

Our Mission

Our mission is to leverage the power of communication to improve health outcomes in Appalachia and beyond through original research and by fostering the adoption of evidence-based science.

Our Services

We consult with external and internal partners using evidence-based strategies and frameworks to translate their research findings to practice.

- Dissemination Planning and Strategy
- Communication Material Development
- Presentations and Training Workshops

Service Expertise



Health Education & Communication



Health Literacy/ Plain Language



Audience Segmentation



Social Media & Digital Technology



Product Development



Knowledge Translation



Appalachian Culture



Data Visualization



Dissemination Science

Our Research

We focus on how to best understand and reach audiences wherever they are with effective health messages.

We use our expertise in dissemination and communication science frameworks to move this research to action.

Current Projects

- Cancer screening messaging tailored to reach rural Appalachians
- Social media listening for precision health communication interventions
- Health misinformation spread on social media platforms
- Theory-driven cancer screening health campaign development
- Effective social media use and project dissemination planning for researchers

Learn more about the CHATS Lab at the

Contact