What is Comparative Effectiveness Research?
Comparative Effectiveness Research (CER) is a type of research that compares the benefits and harms of different treatments. The purpose of CER is to inform patients, providers and policy-makers in order to make better health care decisions.

The PRC Comparative Effectiveness Research (CER) Program provides research infrastructure to the NYU Prevention Research Center for conducting community-level and community-driven comparative effectiveness research. It is conducted in partnership with local health providers and community- and faith-based organizations.

Program Aims
The rates of high blood pressure and colorectal cancer are disproportionately higher in Black men than any other ethnic group. Moreover, complications of high blood pressure, including heart disease and stroke, are the leading causes of deaths in Black men.

Aim 1: To leverage resources and conduct a multi-factorial community-based CER study in urban Black communities aimed at reducing hypertension and colorectal cancer disparities.

Aim 2: To estimate and compare the effect of interventions on morbidity and mortality.

Aim 3: To identify and disseminate the optimal portfolio of hypertension and colorectal cancer interventions that maximizes societal benefit when disseminated broadly.

Research Projects
Two research projects are being conducted by the CER Program.

Mister B is a barbershop-based study to test 1) the effectiveness of motivational interviewing to improve lifestyle choices related to high blood pressure; and 2) the effectiveness of a culturally-tailored patient navigation intervention to improve colorectal cancer screening rates among Black men.

The Faith-CRC Project partners with churches in New York City to test the effectiveness of the same two interventions: motivational interviewing and patient navigation.

As part of the CER program, each study will recruit additional participants to test the effectiveness of the combination of motivational interviewing and patient navigation to improve blood pressure and colorectal cancer screening.

The NYU PRC is an academic-community partnership dedicated to building leadership and capacity for health promotion across diverse populations in New York City.