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Experts Recommend National Communication Surveillance Program

Cancer Risk Communication: What We Know and What We Need to Learn



JNCI Monograph, No. 25, 1999.

Changes in health information environment

Usage across channels and sources nationally

Combine channel usage with knowledge, attitudes, behaviors

Evidence base for planners, administrators, communicators, practitioners, and policy makers



HINTS is a nationally-representative survey

- Changing communications trends
- Information access and usage
- Health and cancer-related perceptions, attitudes, and knowledge

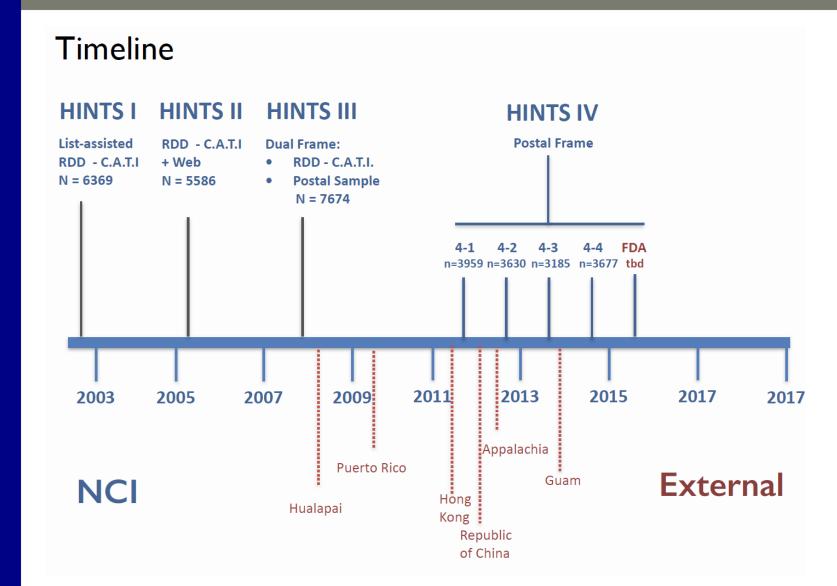
Survey Years

- HINTS I 2003 (n=6369)
- HINTS II 2005 (n=5586)
- HINTS III 2008 (n=7674)
- HINTS IV Cycles 1-4 2011-2014 (n=3959, 3630, 3185, 3677)
- HINTS FDA 2015 (n=3747) Public Release Spring 2016

HINTS 5 (2016-2020) is currently being planned

- Partnering with HHS Office of the National Coordinator (ONC) for Health Information Technology
- May initiate a "Community HINTS" initiative for local data collection

HINTS Administration Timeline & Modes



HINTS Content Overview



Effects of New Communication Environment

The new communication environment is connected, adaptable, interactive, and decentralized.



Are emerging communication technologies being used for health and healthcare?

- · Who?
- How?



Is use of communication technology associated with health-related behaviors and behavior change?

Impact of Investments in Disease Prevention and Health Promotion



What is the level of awareness of health recommendations and risk factors for disease in the population?



What is the level of awareness of national health promotion resources?



Is there confusion about cancer prevention recommendations and cancer risk factors?

Surveillance: Knowledge, Attitudes and Behavior

What You Need To Know About™ Cancer

Do people perceive themselves to be at risk for disease?



Are people aware of cancer risks and cancer prevention recommendations?



What sources of health information do people use and trust?



Behaviors: screening, tobacco use, sun safety, physical activity, nutrition/diet, health information seeking, use of technology

Health Communication and Health Information Technology Objectives for Healthy People 2020

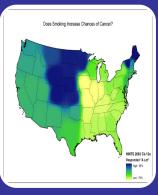
- HC/HIT-3: Increase the proportion of persons who report that their health care providers always involved them in decisions about their health care as much as they wanted.
- HC/HIT-5.1: Increase the proportion of persons who use the Internet to keep track of personal health information, such as care received, test results, or upcoming medical appointments.
- HC/HIT-5.2: Increase the proportion of persons who use the Internet to communicate with their provider.
- HC/HIT-6.1: Increase the proportion of persons with access to the Internet.
- HC/HIT-6.2: Increase the proportion of persons with broadband access to the Internet.
- HC/HIT-6.3: Increase the proportion of persons who use mobile devices.
- HC/HIT-7: Increase the proportion of adults who report having friends or family members whom they talk with about their health.
- HC/HIT-9: Increase the proportion of online health information seekers who report easily accessing health information.

HINTS Public Resources



Web site www.hints.cancer.gov

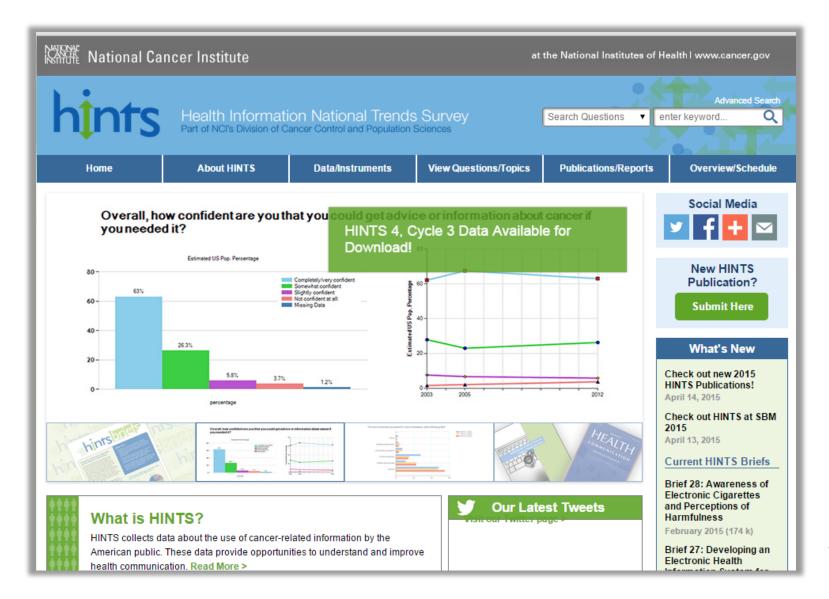
- Prevalence estimates for each item
- Trend graphs for repeated measures
- Item network
- Electronic codebook
- Public use data sets and codebooks



HINTS Resources

- Knowledge Maps
- HINTS Briefs
- Peer-reviewed publications
- Special Issues and Reports

Resources: HINTS Web Site



HINTS Briefs



Trends in Cancer Information Seeking

A Decade of Change in Health Information Technologies and Patient Engagement

The past few decades have witnessed dramatic changes in the health communication and informatics environment Innovation has expanded the availability and diversity of communication channels and technologies, significantly increasing access to health information. The public has shown interest in these technological changes, and the evolving health communication and informatics environment appears to be changing the way individuals and populations engage in their health and health care.

Although information technology has considerable potential to accelerate evidenced-based efforts to neduce the cancer burden through personalized communication about risk, prevention behavior, social support, and individualized networks of care, questions remain regarding population engagement with technology to support their health and health information needs. In this HINTS Brief, we describe trends in cancer and health information seaking across time and document which information sources are most used and most trusted by Americans.

Cancer Information Seeking

According to HINTS data collected in 2008, nearly 40% of the U.S. population (39.3%) has searched for cancer information at some point. The two most frequently used sources of cancer information. were the internet (55.3%) and health care providers (24.9%).

Have you ever looked for information about cancer from any source?



The most recent time you looked for cancer information, where did you go first"



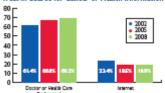
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What Sources Do Americans Trust?

A recent HINTS publication by Hesse and colleagues published in the New England Journal of Meditine examines data across three administrations of HINTS (2002-2008) to explore the public's use of and trust in sources of health information, with a particular focus on physicians and the Internet. A striking finding from this research is that in spite of rapid increases in the availability of health information on the internet, the public's trust in online health information has decreased over time. Meanwhile, trust in physicians as a source of health information has remained high and actually incressed from 2002 to 3008. Despite the public's reported akeptidsm of online content, health information seeking on the Internet remains high. Moreover, HINTS data suggest that access to online health information does not grode trust in physicians and health care providers. Rather, trust in providers may actually be increasing because consumers depend on their health care providers to make sense of health information found online.

HINTS data also show an increase in online communication between health care providers and their patients. In 2002, just 7% of the population used e-mail or the internet to communicate with their health care provider, however, this number steadily increased to 9.6% in 2005 and 13.5% in 2008.

Trust in Source for Cancer or Health Information



Ouick Facts

- · Almost one-half of the U.S. population has looked for
- . Trust in the internet as a source of health or cancer information has decreased over time.
- Trust in health care providers as a source of health or cancer information has increased over time.
- Use of e-mail and the internet to communicate with doctors and health care providers is increasing

In this HINTS Brief, we discuss trends in cancer information seeking.



Tendencias en la búsqueda de información sobre el cáncer

Una década de cambio en las tecnologías de la

Información de salud y la participación del paciente

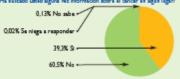
Las últimas décadas han sido testigo de cambios dramáticos en el entorno de ls informátics y ls comunicación de información de salud. La innovación ha extendido la dispositificad y diversidad de las tecnologias y los canales de comunicación, lo que ha sumentado considerablemente el acceso a la información de salud. El público ha mostrado intente en estos cambios tecnológicos, y el entomo cambiante de la informática y la comunicación de información de salud parece estar cambiando la forma en que las personas y poblaciones se ocupan de su salud y stencido médica.

Si bien la tecnologia informittica presenta gran potencial para acelerar los esfuerzos bazados en evidencia para reducir el gravarses del cáncer a través de la comunicación personalizada sobre riesgos, las conductas preventivas, la sulctuncia social y les radas de atanción individual radas sún quadas. preguntas sobre la participación de la población con respecto a la tecnología para mantener su salud y satisfacer su necesidad de información sobre el tems. En ests edición de fineso de HINTS, examinamos las tendencias en la básqueda de información de salud y el cáncer a través del tiempo y documentamos que fuentes de información son las más utilizadas y en cutiles coeffen más los estadounidences.

Bûsqueda de Información sobre el cáncer

Según los datos de HINTS recolectados en 2009, casi 40% de la población estadounidense (29,3%) ha buscado información sobre el cáncer en sigún momento. Las dos fuentes de información sobre el cáncer utilizadas con resyon frequencia fueron internet (55,3%) y los proveedores de stencido

Ha bascado usted alguna vez información sobre el cáncer en algún legar?



La áltima vez que buscó información sobre el cáncer, ja qué fuente



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¿En qué fuentes conflan los estadounidenses?

En una publicación reciente de HINTS producida por Hesse y sus colegas y publicada en el New England Journal of Medicine, se examinan los datos de tres administraciones de HINTS (de 2002 a 2006) para explorar el uso de las fuentes de información de salud por el público y la confianza puesta en ellas con un enfoque particular en los médicos e internet. Un resultado sorprendente de esta investigación revela que a pesar del rápido sumento en la disconibilidad de la información de salud en internet, la conferma del público en dicha información ha disminuido con el tiempo. Estretanto, la conflanza en los médicos como fuente de información de salud continús. siendo sita; de hecho, sumentó de 3002 a 3009. A pesar de la desconfanca del público en el contenido en línea, la básqueda de información de salud en Internet continés siendo elevada. Ademia, los datos de HINTS sugieren que el scoppo a la información de salud en línea no disminuye la confianza en los médicos y proveedo no de stencido médico. Por el contrario, la conflanza en los proveedores quisto esté sumentando ya que los consumidores dependen de sus proveedones de atención médica para entender la información de salud que enquentran en Internet.

Los datos de HINTS demaestran también un asmento en la comunicación en Internet entre proveedores de stancido médics y sus pacientes. En 2002, sólio 7% de la población utilizó correo electrónico o internet para consunicarse con su provieedor de stención médica. Sin embargo, este número creció constantements a 9,4% on 2005 yes 12,5% on 2009.

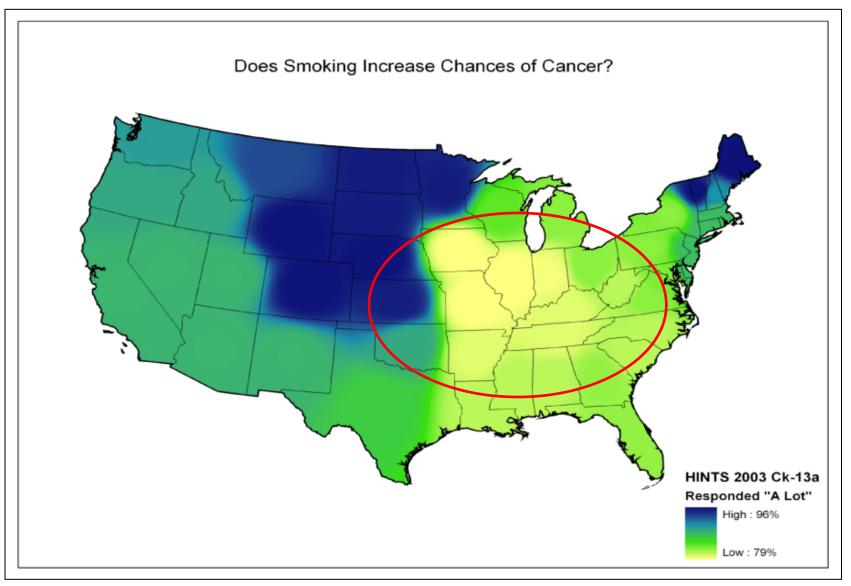


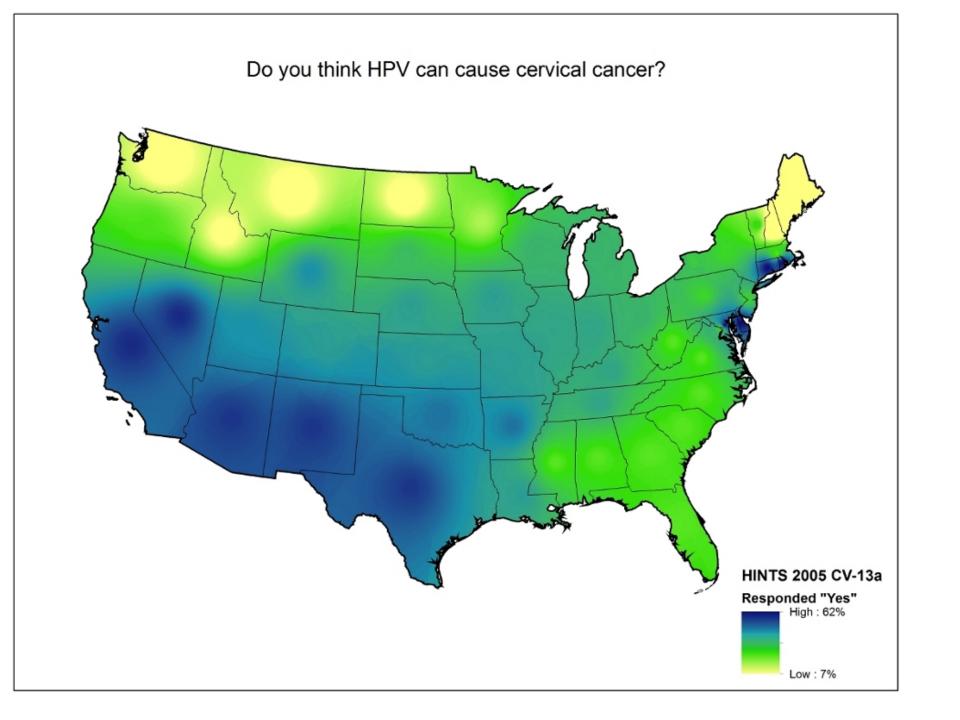
Datos breves

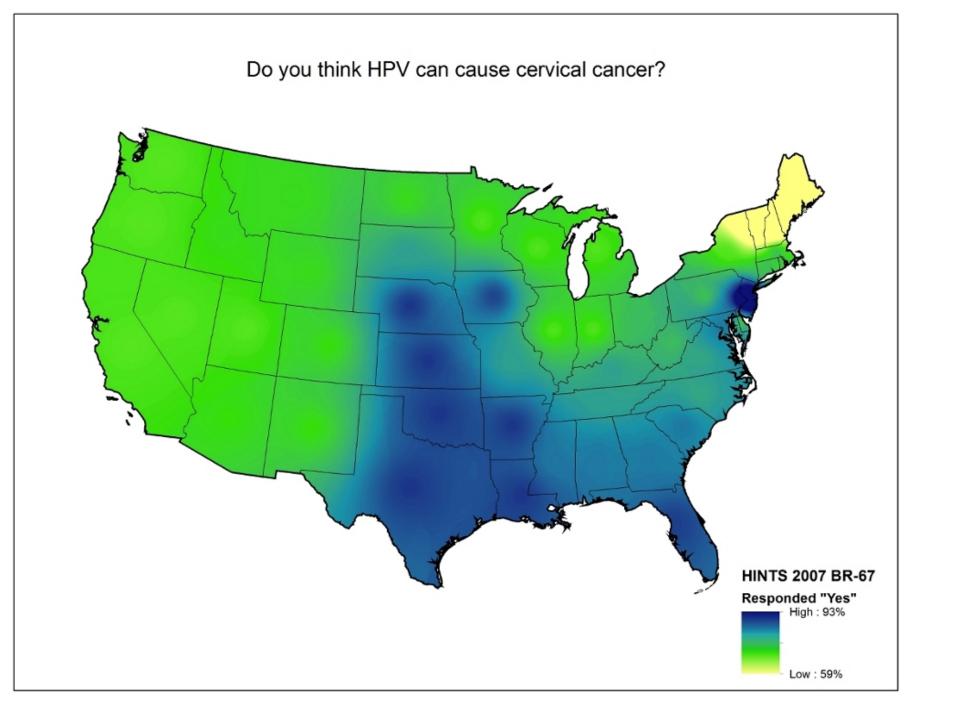
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- La conflanza en los proveadores de stanción médica como fuente de información de saled o el cáscer ha sumentado con el
- B seo del correo electrónico y de Internet para comenicarse con los médicos y los proveadores de standón médica está

En esta edición de Breves de HINTS, analizamos las tendencias en la búsqueda de información sobre el cáncer.

HINTS Knowledge Maps







Summary

- Changes in technology have led to changes in information access and use and changes in health care use and delivery.
- HINTS was developed to monitor the effects of the new communication environment and national communication efforts on health-related knowledge, attitudes, and behavior.
- HINTS analyses contribute to the evidence base to inform cancer communication, and data can be integrated with cancer control measures from other national surveillance systems.
- The HINTS program makes resources available for researchers and practitioners, and we welcome collaboration with members of the national cancer program.
- HINTS V is planned for 2016.