



Kelly D. Blake, ScD

Health Communication and Informatics Research Branch

Behavioral Research Program

Division of Cancer Control and Population Sciences

National Cancer Institute

November 5, 2015

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

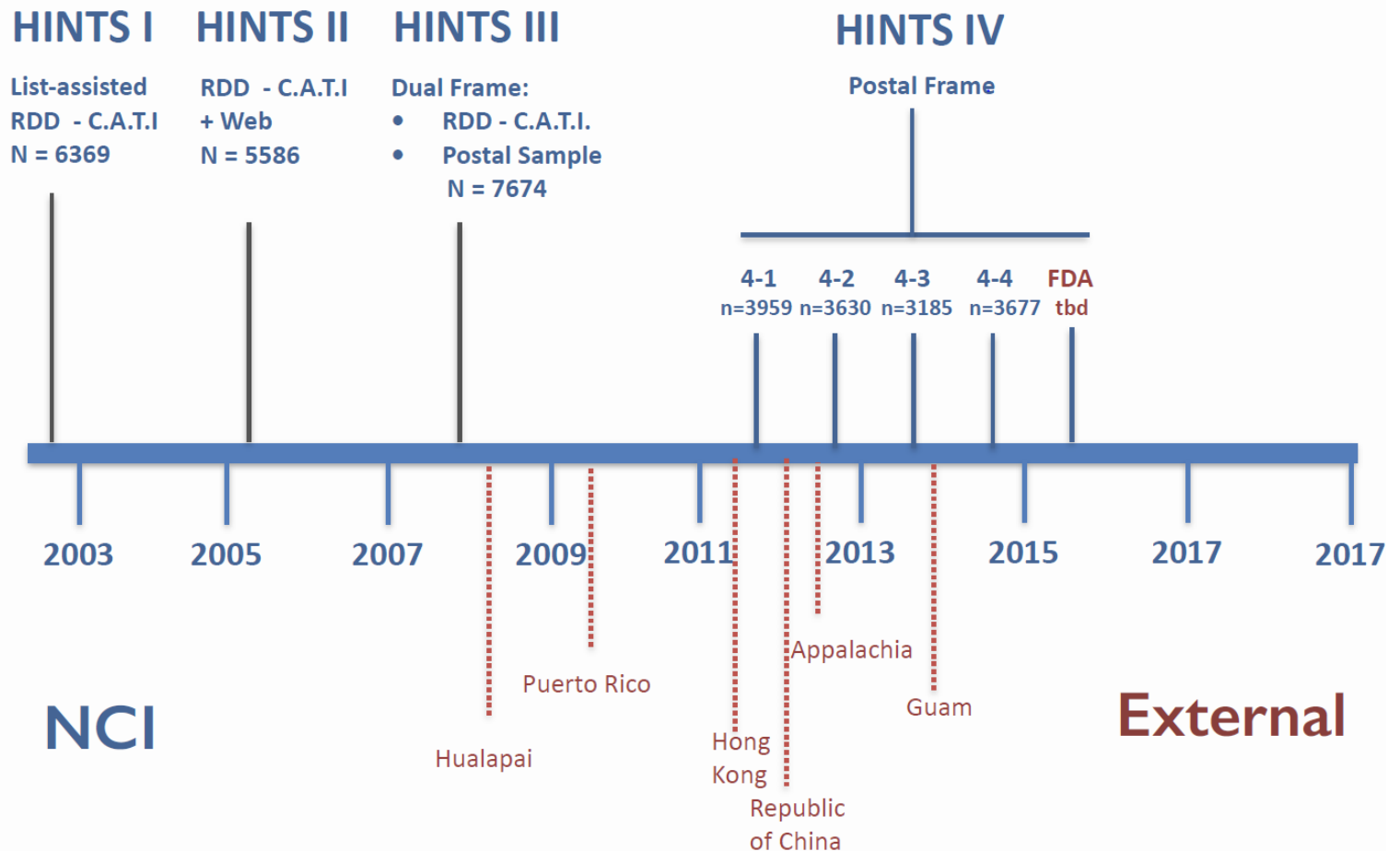
- HINTS I 2003 (n=6369)
- HINTS II 2005 (n=5586)
- HINTS III 2008 (n=7674)
- HINTS IV Cycles 1-4 2011-2014 (n=3959, 3630, 3185, 3677)
- HINTS FDA 2015 (n=3747) – Public Release Spring 2016

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

Timeline



HINTS Content Overview



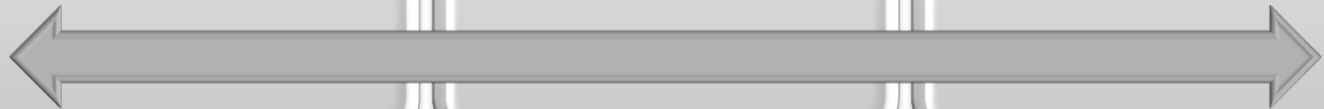
New
Communication
Environment



Investments in
Cancer
Communication



Knowledge,
Attitudes,
Behavior



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

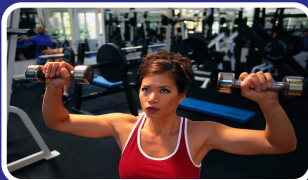
Do people perceive themselves to be at risk for disease?



Are people aware of cancer risks and cancer prevention recommendations?



What sources of health information do people use and trust?

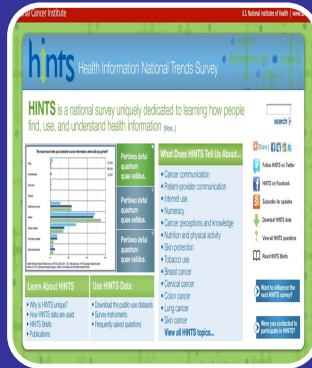


Behaviors: screening, tobacco use, sun safety, physical activity, nutrition/diet, health information seeking, use of technology

Health Communication and Health Information Technology Objectives for Healthy People 2020

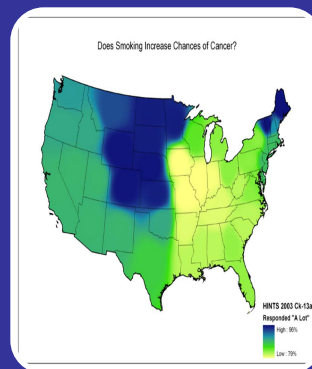
- HC/HIT-3: Increase the proportion of persons who report that their health care providers always involved them in decisions about their health care as much as they wanted.
- HC/HIT-5.1: Increase the proportion of persons who use the Internet to keep track of personal health information, such as care 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


National Cancer Institute

at the National Institutes of Health | www.cancer.gov

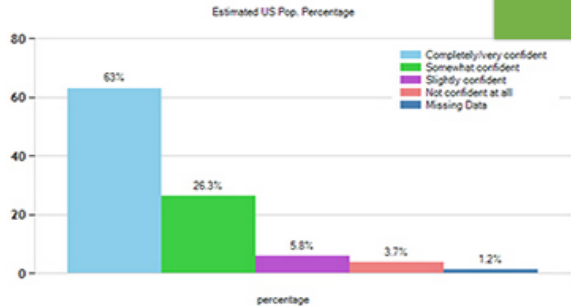

Health Information National Trends Survey
Part of NCI's Division of Cancer Control and Population Sciences

Advanced Search

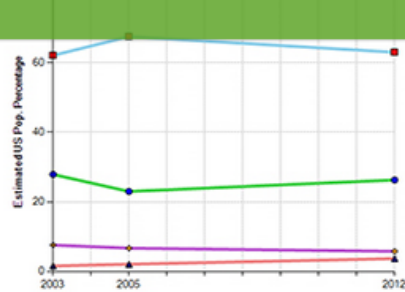
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[Overview/Schedule](#)

Overall, how confident are you that you could get advice or information about cancer if you needed it?

HINTS 4, Cycle 3 Data Available for Download!




Confidence Level	Estimated US Pop. Percentage
Completely/very confident	63%
Somewhat confident	26.3%
Slightly confident	5.8%
Not confident at all	3.7%
Missing Data	1.2%



Year	Completely/very confident	Somewhat confident	Slightly confident	Not confident at all	Missing Data
2003	63%	26.3%	5.8%	3.7%	1.2%
2005	63%	26.3%	5.8%	3.7%	1.2%
2012	63%	26.3%	5.8%	3.7%	1.2%

Social Media



New HINTS Publication?

[Submit Here](#)

What's New

Check out new 2015 HINTS Publications!
April 14, 2015

Check out HINTS at SBM 2015
April 13, 2015


[Current HINTS Briefs](#)

Brief 28: Awareness of Electronic Cigarettes and Perceptions of Harmfulness
February 2015 (174 k)

Brief 27: Developing an Electronic Health Information System for

What is HINTS?

HINTS collects data about the use of cancer-related information by the American public. These data provide opportunities to understand and improve health communication. [Read More >](#)

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Health
Information
National
Trends
Survey

hints **briefs**

<http://hints.cancer.gov> NUMBER 16

Health
Information
National
Trends
Survey

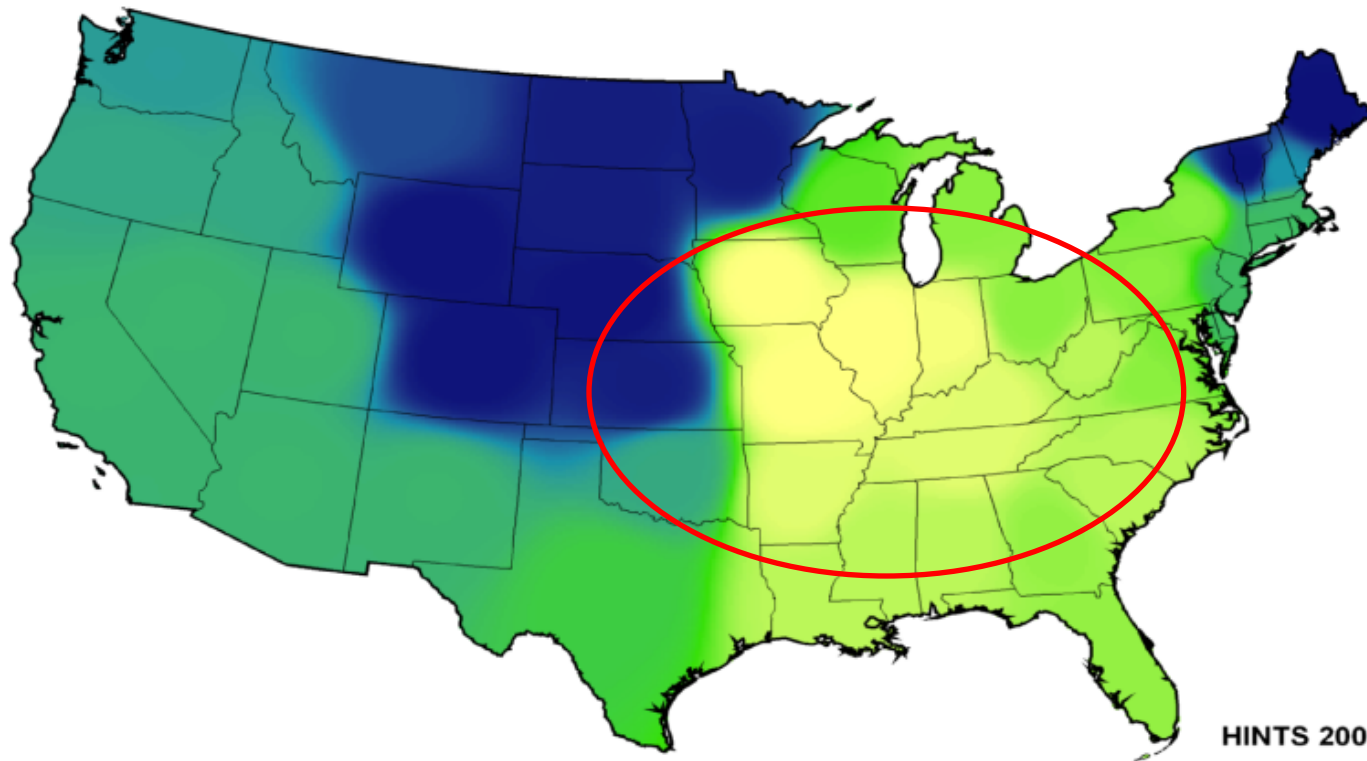
Breves de **hints**

<https://hints.cancer.gov> NÚMERO 16

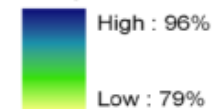
En esta edición de Breves de HINTS, analizamos las tendencias en la búsqueda de información sobre el cáncer.

HINTS Knowledge Maps

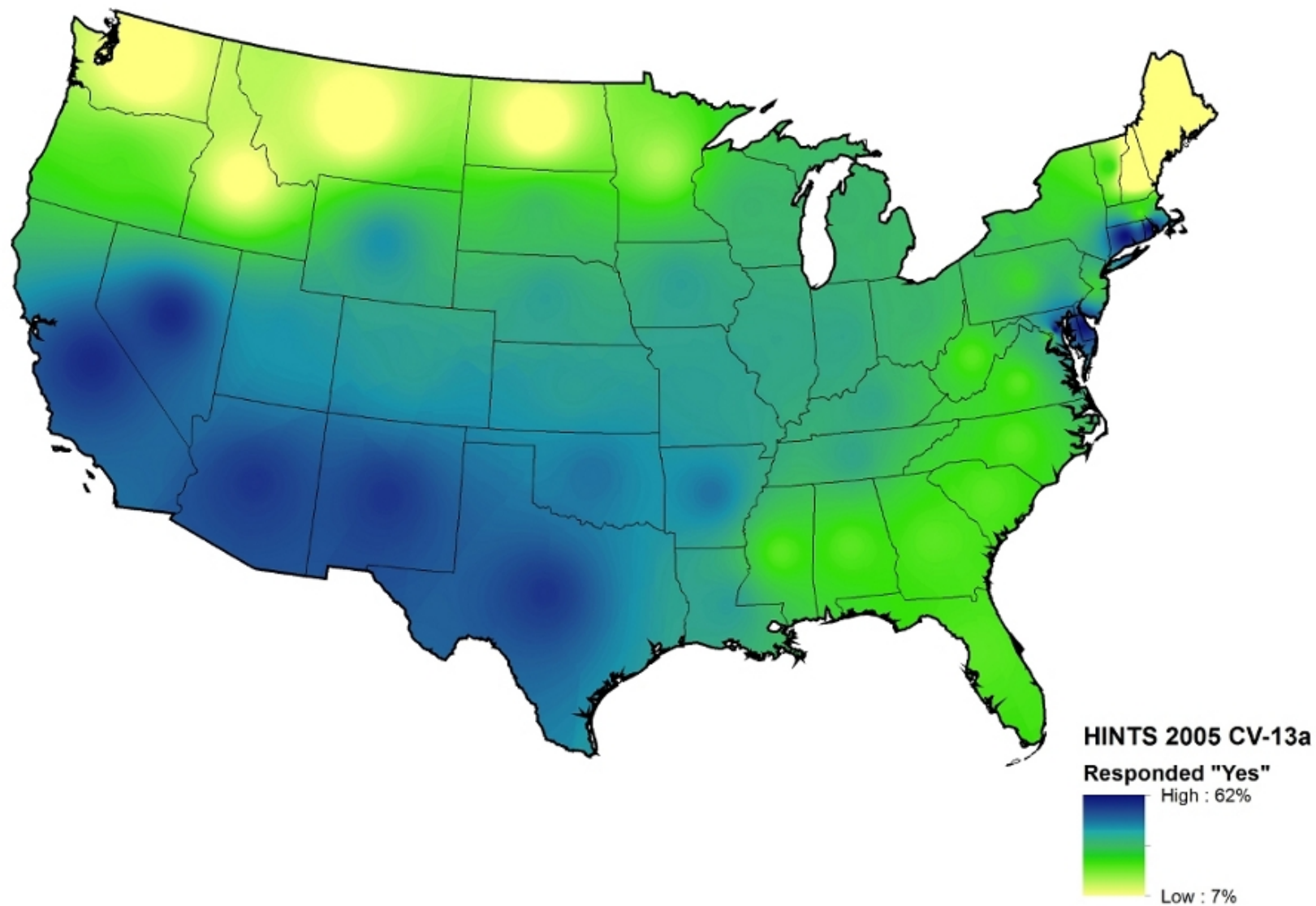
Does Smoking Increase Chances of Cancer?



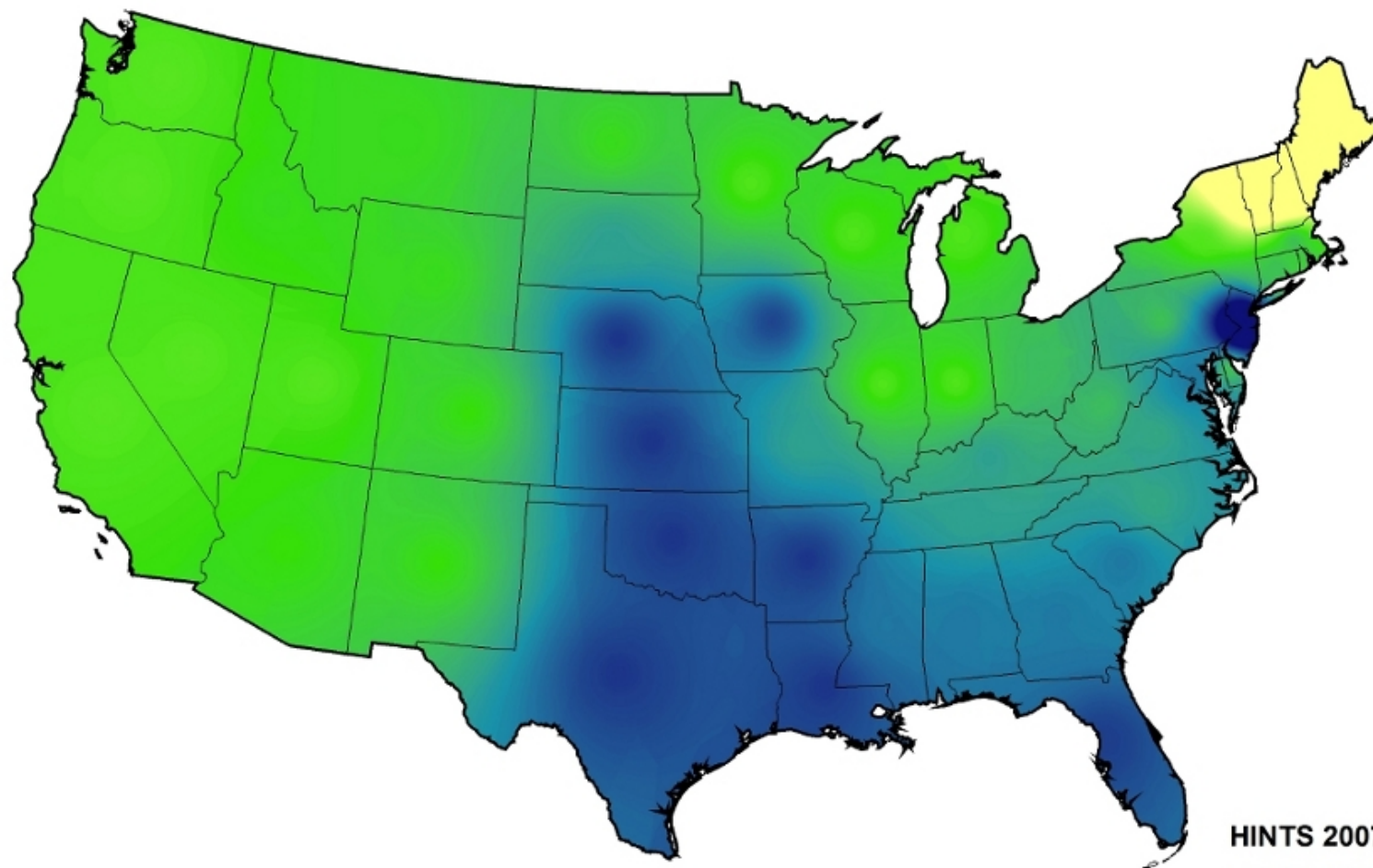
HINTS 2003 Ck-13a
Responded "A Lot"



Do you think HPV can cause cervical cancer?

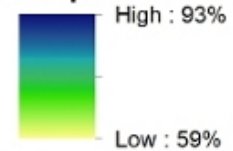


Do you think HPV can cause cervical cancer?



HINTS 2007 BR-67

Responded "Yes"



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.

@NCIHINTS

