

Cancer Related Information Needs:

HINTS from the

Health
Information
National
Trends
Survey

hints

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Background

- ❑ **Very little is known about the cancer-related information needs of the general public on a population wide basis.**

Study Objectives and Significance

- ❑ Identify cancer-related information sought by the public.
- ❑ Determine whether differences exist in the types of information sought among various groups defined by sociodemographic, health care access, health status and information source variables.
- ❑ Provide insight into the types of information that need to be made available for public consumption.
- ❑ Provide a basis for understanding the cancer-related information needs that may be most salient to certain subgroups.

Survey Items

Sociodemographic Characteristics

Sex

Race

Income

Age

Education

Access to Health Care

Usual source of care

Health Insurance

Health Status

Personal history of cancer

Family history of cancer

Perceived health status

Survey Items

Information

Source: 1) Internet, 2) written materials, 3) healthcare providers, 4) interpersonal sources, and 5) other.

Type: What type of information were you looking for in your most recent search?

Coding

- Two Independent coders**
- Kappa statistic**
 - 89.0% - Type of information**
 - 96.2% - Type of cancer**
- Discrepancies resolved through discussion.**
- Accuracy of coding checked by external coders.**

Sample

- ❑ 2,945 respondents specified the type of information they were looking for during their last search from
 - 62 “don’t know”
 - 4 “refused”

Sample

Of the 6149 total respondents, 3011 (49%) respondents aged 18 and older indicated that they had searched for cancer information. Among these respondents, 2,945 (97.8%) specified the type of information they were looking for during their last search.

Respondents who had searched for cancer information that responded “don’t know” (n=62) or who refused (n=4) to specify the type of information they were looking for were treated as missing in the analyses. We summarized frequencies and weighted percentages in each category in the typology of information needs for the overall sample and among subgroups defined by key sociodemographic and health care access variables.

Sociodemographic Characteristics

Sociodemographic Characteristics

Health Care Access

Communication

Logistic Model

Predictors

Age

Race

Education

Insurance

Usual care

Outcome

Ever Had
PSA



Results

Results

Conclusions