

In This Issue

EPIC Spotlight	1
Upcoming Conferences	2
Upcoming EPIC Events	2
Conference Paper Submission Deadlines	2
Funding Announcements	3

EPIC Students Present at Fall Conferences

This Fall semester, students involved with the EPIC Center have presented papers on CECCR-related research at conferences around the country.

At the American Public Health Association's (APHA) Annual Meeting in Boston, Bridget Kelly presented her paper, *What do Americans know about Human Papillomavirus?: Implications for vaccine promotion campaigns*. In this research, she analyzes 2005 data from the Health Information National Trends Survey (HINTS) to describe current knowledge about the HPV and cervical cancer link, identify socio-demographic and media-use predictors of knowledge about HPV, and discuss implications for vaccine promotion campaigns.

Two students presented EPIC-related research at the National Communication Association's (NCA) Annual Meeting in San Antonio, Texas. Chul-joo Lee presented his paper, *The effects of media use for health information on contact with health professionals*, in which he investigates how people's increased media use for health information influences their contact with health professionals. Minsun Shim received the honor of [top student paper in Health Communication](#) for her paper *Digital Divide in Cancer Communication: Findings from 2003 and 2005 National Surveys*. In this paper, Minsun analyzed 2003 and 2005 HINTS data to apply the knowledge gap hypothesis to cancer communication within the digital divide framework.

EPIC Spotlight



AACR Recognizes the EPIC CECCR's Research in HPV

In June 2006, the FDA approved a vaccine to prevent human papillomavirus (HPV), the most common sexually transmitted infection (STI) in the US and the leading cause of cervical cancer. In response, the EPIC

Center added a module to the ANHCS survey that sought to understand the effects of information framing on beliefs of disease susceptibility and intentions to vaccinate self or female children. This study involved a collaboration of EPIC researchers including Amy Leader, Judith Weiner, Bridget Kelly, Cabral Bigman, Robert Hornik, and Joseph Cappella. Study results indicate that intentions to vaccinate are highest when the vaccine is framed solely to prevent cervical cancer and lowest when it is framed to prevent cervical cancer and an STI. Also, women had higher intentions to vaccinate themselves when the vaccine was available at little or no cost. Intentions to vaccinate female children were mixed.

The American Association for Cancer Research (AACR) selected this research as one of 3 studies featured at a press conference at its Fifth Annual Frontiers in Cancer Prevention Research Conference. The press conference, titled "New vaccines to prevent cancer," was held on November 12, 2006. Amy Leader, a research director at the EPIC CECCR, presented this research in a poster presentation and represented the EPIC CECCR during the press event. Following the press conference, the study was featured on over 40 websites including [Infection Control Today](#), [Medical News Today](#), [Newswise](#), and [World Wide Health](#), as well as in the [Washington Post](#). For access to the Annenberg School press release, please visit our website at <http://ceccr.asc.upenn.edu>.

Article by EPIC Researchers is Rated in the Top 3 Downloaded Articles from the Journal of Communication

In July 2006, papers presented at the EPIC-sponsored conference "Integrating Message Effects and Behavior Change: Theories in Cancer Prevention, Treatment and Care" were published in a special issue of the *Journal of Communication* (Issue 56, Supplement 1).

One of the articles in this special issue, contributed by EPIC Researchers Dr. Martin Fishbein and Dr. Joseph Cappella, was recently rated as one of the top three downloaded articles from the *Journal of Communication* for October 2006. Citation information for this article is listed below.

Fishbein, M., & Cappella, J.N. (2006). The role of theory in developing effective health communications. *Journal of Communication*, 56 (Supp. 1), S1-S17.

Upcoming Conferences



San Antonio Breast Cancer Symposium

Date: December 14-17, 2006
Location: San Antonio, TX
Registration: <http://www.sabcs.org/>



Society for Research on Nicotine and Tobacco Annual Meeting

Date: February 21-24, 2007
Location: Austin, TX
Registration: <http://www.srnt.org/meeting/2007/index.html>



American Society of Preventive Oncology Annual Meeting

Date: March 2-4, 2007
Location: Houston, TX
Registration: <http://www.aspo.org>



Society of Behavioral Medicine Annual Meeting

Date: March 21-24, 2007
Location: Washington, DC
Registration: <http://www.sbm.org/meeting/2007/>



American Association of Cancer Research Annual Meeting

Date: April 14-18, 2007
Location: Los Angeles, CA
Registration: <http://www.aacr.org/page6750.aspx>

Upcoming EPIC Events

SAVE THE DATE! EPIC Speaker Series Spring 2006 Schedule:

LESLIE SNYDER, PH.D., University of Connecticut
Wednesday, January 17, 2007, 4:00–5:30pm

LISA E. BOLTON, PH.D., University of Penn, Wharton School
Wednesday, February 14, 2007, 4:00–5:30pm

JAMES PENNEBAKER, PH.D., University of Texas, Austin
Wednesday, March 14, 2007, 4:00–5:30pm

LINDA COLLINS, PH.D., The Pennsylvania State University
Wednesday, April 11, 2007, 4:00–5:30pm

Summary of Fall 2006 Data Meeting Presentations:

September 27, 2006

Presentation: Amy Leader & Bridget Kelly—The effects of framing on intentions to vaccinate against HPV: Results from two studies

October 18, 2006

Presentation 1: Chul-joo Lee—Internet replaces health professionals?
Presentation 2: Norman Wong—Anti-smoking threat and efficacy appeals: Intended and unintended effects for smokers in different stages of change

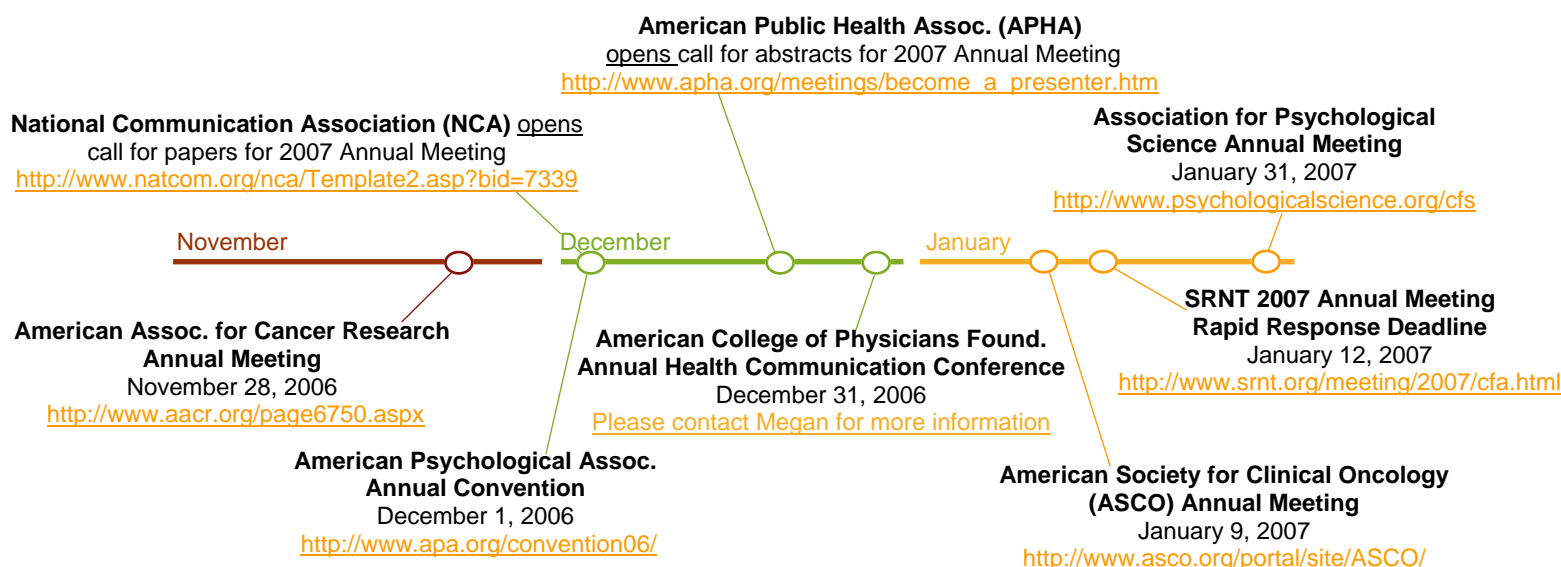
November 15, 2006

Presentation: Ariel Chernin—The relationship between children's knowledge of persuasive intent and persuasion: The case of televised food advertising

December 6, 2006

Presentation: Minsun Shim—Health benefits from self-disclosure in online support groups for breast cancer patients

Upcoming Conference Paper Submission Deadlines



Research Funding Announcements



Funding Agency: NIH/NCI
Title: Cancer Prevention, Control, Behavioral, and Population Sciences Career Development Award (K07)
RFA#: PAR-06-381

Purpose: This announcement represents the continuation of a long-standing NCI-supported program that provides support for salary and research costs up to 5 years for individuals with health professional or science doctoral degrees who are not fully established investigators and want to pursue research careers in the cancer prevention, control, population, and/or behavioral sciences. The primary objective is to increase the number of investigators committed to focusing their research in the aforementioned areas.

Application Receipt Deadline(s): Standard dates apply *
Website: <http://grants1.nih.gov/grants/guide/pa-files/PA-06-381.html>



Funding Agency: NIH/NIDA
Title: Brain Imaging Drug Use Prevention Messages (R21)
RFA#: RFA-DA-07-007

Purpose: The purpose of this funding opportunity announcement (FOA) is to stimulate exploratory (i.e. descriptive, hypothesis-generating) research on neurobiological responses to substance abuse prevention media messages in humans using established brain imaging methods. There is particular interest in studies across developmental stages and age groups. Research supported under this FOA may eventually be used to develop a new generation of effective, tailored anti-drug messages.

Letter of Intent Receipt Deadline: February 15, 2007
Application Receipt Deadline: March 15, 2007
Website: <http://grants.nih.gov/grants/guide/rfa-files/RFA-DA-07-007.html>



Funding Agency: NIH/NCI
Title: Exploratory Grants for Behavioral Research in Cancer Control (R21)
RFA#: PA-06-351

Purpose: The purpose of this funding opportunity announcement (FOA) is to encourage exploratory and developmental research projects (R21) grant applications in the cancer control research continuum (i.e., primary prevention to end of life care) from investigators representing a range of behavioral and social science disciplines.

Application Receipt Deadline(s): February 16, 2007, June 16, 2007, and October 16, 2007
Website: <http://grants1.nih.gov/grants/guide/pa-files/PA-06-351.html>



Funding Agency: NIH/NIDA
Title: Facilitating Interdisciplinary Research via Methodological/Technological Innovation in Behavioral & Social Sciences (R21)
RFA#: RFA-RM-07-004

Purpose: The purpose of this opportunity is to advance the understanding of health through the development of new/innovative methodologies and technologies to support the interdisciplinary integration of social and/or behavioral scientific disciplines with other disciplines. This announcement supports proposals that integrate across various levels of analysis, ranging from sub-individual to population levels.

Letter of Intent Receipt Deadline: January 23, 2007
Application Receipt Deadline: February 23, 2007
Website: <http://grants.nih.gov/grants/guide/rfa-files/RFA-RM-07-004.html>



Funding Agency: NIH/NCI
Title: Information Technologies and the Internet in Health Services and Intervention Delivery (R01)
RFA#: PA-06-226

Purpose: This PA encourages investigators to submit applications studying the impact of health information technology on health interventions and services. Studies related to the impact of technology on the delivery of health-related information as well as health-related clinical interventions are encouraged.

Application Receipt Deadline(s): Standard dates apply *
Website: <http://grants1.nih.gov/grants/guide/pa-files/PA-06-226.html>



Funding Agency: NCI
Title: Decision-Making in Health: Behavior Maintenance (R21)
RFA#: PA-06-337

Purpose: The purpose of this initiative is to encourage research that will expand our knowledge of basic decision-making processes underlying initiation and long-term maintenance of health lifestyle behaviors that may reduce one's risk of cancer and chronic disease such as cardiovascular disease, diabetes, and addiction. The NCI, NIDA, and NIAAA encourage collaborations between basic judgment and decision-making researchers and applied cancer control or addiction researchers that will elucidate the basic cognitive and affective processes involved in decisions that are made repeatedly over time (e.g. adhering to weight-loss or smoking cessation programs).

Application Receipt Deadline(s): Standard dates apply *
Website: <http://grants1.nih.gov/grants/guide/pa-files/PA-06-337.html>

* For more information on standard application dates, please see <http://grants.nih.gov/grants/funding/submissionschedule.htm>