

The Health Information National Trends Survey (HINTS)



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Background

Extraordinary Opportunity

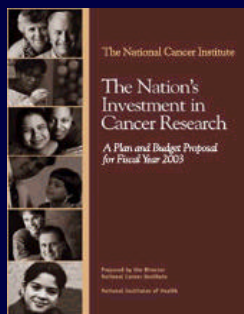
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Cancer Communications

THE OPPORTUNITY

It is not unusual today for newly diagnosed cancer patients to go to their doctors' appointments armed with printouts from CancerNet or other Web sites and lots of questions. People have more ways than ever to get information: by telephone, fax, email, the World Wide Web, TV and radio, and in person. And the future holds even more choices: automated monitoring of vital signs, voice recognition software, wider use of wireless technology, and other technologic advances to make it easier and faster for people anywhere to access the best information about cancer.

NCI's opportunity is to optimize the use of these tools while enhancing the absolutely essential interaction of patients with their doctors and nurses.



Communication Supports Preemption Across Continuum

Prevention

Detection

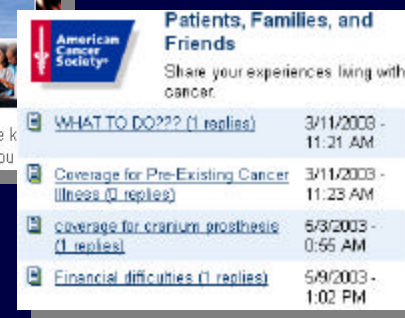
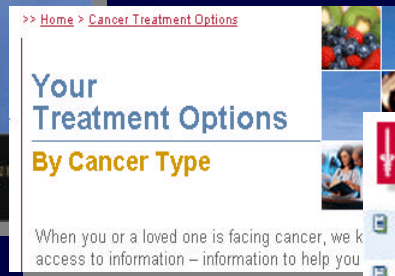
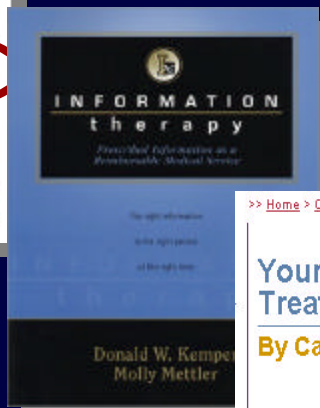
Diagnosis

Treatment

Survivorship



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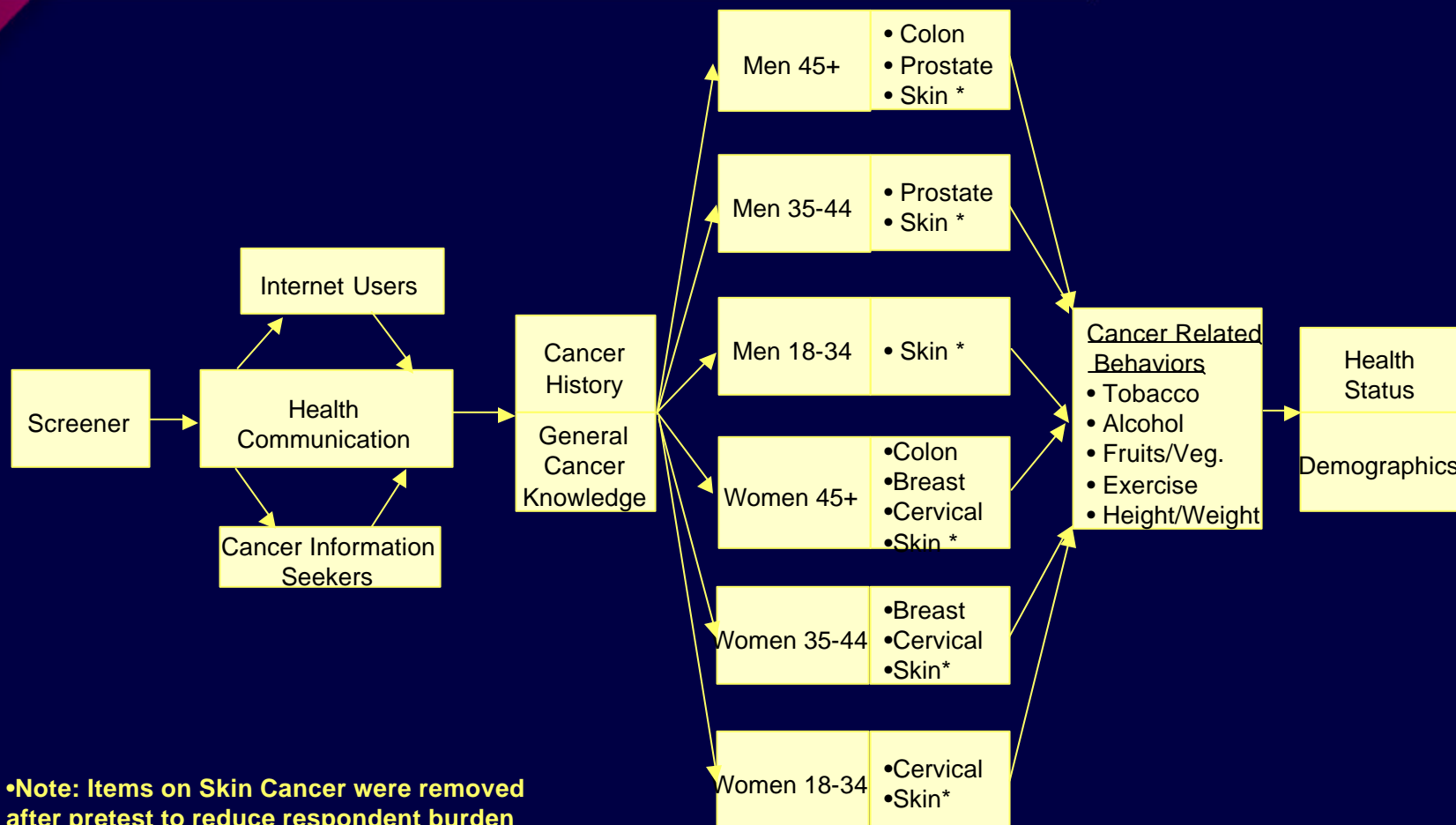


Health Information National Trends Survey (HINTS)

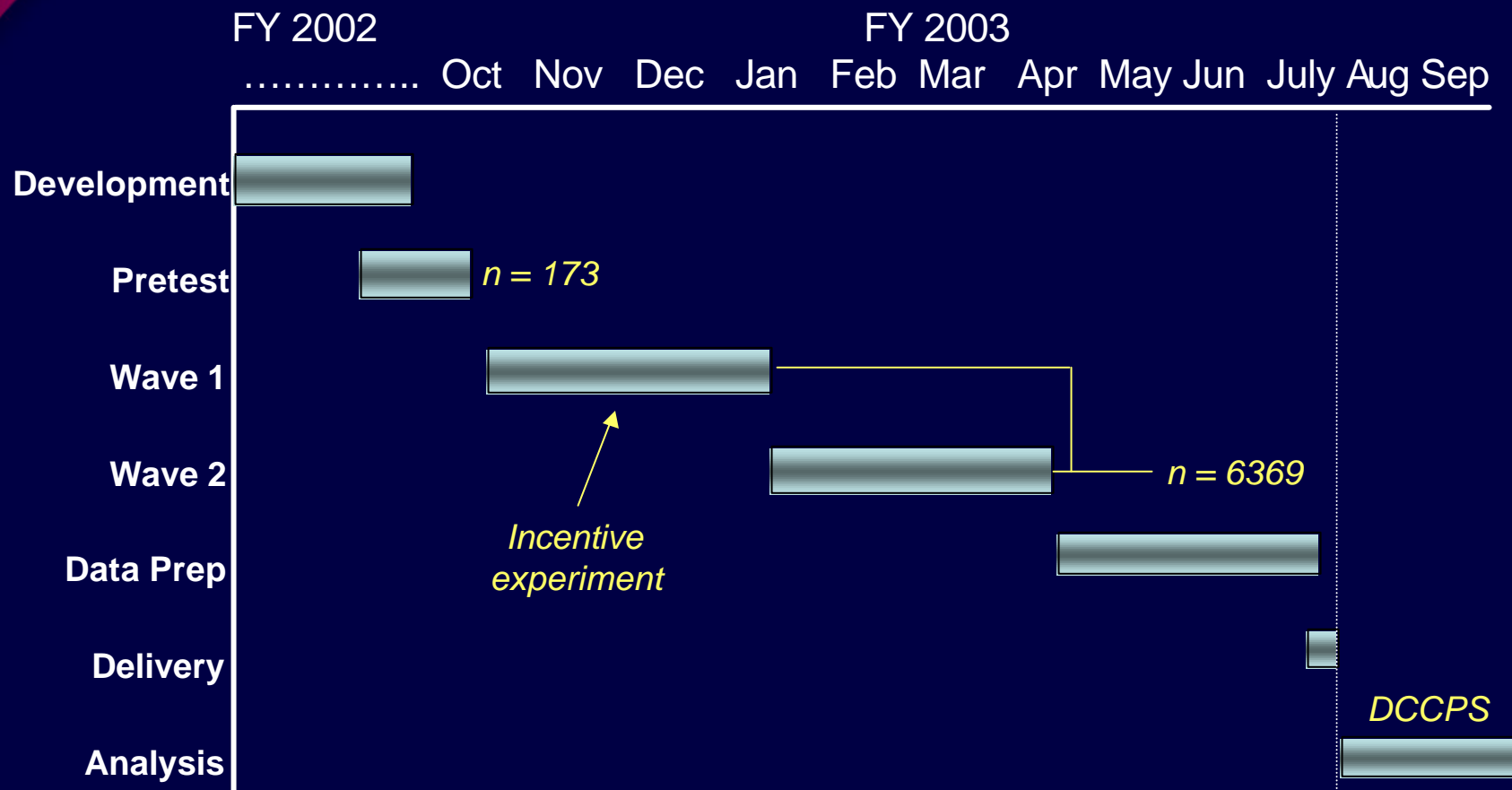
- ▶ Computer-Assisted Telephone Interview
- ▶ Random Digit Dial (RDD), with advance letter and refusal conversion
- ▶ National probability sample of general adult population (18+). Can be used to generate national estimates.
- ▶ Surveillance vehicle: health information
- ▶ Research vehicle: access to health information ? health outcomes
- ▶ Repeated cyclically to track trends



Survey Content

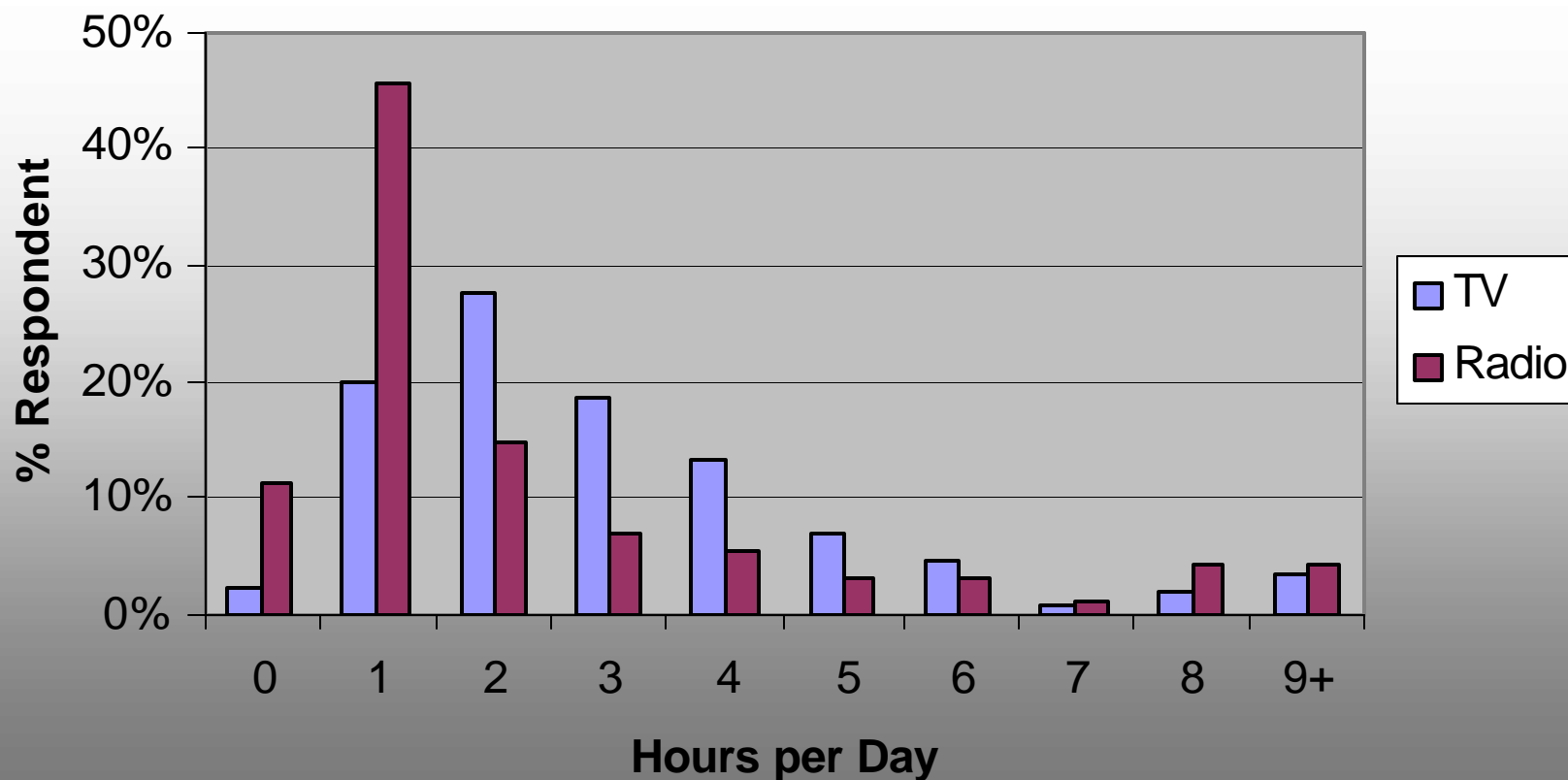


Timeline: HINTS 1

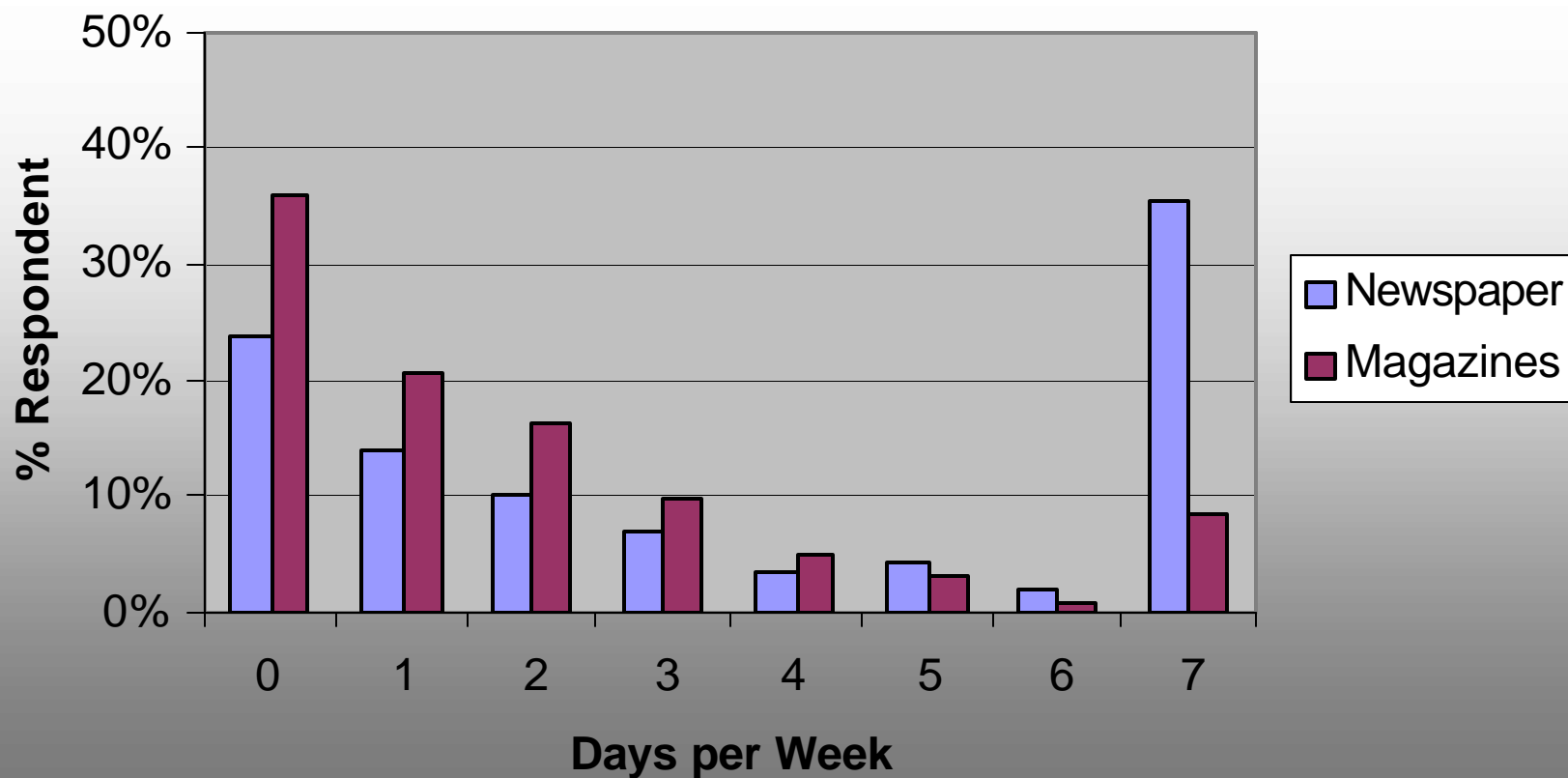


Some Preliminary Results

On Typical Weekday, How Many Hours Do You Watch/Listen to TV/Radio



In Past 7 Days, How Many Days Did You Read Newspaper/Magazine?



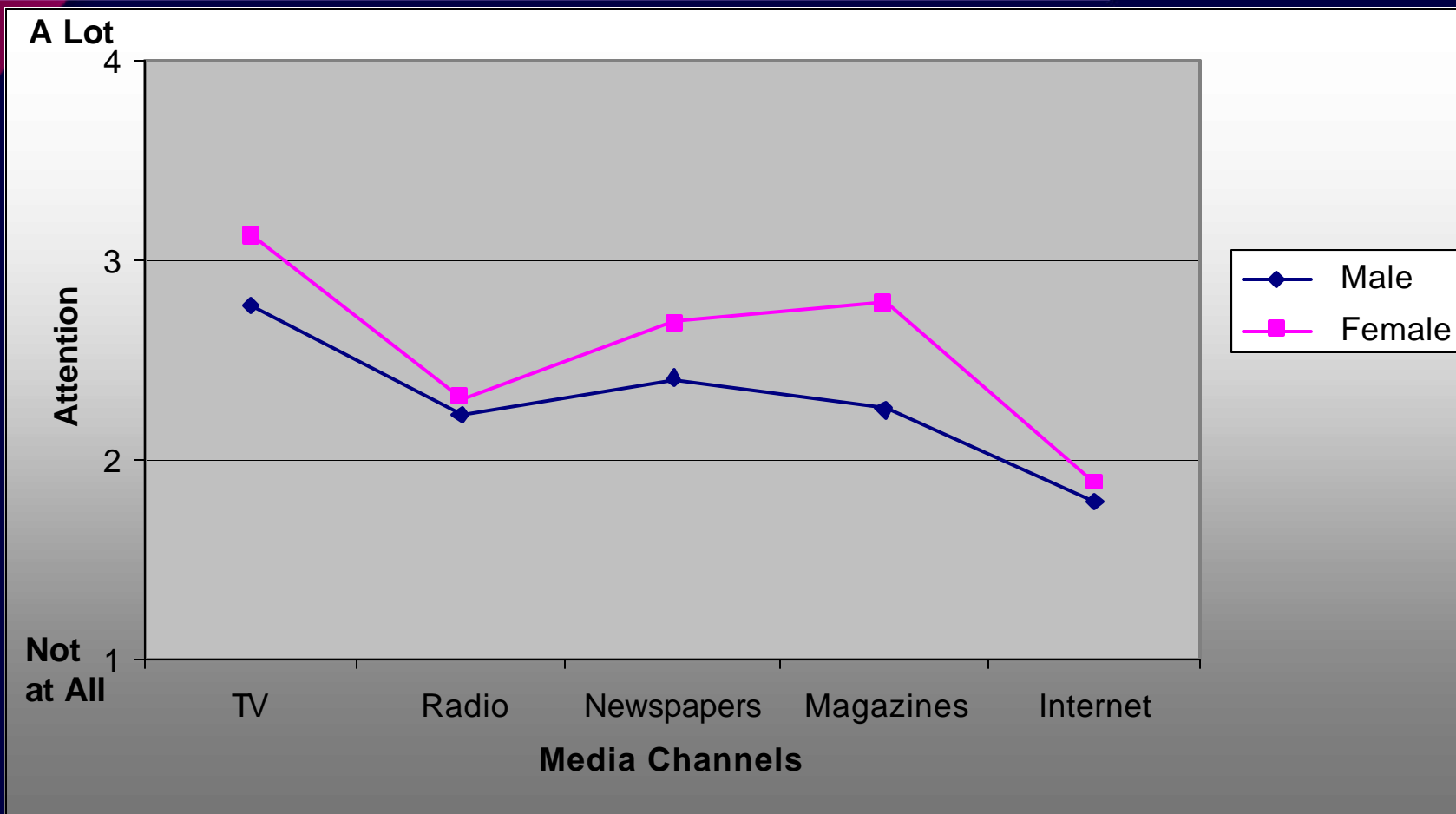
Healthy People 2010 Objective 11-1: Increase Internet in Households

Data for Healthy People 2010 Objective 11-1

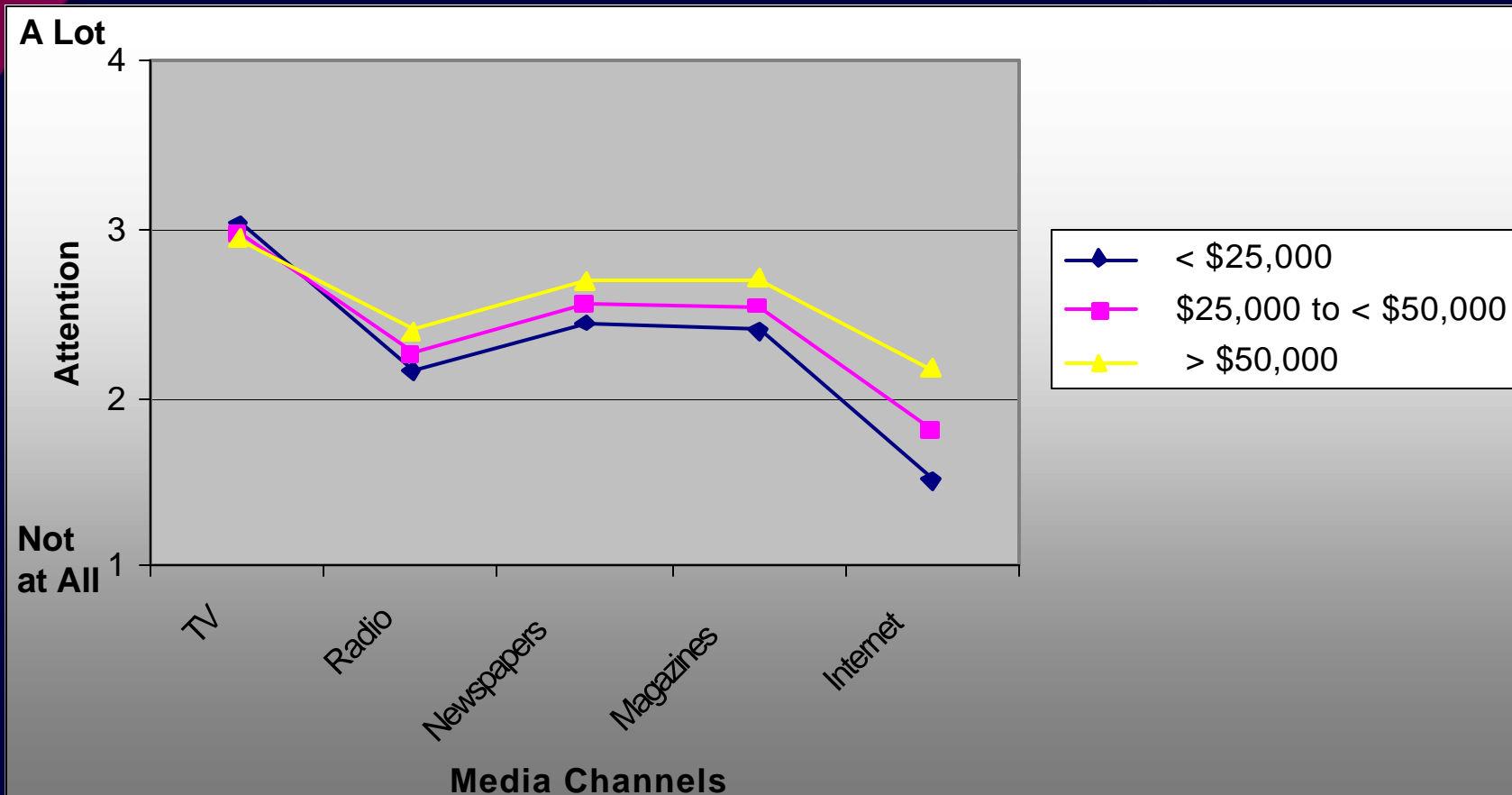
Internet Access:	1998 Baseline (Percent)	2000 Update (Percent)	2001 Update (Percent)	2003 HINTS (Percent, 95 CI)	2010 Target (Percent)
Internet in home	26	NA	NA	86.8% of Online, or 54.8% of pop	80
Ever go online	NA	42	51	63.1 (61.8-64.5)	80

* Source of baseline data: Department of Commerce, *Computer and Internet Use Supplement to the Current Population Survey*

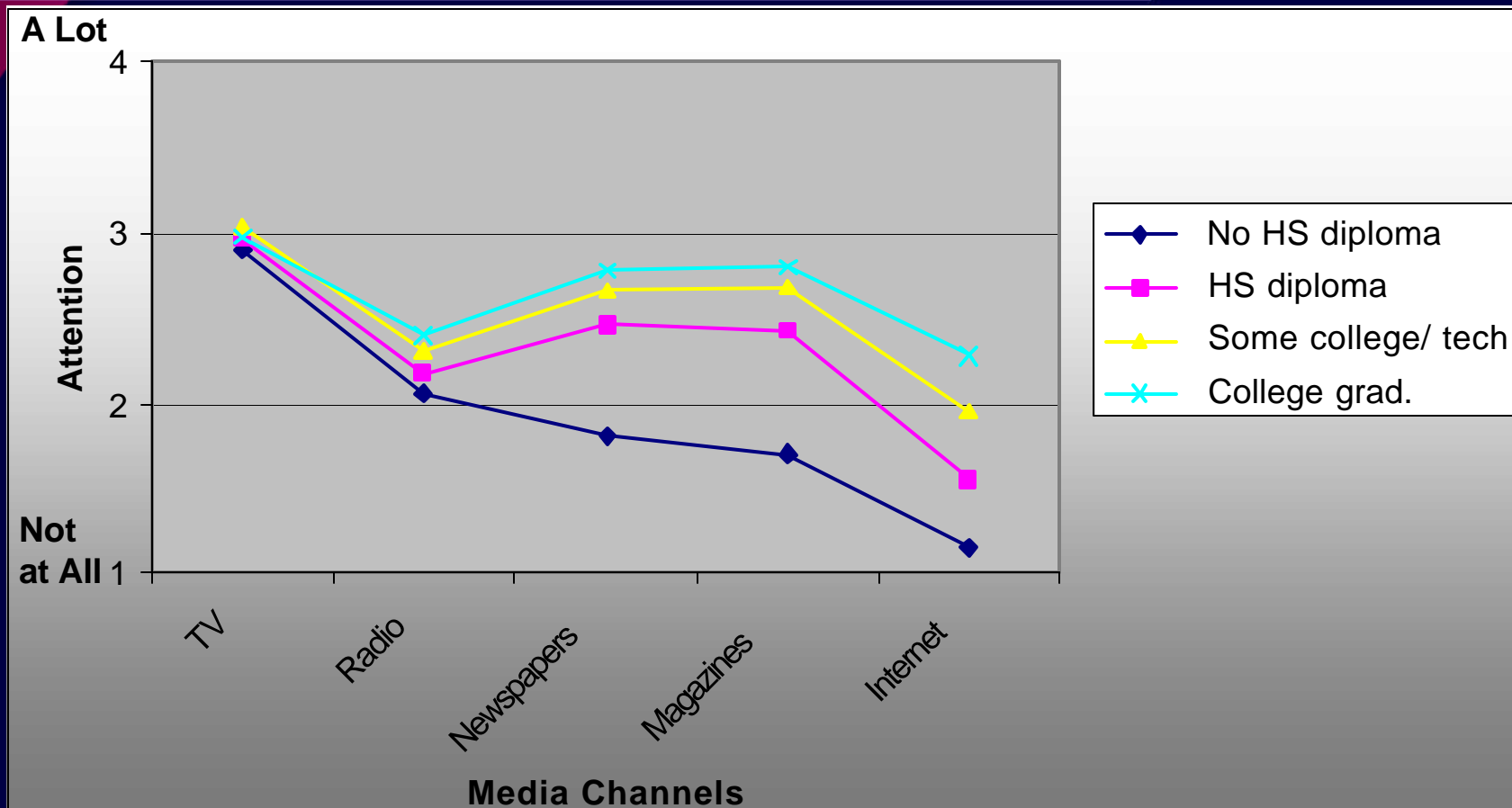
How Much Attention do You Pay to Health topics on....? (by Gender)



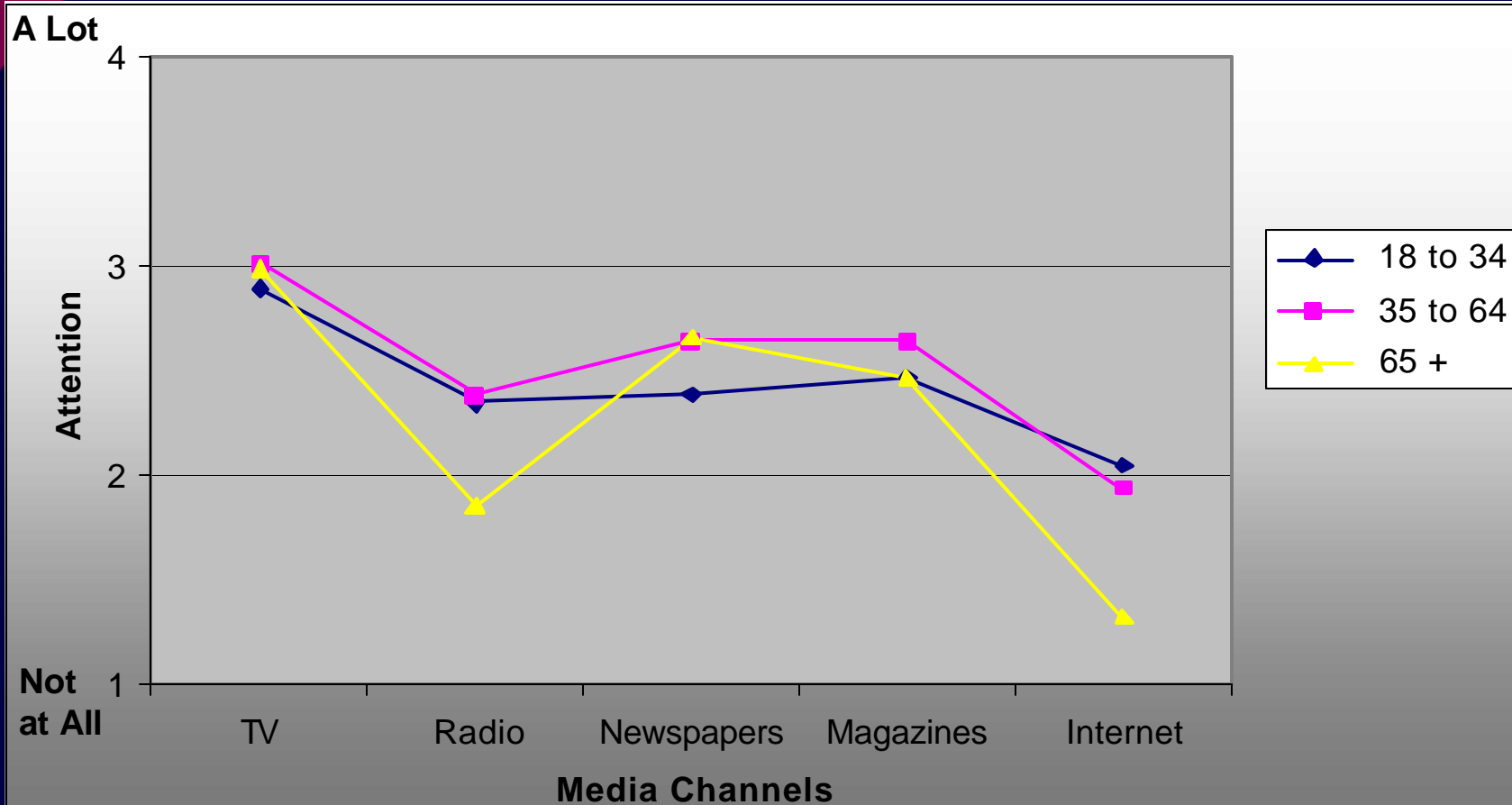
How Much Attention do You Pay to Health topics on....? (by Income)



How Much Attention do You Pay to Health topics on....? (by Education)



How Much Attention do You Pay to Health topics on....? (by Age)



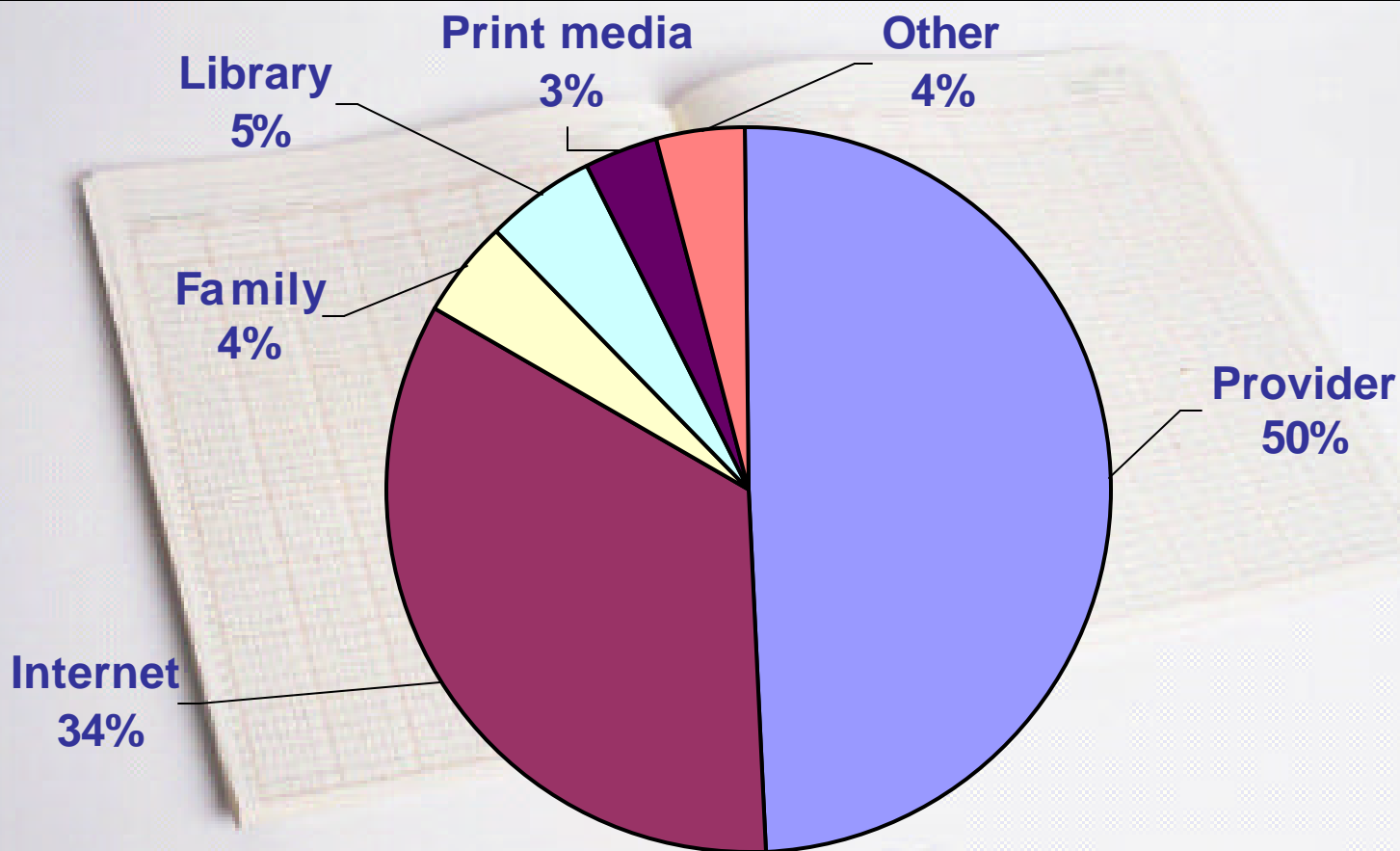
Healthy People 2010 Objective 11-6: Improve Provider Communication Skills

Data for Healthy People 2010 Objective 11-6

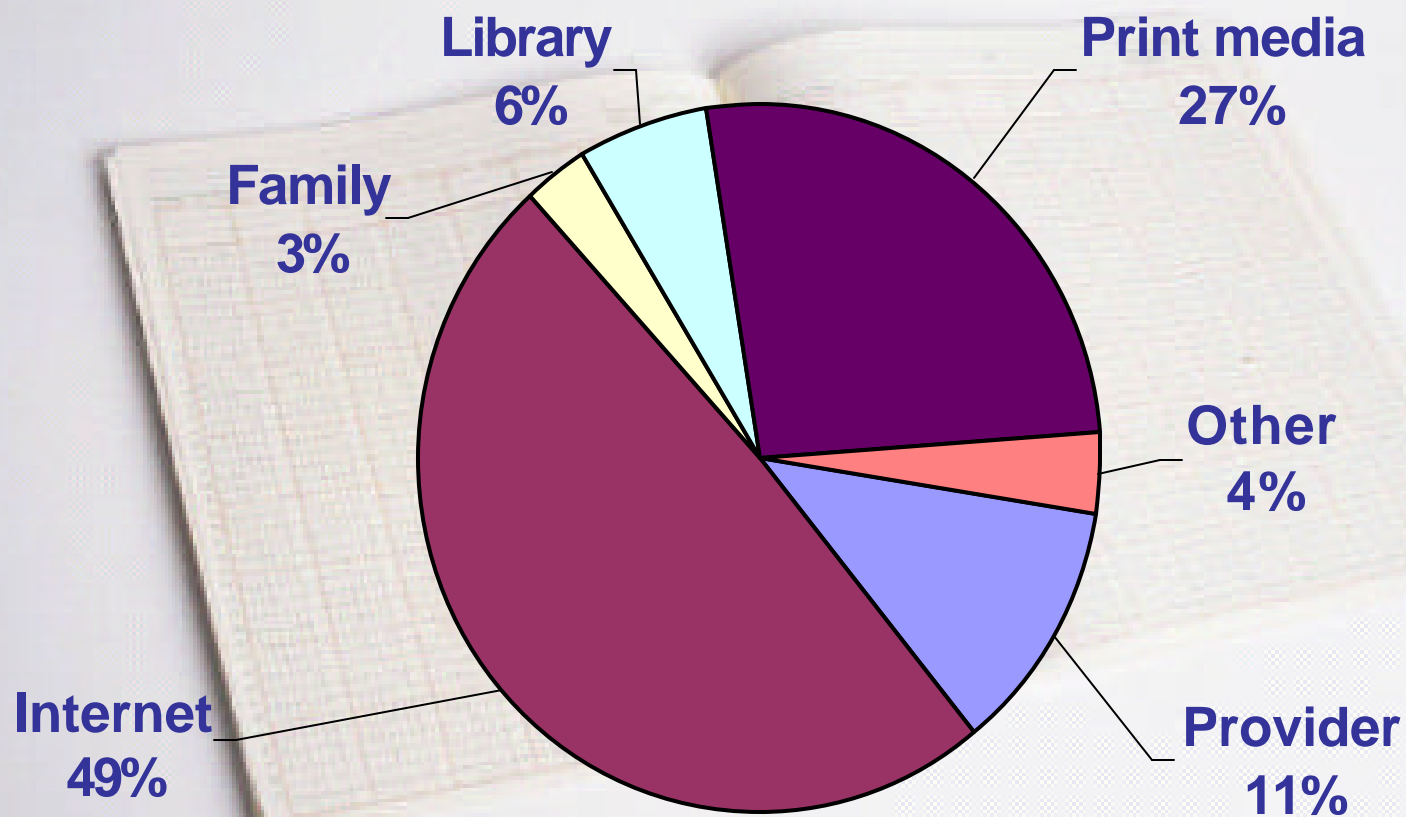
Patients reporting that doctors or other health care providers <u>always</u> :	Baseline 2000* (Percent)	HINTS 2003 (Percent, 95 CI)	Target 2010 (Percent)
11-6a. Listen carefully to you	56	62.6 (60.9-64.4)	64
11-6b. Explain things in a way you could understand	58	62.7 (61.0-64.3)	65
11-6c. Show respect for what you had to say	58	71.7 (70.4-73.0)	65
11-6d. Spend enough time with you	45	54.6 (53.0-56.1)	52

* Source of baseline data: Medical Expenditure Panel Survey, AHRQ 2000

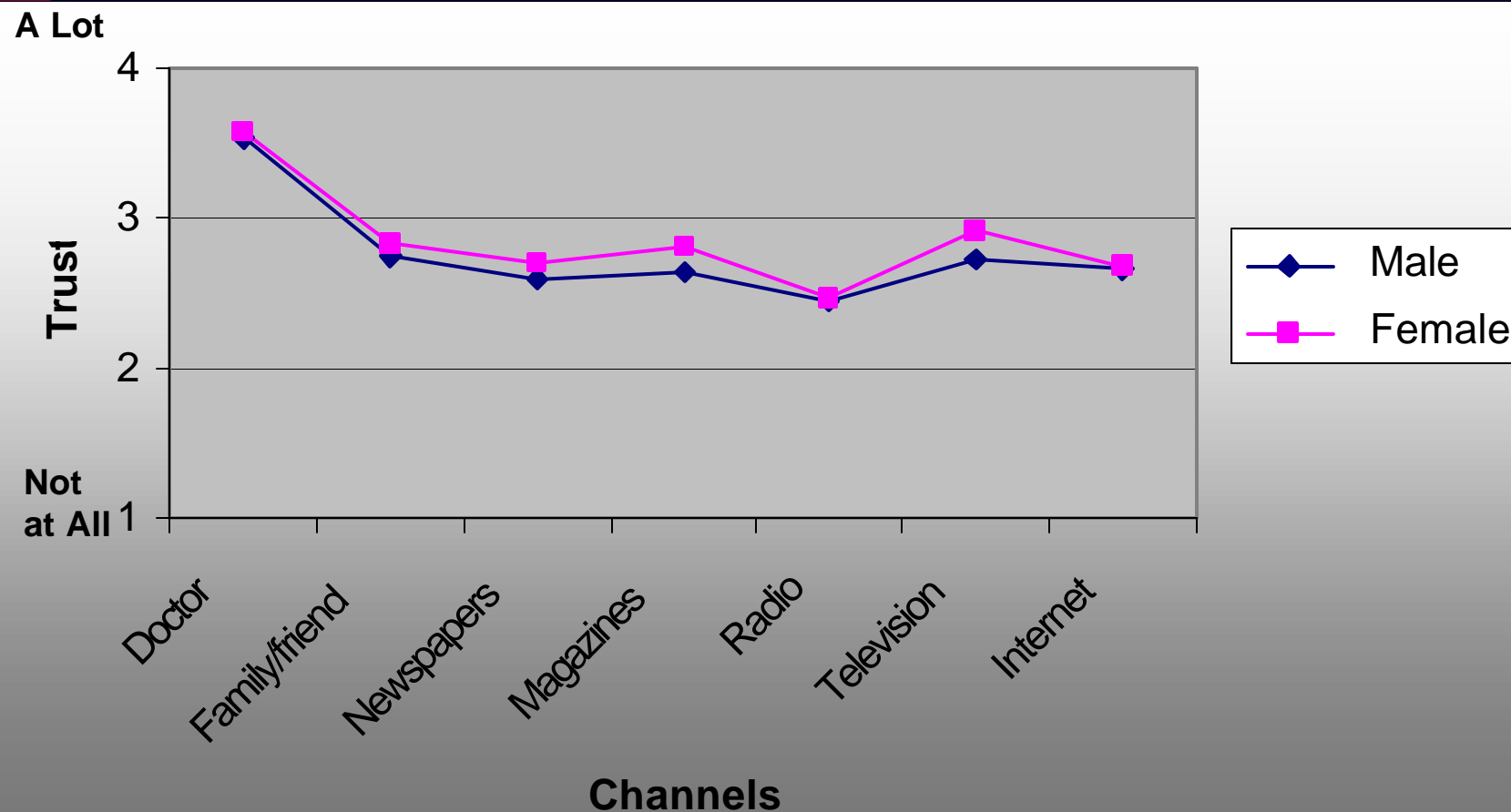
Where Would You Go for Cancer Information?



Where Did You Go for Cancer Information?

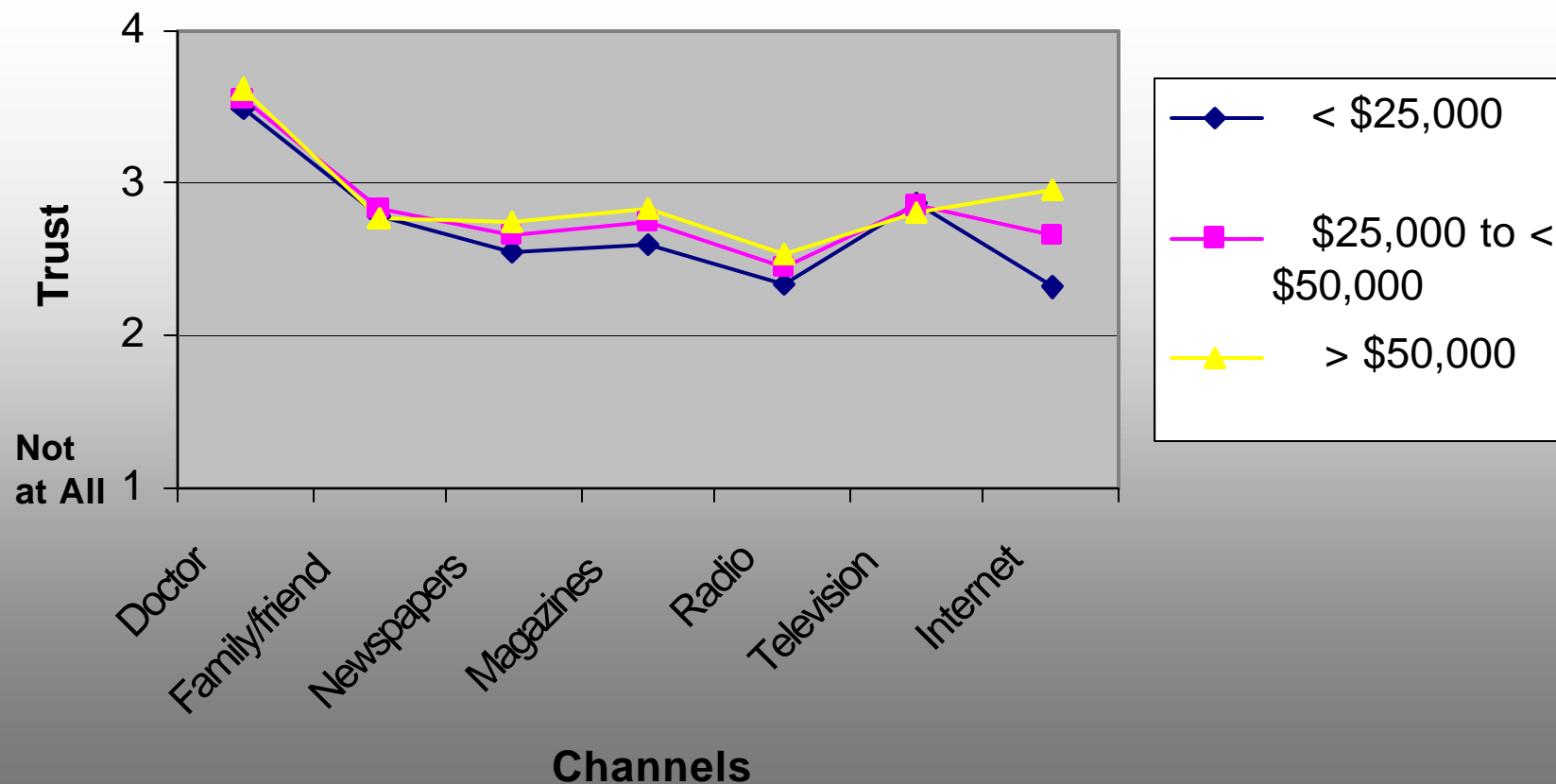


Trust Cancer Information from... (By Gender)



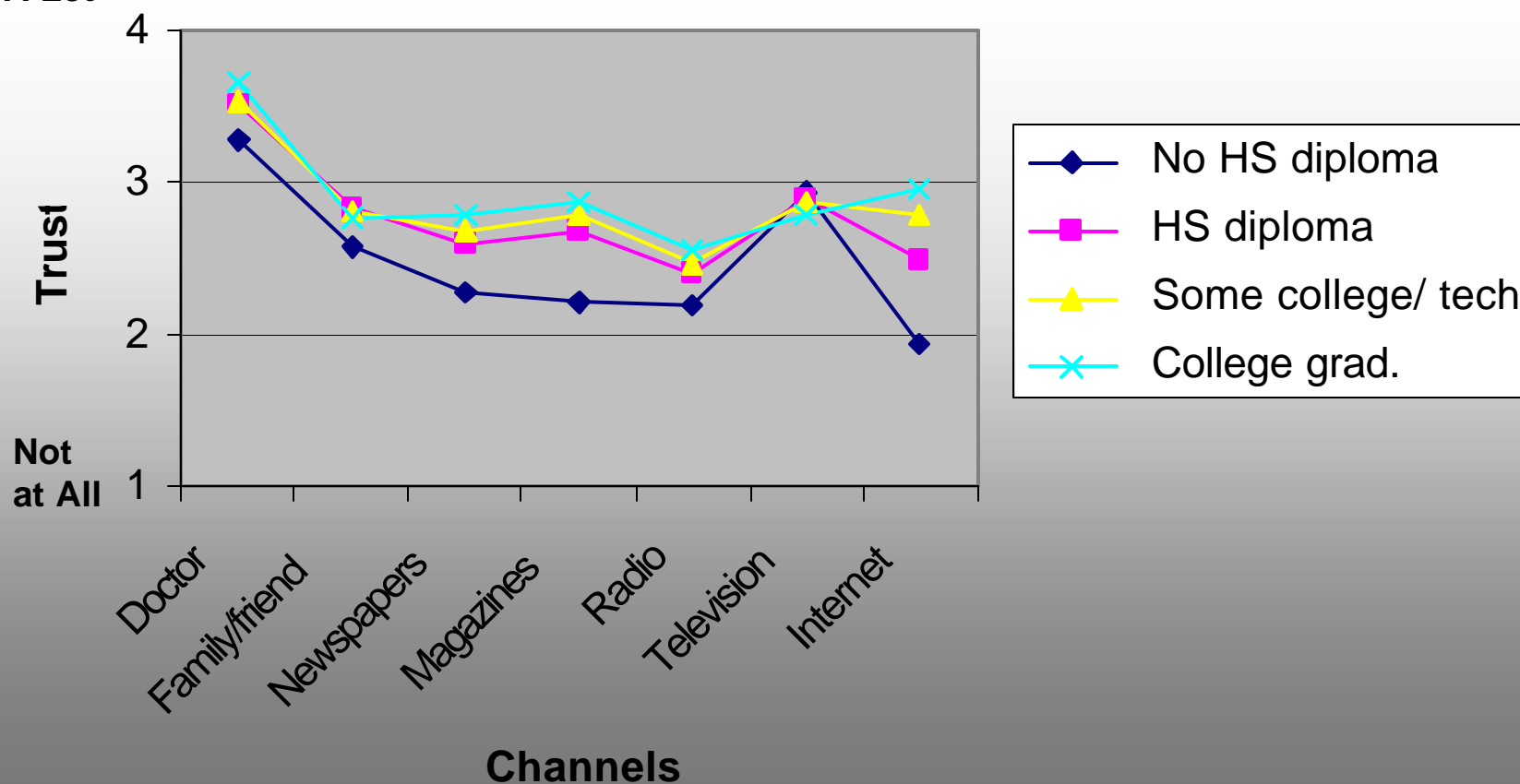
Trust Cancer Information from ... (By Income)

A Lot



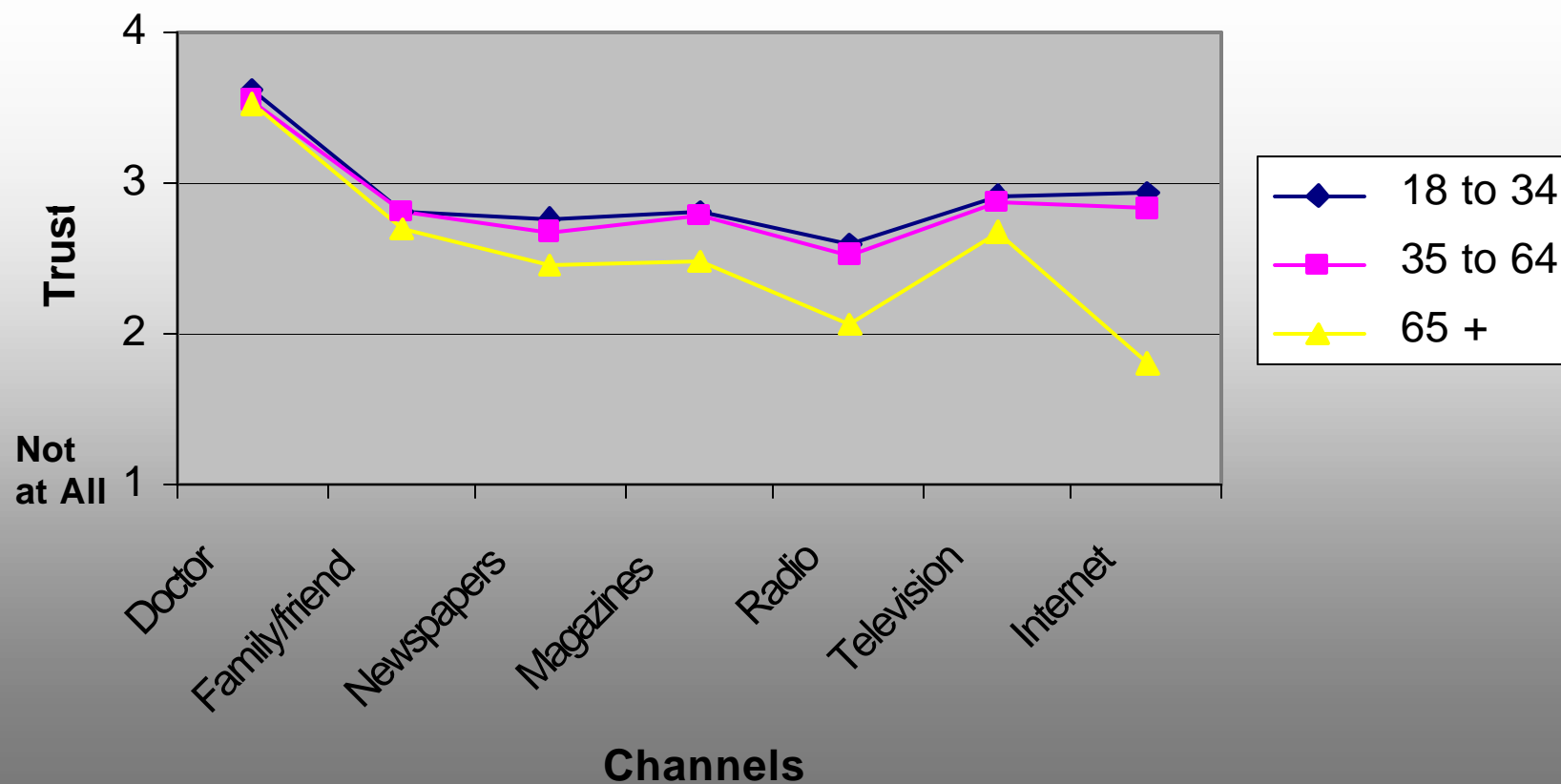
Trust Cancer Information from... (by Education)

A Lot



Trust Cancer Information from ... (By Age)

A Lot



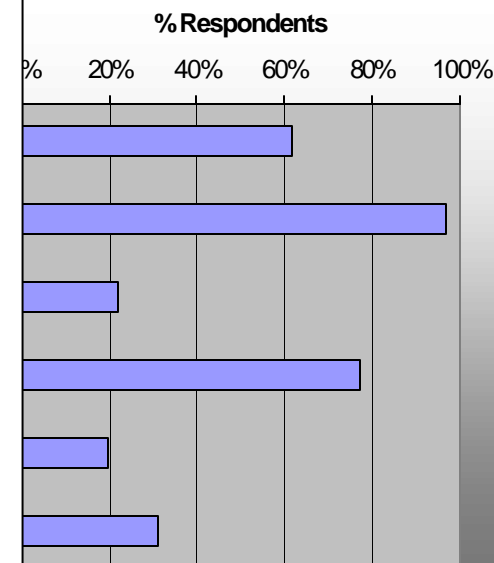
Not
at All 1

Channels

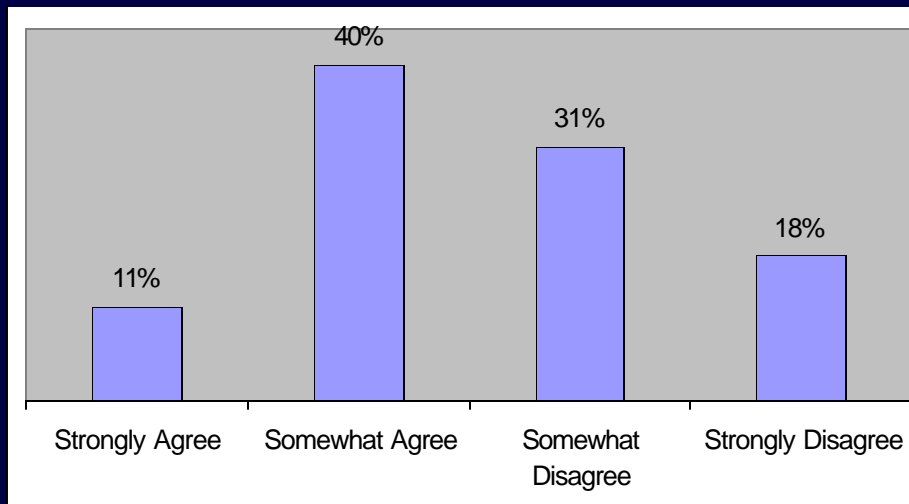
Name Recognition

HC-34. Now, I'm going to read you a list of organizations. Before being contacted for this study, had you ever heard of...

	<u>YES</u>	<u>NO</u>
a. the National Institutes of Health? HC34aNIH	1	2
b. the American Cancer Society? HC34bACS	1	2
c. the Cancer Information Service? HC34cCIS	1	2
d. the National Cancer Institute? HC34dNCI	1	2
e. the 1-800-4-Cancer information number? HC34eCancerHotline	1	2
f. the United States Center for Cancer Prevention Research? ... HC34fUSCenter	1	2



Everything Causes Cancer

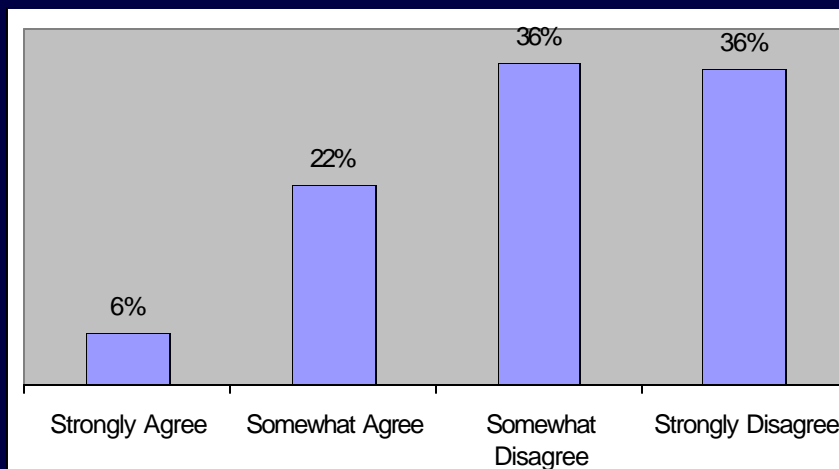


CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

	<u>STRONGLY AGREE</u>	<u>SOMEWHAT AGREE</u>	<u>SOMEWHAT DISAGREE</u>	<u>STRONGLY DISAGREE</u>
a. It seems like almost everything causes cancer. Would you say you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or you have no opinion?.....	1	2	3	4

CK14aEverythingCausesCancer

Not Much People Can Do



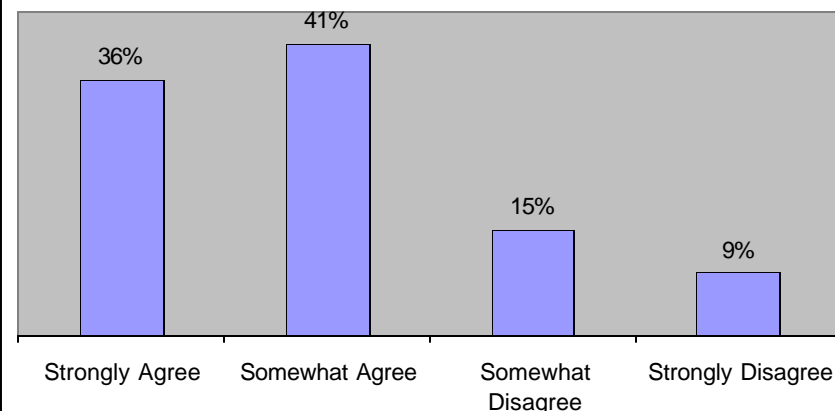
CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

- b. There's not much people can do to lower their chances of getting cancer. (Would you say you...)

CK14bCannotLowerChances

<u>STRONGLY</u> <u>AGREE</u>	<u>SOMEWHAT</u> <u>AGREE</u>	<u>SOMEWHAT</u> <u>DISAGREE</u>	<u>STRONGLY</u> <u>DISAGREE</u>
1	2	3	4

Don't Know Which Recommendations to Follow



CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

STRONGLY SOMEWHAT SOMEWHAT STRONGLY
AGREE AGREE DISAGREE DISAGREE

- c. There are so many different recommendations about preventing cancer, it's hard to know which ones to follow. (Would you say you...)

CK14cTooManyRecommendations

1

2

3

4

Current Directions

Research Activities Underway

Research Using HINTS Data

Registered Research Proposals

Posting Date	Reference
October 6, 2003	<u>Searching for Cancer-Related Information: How Does the American Public Rate Its Experience?</u> Arora, N., Hesse, B., Clayman, M., Rimer, B.
October 6, 2003	<u>Provider-Patient Interactions and Cancer Screening Adherence: Sociodemographic and Health Care Access Disparities</u> Finney Rutten, L.J., Meissner, H., Moser, R.
October 28, 2003	<u>Source Credibility When Seeking Cancer Information</u> Clayman, M., Viswanath, K., Arora, N.
November 4, 2003	<u>Results of the Health Information National Trends Survey: Implications for Medical Practice</u> Hesse, B., Nelson, D., Kreps, G., Rimer, B., Croyle, R., Arora, N.
November 4, 2003	<u>Evaluating the Accuracy of Smoking Risk Perceptions</u> Weinstein, N., Marcus, S.

Timeline: Dissemination & HINTS 2

