

## Healthy People 2010 Operational Definition

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### **11-5. Increase the number of centers for excellence that seek to advance the research and practice of health communication.**

<b>National Data Source</b>	National Cancer Institute (NCI), NIH.
<b>State Data Source</b>	Not identified.
<b>Healthy People 2000 Objective</b>	Not applicable.
<b>Changes since the 2000 Publication</b>	None.
<b>Measure</b>	Number.
<b>Baseline (Year)</b>	4 (2003)
<b>Target</b>	6
<b>Target-Setting Method</b>	Expert opinion. For a discussion of target-setting methods, see Part A, section 4.
<b>Numerator</b>	Number of Centers for Excellence in Health Communication.
<b>Denominator</b>	Not applicable.
<b>Population Targeted</b>	Not applicable.
<b>Questions Used to Obtain the National Baseline Data</b>	Recommendations from an expert group convened by the NCI.
<b>Expected Periodicity</b>	Periodic.
<b>Comments</b>	A Center for Excellence in Health Communication is expected to make a sustained and concentrated effort to advance the science and application of health communication. It should draw on such diverse disciplines as communication, social and behavioral sciences, and bio-medical, dental, pharmacy, allied health and public health sciences. A Center is expected to contribute to the knowledge base needed to develop applications and interventions essential to promote individual and

public health and prevent disease. A Center is also expected to expand the pool of trained health communication professionals and facilitate the dissemination and adoption of health communication theories, concepts, and methods in other disciplines, such as medicine and public health.

The following criteria are used to identify a Center for Excellence:

1. A focus on health communication research, training, and practice.
  - a. A critical mass of researchers conducting health communication research.
  - b. Training and intervention programs to translate research into practice and to strengthen practice in multiple disciplines, including health communication, public health, medicine, dentistry, pharmacy, and allied health.
2. An operational emphasis on multi/interdisciplinary research teams.
3. Solid institutional support.
  - a. Clear administrative structure
  - b. Significant levels of funding
4. Well-defined research, training and dissemination program
  - a. Frequent publication in book, journal, or report form
  - b. Active outreach to stakeholders, intermediaries, and intended audiences and sharing of data and findings
  - c. Programs to involve students (graduate and/or undergraduate) in research and applied health communication projects
  - d. Post-doctoral training and opportunities to train in other disciplines
5. Strategic dissemination of research, practice, and model curricula
6. Initiation of innovative health communication research, practice, and training
7. Other activities may include

- a. Publication of information describing the center's characteristics, structure, and activities
- b. Clearly defined marketing, recruiting, and partnership mechanisms

This objective moved from developmental to measurable at the Healthy People 2010 Midcourse Review.

See Appendix A for focus area contact information.