Founded in 2000, Communication for Health Applications and Interventions (CHAI) Core is UNC’s one-stop shop for researchers looking to add value to their research studies in the areas of technology, user inquiry, and graphic design. They use state-of-the-art technologies to facilitate the translation of traditional evidence-based behavioral interventions into effective web- and mobile-based interventions in fields such as obesity and cancer prevention. CHAI personnel includes three programmers, a graphic designer, a project manager, and a qualitative research team that includes a masters-trained anthropologist and a PhD in Health Behavior. Our staff has extensive experience designing logos (more than 100 projects), print and website graphics, and creating and programming websites. The CHAI Core works in collaboration with the Lineberger Comprehensive Cancer Center (LCCC), the Nutrition Obesity Research Center (NORC), The Center for AIDS Research (CFAR), NC Translational and Clinical Sciences (NC TraCS), and the Center for Diabetes Translational Research (CDTR). CHAI is supported by the NIH, and the infrastructure and personnel are funded through the Gillings School of Global Public Health Nutrition Obesity Research Center and the Lineberger Comprehensive Cancer Center.

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