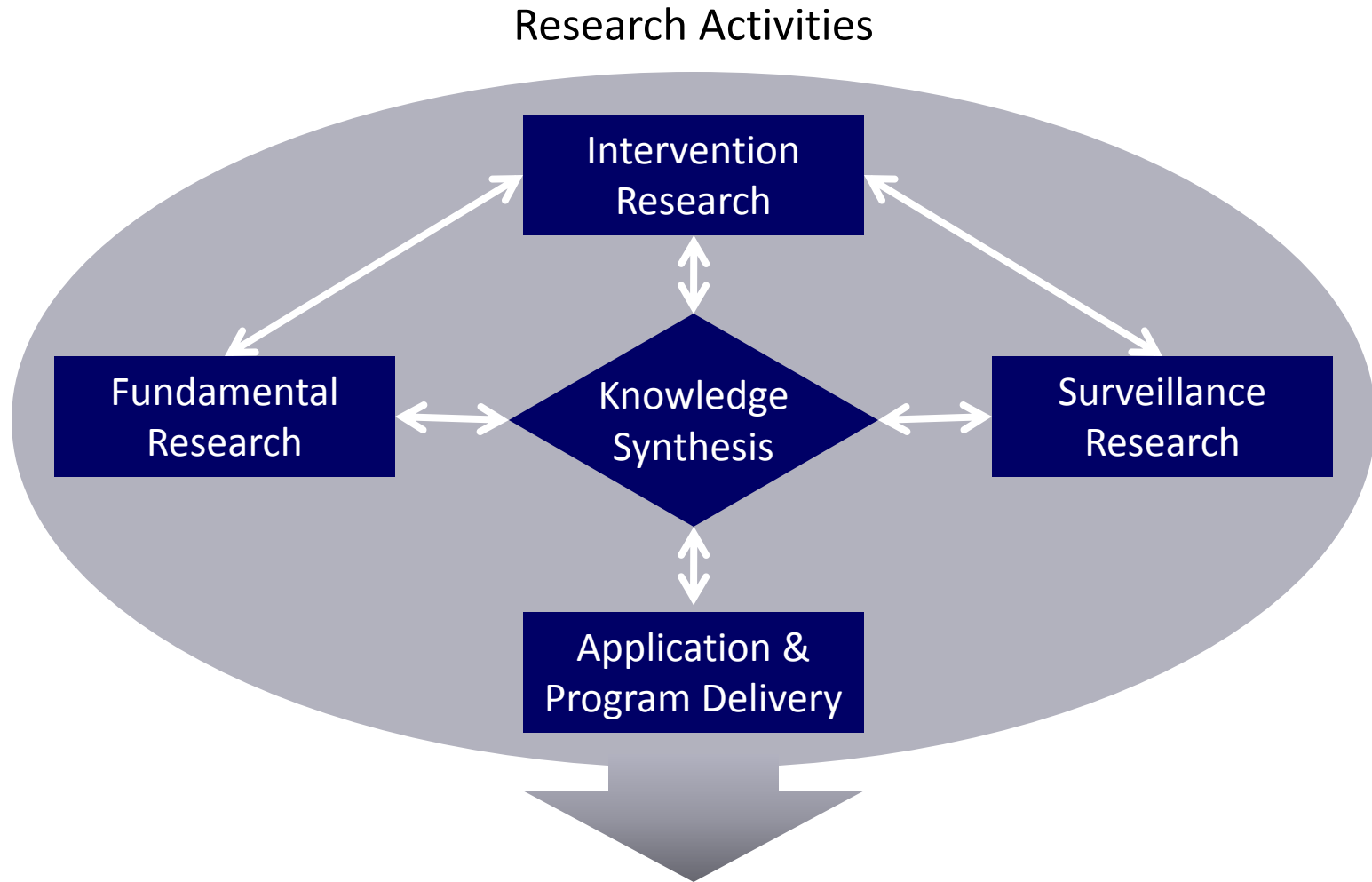
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- ▶ 2004-2014: past and future trends of health literacy research
- ▶ Thematic analysis of applications from 2010 and 2013 (N=96)
  - ▶ 60 proposals from 2010; 36 proposals from 2013
  - ▶ NCI indicated as the primary IC in 75% of project proposals (n=72)
- ▶ Coded for primary aims, research domains, HL definition/conceptualization, populations, cancer focus, and technology



# Cancer Control Framework at the NCI

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REDUCING BURDEN FROM CANCER

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# Thematic Research Questions (selected)

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1. How is health literacy defined and conceptualized by potential grantees?
2. What is the primary aim (measure, intervention, description, other) of each proposal?
3. If the proposal involves an intervention, at what level (e.g., individual, provider, health care system) does the project seek to intervene?
4. What research domains (e.g., screening, obesity, risk) are included in the proposal?
5. What are the target populations?



# Conceptualizing Health Literacy (Q1)

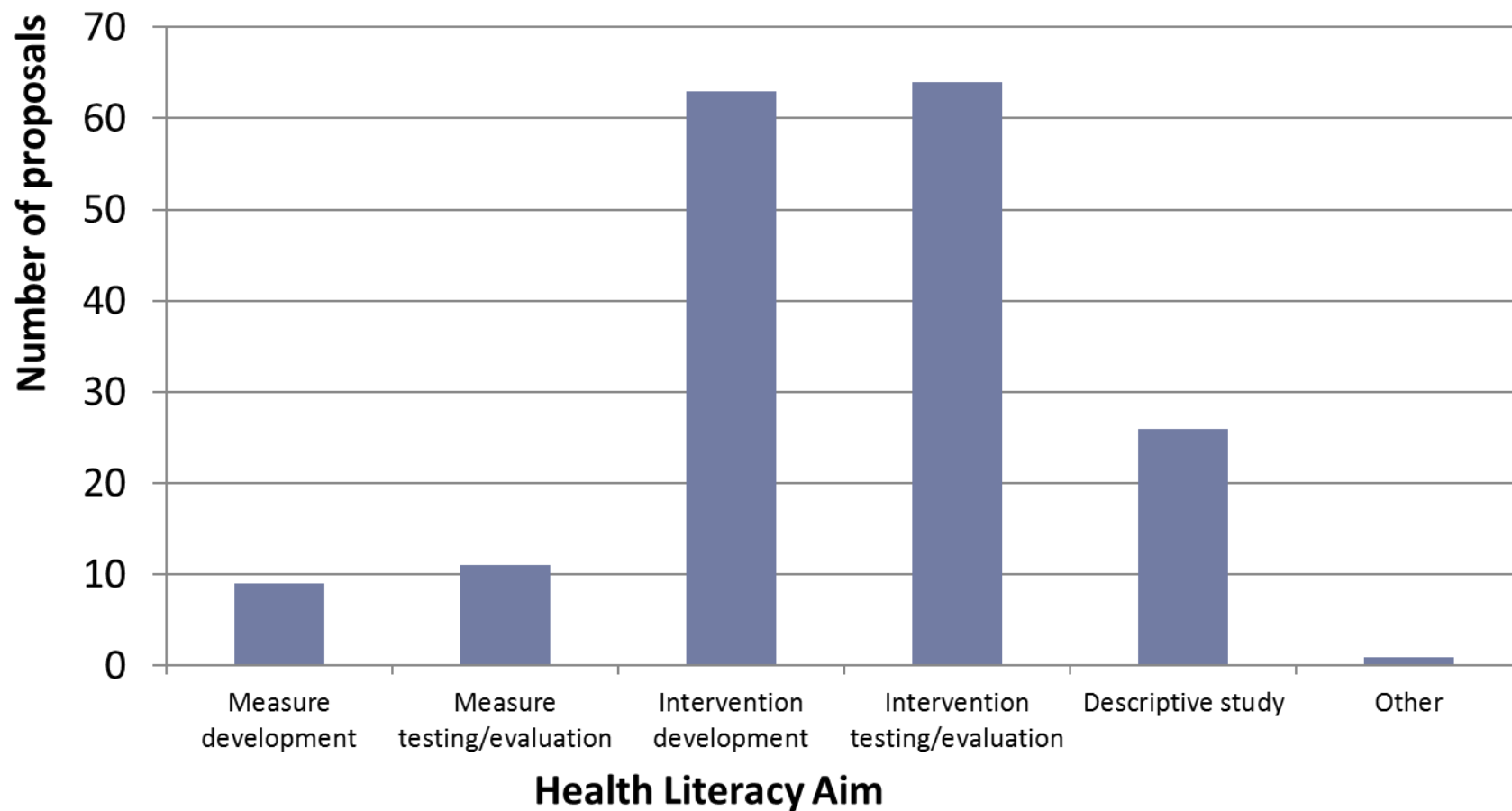
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- ▶ Major contributor to health disparities (49% of proposals)
- ▶ Barrier to care (43% of proposals)
- ▶ Concerns of limited health literacy
  - ▶ Poor health outcomes
  - ▶ Cancer screening behaviors
  - ▶ Financial wellbeing of patient families
  - ▶ Patient selection of treatment options
- ▶ “The degree to which individuals can obtain, process, and understand the basic health information and services they need to make appropriate health decisions.” – IOM (23% of proposals)



# Primary Study Aims (Q2)

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# Primary Study Aim Examples

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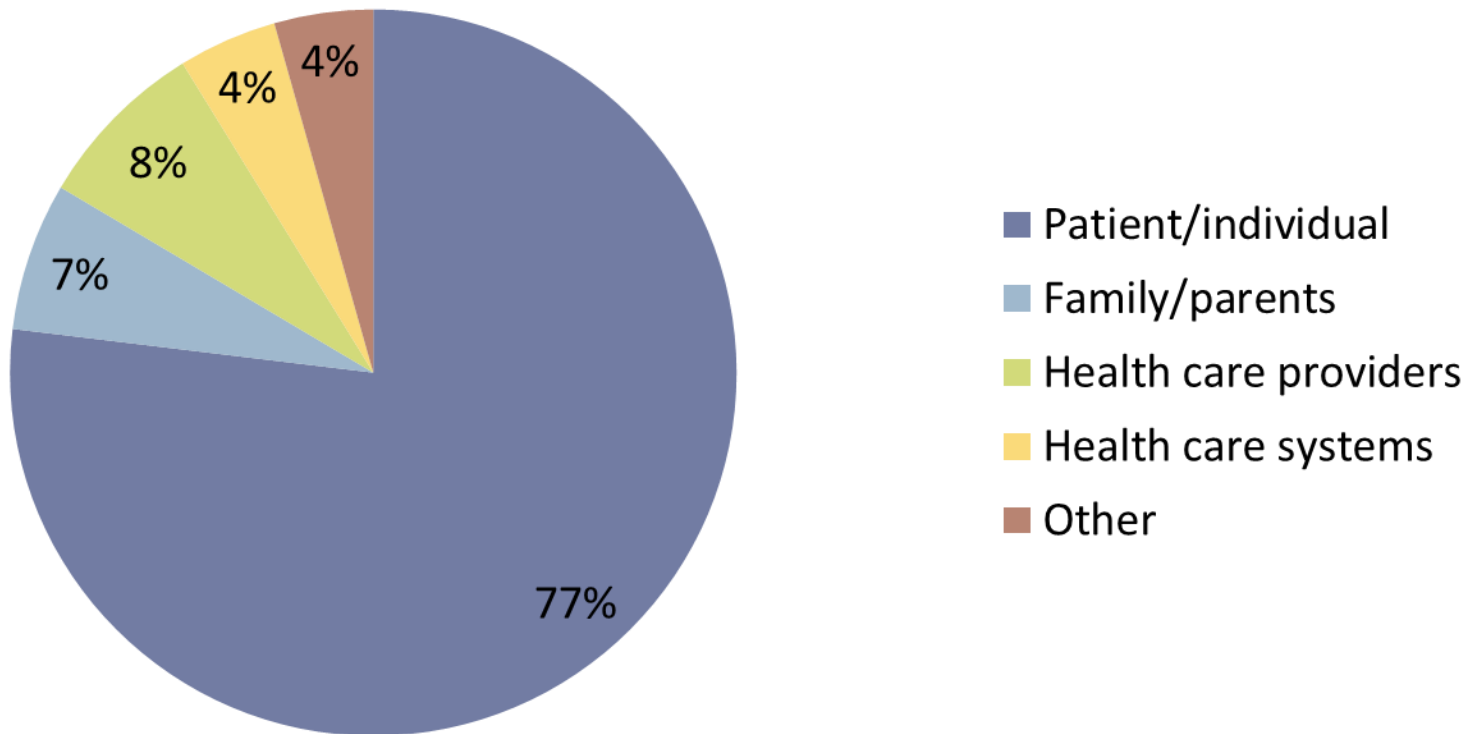
- ▶ Measure: Development of a tobacco health literacy measure for American Indian populations
- ▶ Intervention: Library-based nutrition literacy program for rural, older adults
- ▶ Descriptive Analysis: Influence of interpreters on limited English proficiency parents of pediatric cancer patients



## Intervention Level (Q3)

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**64/96 proposals (67%) contained the development and/or testing of an intervention**

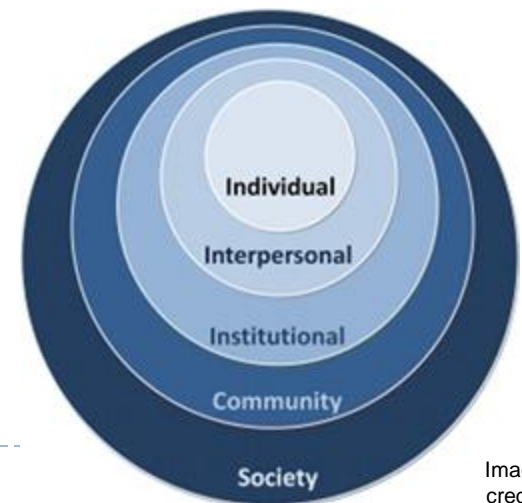




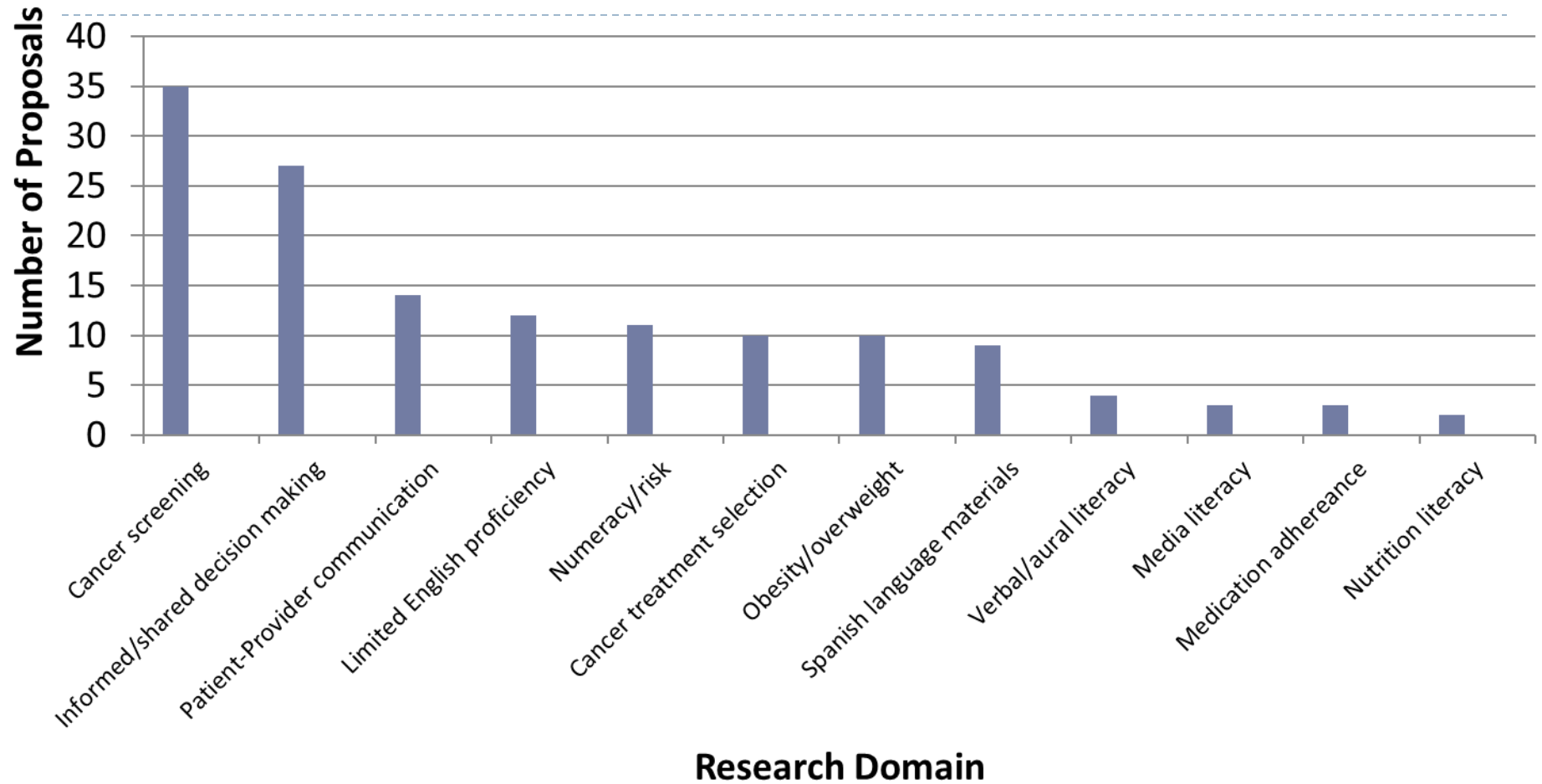
# Intervention Level Examples

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- ▶ Patient/individual: Cooking class to manage hypertension among Latina women
- ▶ Family/parents: Examining social media use among parents of pediatric cancer patients
- ▶ Health care providers: Promoting colorectal cancer screening through shared decision making with African American patients
- ▶ Health care systems: Health literacy in electronic health records
- ▶ Other: Community health literacy promotion to prevent cancer



## Research Domains (Q4)



# Research Domain Examples

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- ▶ Screening/informed decision making/LEP: Increasing CRC screening using stories among limited English proficiency (LEP) Latino patients
- ▶ Numeracy: Improving the effectiveness of CRC screening decision aids
- ▶ Media literacy: Promotion of media literacy to combat obesity in youth
- ▶ Verbal/aural literacy: Development of a verbal exchange health literacy measure



# What research domains have been funded? (Q4)

- ▶ Cancer screening
- ▶ Limited English proficiency
- ▶ Development of Spanish language materials
- ▶ Obesity/overweight
- ▶ Informed/shared decision making
- ▶ Cancer treatment selection
- ▶ Patient-provider communication
- ▶ Medication adherence
- ▶ Numeracy/risk
- ▶ Media literacy
- ▶ Verbal/aural health literacy
- ▶ Tobacco health literacy



Population (Q5)	Percent of Proposals	Number of Proposals
<i>(None specified)</i>	20%	19
African American/Black	15%	15
Cancer Patients	13%	12
Older adults (age > 40 years)	12%	12
Latino/Hispanic	12%	12
Low socioeconomic status	10%	10
Limited English proficient	7%	7
“Minority/diverse”	7%	7
Asian American	6%	6
Rural	6%	6
Children (age < 18 years)	6%	6
Health care providers	4%	4
American Indian	2%	2
Incarcerated women	1%	2

Twenty-four percent (24%, n=23) of applications included a population not on this list.



# Tips for preparing the Application

- ▶ Clear, concise writing
- ▶ Never assume that reviewers “know what you mean”
- ▶ Concentrate on specific aims
- ▶ Strong methods
  - ▶ Link outcomes to specific measures
  - ▶ Detailed recruitment and retention
- ▶ Anticipate human subjects issues
- ▶ Collaborators: mentors, consultants, ...
- ▶ Assess and adjust for intervention fidelity
- ▶ Share and get feedback on your specific aims
  - ▶ Workshops
  - ▶ NCI staff



**Best of luck!**