

## Summary of the Center for Effective Health Communication Activities: 2019

The Vanderbilt Center for Effective Health Communication (CEHC) supports research and education to promote more effective health information exchange toward improved healthcare quality and outcomes.

### Center activities:

- Identifying and building the network of VUMC/VU health communication researchers
  - o Multidisciplinary faculty represent 14 departments. Areas of expertise include health literacy and numeracy, patient-centered communication, implementation science, patient engagement, ethics, and health policy.
- **Pilot Mini-grant Program.** Support innovative health communication research at VUMC
  - o Completed 3<sup>rd</sup> round (September 2018-June 2019); 2 projects (\$7,500 each)
  - o PIs presented at August CEHC Research Forum
  - o Launched 4<sup>th</sup> round (September 2019-June 2020) and received 7 proposals; funded 2 (\$7,500 each)
  - o Proposals represented 7 departments in VUMC/VU and identified diverse needs in health communication. Topics included: kidney stone disease, prehospital stroke care, aging, spina bifida, and research recruitment.
- **Health communication research dissemination**
  - o Held 3<sup>rd</sup> CEHC Research Forum to facilitate discussion between health communication researchers across Vanderbilt (August 2019). Invited external keynote speaker *Kimberly Kaphingst, ScD* from University of Utah; presentations from 2 mini-grant awardees. Grew forum attendance to 46 attendees (up from 25 at October 2018 forum) representing 20 departments at VUMC, VUSN, and Meharry.
  - o Funding for travel was provided for a mini-grant awardee to give oral presentation of research findings at the International Conference on Communication in Healthcare and a faculty member to attend the Society of Behavioral Medicine (SBM) Conference to increase Center's exposure and recognition.
  - o At SBM, 2 faculty leads participated in a workshop focusing on diabetes stigma and highlighted its impact on health communication and care.
  - o Faculty and staff published 7 peer-reviewed manuscripts specific to CEHC activities. 4 manuscripts acknowledged the Center in author affiliations, 2 manuscripts stemmed from mini-grant projects
- **Health communication education and research training**
  - o A dedicated health communication research studio was performed for each mini-grant PI/team
  - o 4 faculty members presented at the Health Care Education Association Conference in Nashville in October 2019 (<https://www.hcea-info.org/conference>), including the keynote address
  - o Faculty lectured on health literacy in eye disease for Boston University's Ophthalmology Residency Program
  - o Faculty lectured on health literacy measurement for Doctorate of Epidemiology Program
- Co-sponsored seminar lecture for *Victor Montori, MD*, Professor of Medicine at Mayo Clinic - "Shared Decision Making in the Care of the Cardiovascular Patient." (November)
- **New infrastructure equipment program to support health communication research**
  - o Purchased equipment (digital voice recorders, external microphones, headsets, and video cameras) and launched Equipment Rentals Program
- Awards and recognition for excellence in health communication research and activities
  - o Mini-grant awardee received Blue Ribbon at Vanderbilt's Gotterer Health Professions Education Research Day (HPERD)
  - o Center member received Vanderbilt's Five Pillar Leader Award
- Russell Rothman, MD, MPP served as Past President for the Academy of Communication in Healthcare (ACH). (Served as President of ACH in 2018)

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**Effective Health Communication (EHC) Core activities:**

- Provided consulting services for 9 projects for investigators from the Department of Otolaryngology, VICTR, Meharry-Vanderbilt Alliance, TN Dept. of Health, Rutherford County's Prevention Coalition for Success, Academy of Communication in Healthcare, and the Mid-South Practice Transformation Network.
- Supported funded and pilot research projects with expert counsel and collaborations
  - o Collaborated with Mid-South Practice Transformation Network (PTN) to provide consultation to clinic coaches and PTN coordinator.
- Employed the expertise of 4 different consults from 3 different expertise levels
- Planned and executed a 1-day Visiting Scholar visit for hematology physician-scientist from St. Jude Children's Research Hospital. Provided training and consultation on proposed research.
- Supported the submission of grant proposals that include health communication research
  - o Provided proposals for EHC Core Services and letters of support for 4 grant submissions