



IT STARTS BY ASKING THE RIGHT QUESTIONS

74%

of Americans say there are so many recommendations about preventing cancer that it's hard to know which ones to follow.*



*Source: 2018 HINTS Survey

What Is HINTS?

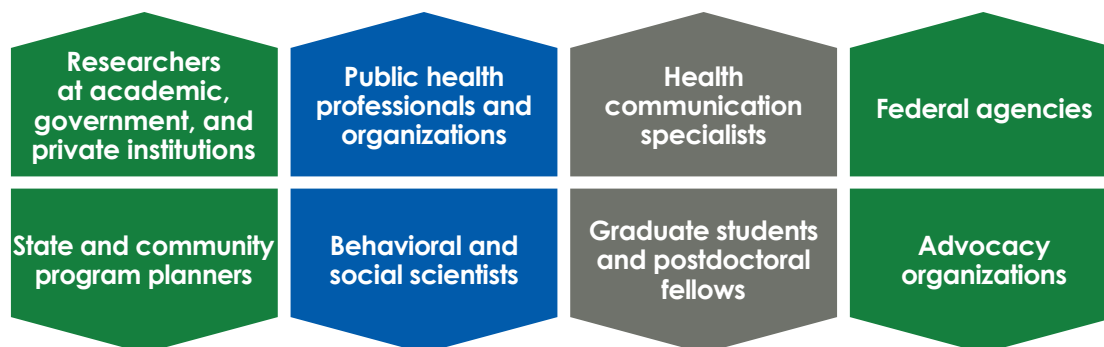
Since 2003, the National Cancer Institute's (NCI) [Health Information National Trends Survey](#) (HINTS) has tracked changes in the rapidly evolving health communication and information technology landscape. HINTS regularly collects nationally representative data about the American public's knowledge of, attitudes toward, and use of cancer- and health-related information.

HINTS has enabled a growing body of research that evaluates the effects of health communication, media, and health information technology on health and behavioral outcomes, health care quality, and health disparities. Processes of health communication and health information technologies shape the ways in which health care professionals and the public seek, use, and understand health information. Health information seeking and health communication can significantly affect decision-making, behaviors, and outcomes. Data from HINTS have been critical in documenting and tracking these associations and trends in the U.S. population.

Why Use HINTS?

- To monitor changes in the rapidly evolving fields of health communication and health information technology
- To understand how adults use different communication channels to access and use health information for themselves and their loved ones
- To obtain information about how cancer risks are perceived
- To create more effective health communication strategies across different populations

Who Uses HINTS?



Continued >

50%

of Americans have been offered online access to personal health information by their health care provider or health insurer.*



*Source: 2018 HINTS Survey

What Topics Are on HINTS?

Screening

- breast cancer screening
- cervical cancer screening
- colorectal cancer screening
- lung cancer screening

Health

Communication

- cancer communication
- cancer risk perceptions
- health information seeking
- health information technology
- patient satisfaction
- patient-provider communication
- use of technology

Health Behavior

- alcohol use
- dietary assessment
- health care
- health self-efficacy
- nutrition
- physical activity
- sleep quality
- sun safety
- tobacco use

Other Topics

- cancer survivorship
- caregiving
- depression
- family history
- food security
- genomics
- health status
- palliative care

HINTS 5 Data Collection Schedule

FDA CYCLE 2	CYCLE 1	CYCLE 2	CYCLE 3	CYCLE 4
Fielded January–April 2017	Fielded January–April 2017	Fielded January–April 2018	Fielded January–April 2019	Fielding January–April 2020

How Can You Use HINTS?

- You can conduct your own secondary analyses on topics of interest. Survey instruments (in both English and Spanish), public use data sets in SAS, SPSS, and STATA formats, and supporting materials are available for download on the HINTS website (hints.cancer.gov).
- You can draw on HINTS results for program or campaign planning, public health interventions, grant writing, and other activities. The HINTS website provides estimated population percentages for each HINTS question in both tabular and chart formats, which can easily be integrated into presentations, reports, and other materials.
- You can take advantage of the various HINTS products that are intended to encourage and support the use of HINTS findings.
 - [HINTS Briefs](#) integrate data results on noteworthy topics with research findings from recently published, peer-reviewed journal articles.
 - [HINTS Knowledge Maps](#) use GIS isopleth technology to visually represent regional differences of survey findings in weather map fashion.
 - The [HINTS Publications Index](#) provides a comprehensive list of published, peer-reviewed articles that make use of HINTS data.

75%

of Americans go to the internet first when looking for information about health or medical topics.*



*Source: 2018 HINTS Survey

Contact HINTS

NCIHINTS@nih.gov

hints.cancer.gov

twitter.com/NCIHINTS

youtube.com/ncigov

