



The CHATS Lab is a health communication laboratory housed within the WVU Cancer Institute.

The goal of the CHATS Lab 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.

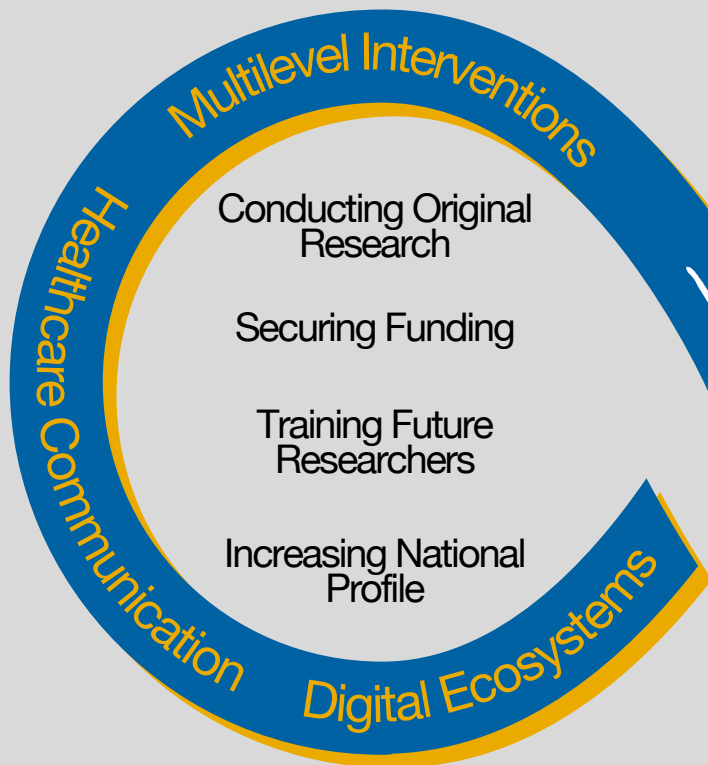
## RESEARCH

CHATS Lab research focuses on healthcare communication and digital ecosystems with the ultimate goal of developing multilevel interventions that spur improved health outcomes. Our research is novel because it blends models and frameworks from the fields of health education, health communication, social sciences, and behavioral sciences to develop targeted messaging and communication strategies that drive action.

## CORE SERVICES

There is an average of 17 years between a scientific discovery and integration into practice. Proactive planning using frameworks from the fields of knowledge translation, communication science, and dissemination science expedites the translation and impact of health innovations. The CHATS Lab enhances this process by offering expert consultation and health communication creative services to internal and external collaborators throughout the life cycle of research and programmatic projects.

### RESEARCH



### CORE SERVICES

