



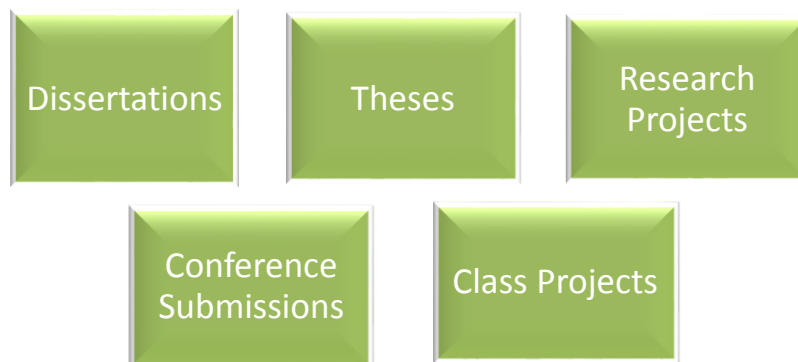
Outreach Toolkit for Academic Institutions

August 2015

Whether you are an educator or student, the Health Information National Trends Survey (HINTS), sponsored by the National Cancer Institute (NCI), has data you can use. Collecting data is often time consuming and costly. Our no-cost, public-use data sets provide immediate access to high-quality data on the American public's knowledge of, attitudes toward, and use of cancer and health-related information.

In the following toolkit, we offer resources that you can disseminate to encourage your membership base, followers, and others to take a closer look at HINTS and consider how they might use these data in their research studies. Survey instruments (in both English and Spanish), public-use data sets, and supporting materials are available for download on the HINTS website (<http://hints.cancer.gov>). New 2014 data were released in June 2015.

Use HINTS data for:

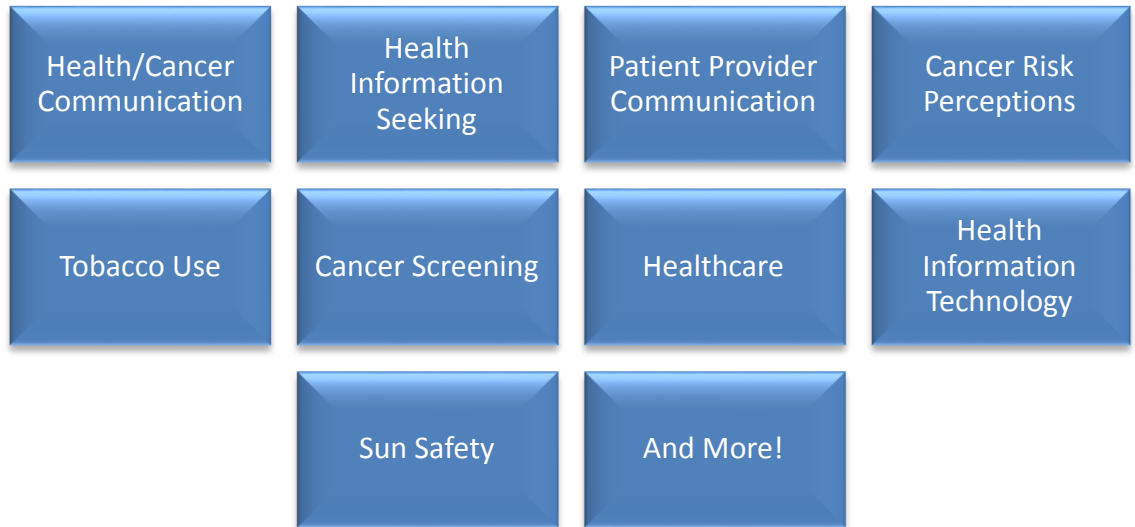


HINTS Overview

Since 2003, NCI has used HINTS to track changes in the rapidly evolving health communication and information technology landscape. 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.

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

HINTS includes items on:



Thank you and please reach out to Brian Keefe (brian.keefe@icfi.com) if you would like to discuss personalizing HINTS messages for your target audiences or have any questions.

Social Media Messages

The following table contains messages that you can share on Facebook and Twitter. You can also modify the content to suit the needs of your audience, as needed.

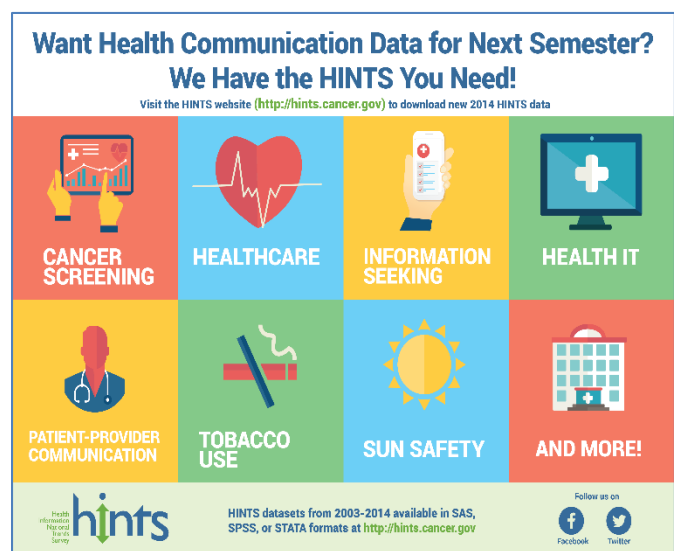
Facebook Posts	Tweets
Do you need health information for a dissertation or class project? The National Cancer Institute's HINTS program has extensive data on many different health items: http://ow.ly/QhyKh	Are you a #GradStudent looking for #HealthInfo? Look no further than @NCIHINTS, which has free, publically available datasets: http://ow.ly/QhyKh
Do you use any health apps on your smartphone or tablet? Find out how many Americans do, as well as other new statistics from NCI HINTS! http://go.usa.gov/3pYnV	From #PublicHealth to #CancerInfo trends, @NCIHINTS has your research needs covered: http://ow.ly/QhyKh
Need reliable, nationally representative health data for an upcoming research project, manuscript, or dissertation? Here's a HINT: Visit http://go.usa.gov/3pYnV to download new HINTS 4, Cycle 4 data.	Looking for #data for the upcoming semester? We have the HINTS you need! Access HINTS 4, Cycle 4 data for free today: http://ow.ly/QhyKh
Pssst...here's a HINT for grad students and professors: New data from NCI HINTS are now available for download in SAS, SPSS, and STATA formats. Visit http://go.usa.gov/3pYnV to get it today!	Researchers, #Professors, & #GradStudents...need #HealthData for your next pub? Learn how @NCIHINTS can help you with your next project: http://ow.ly/la4Qk
Looking for health-related data for the upcoming semester? NCI HINTS has the data you need! Access new HINTS 4, Cycle 4 data for free today: http://ow.ly/QhyKh	Spread the word: @NCIHINTS has nationally representative survey data for #GradStudents and #professors: http://ow.ly/P3hbc #HINTSData

Social Media Images

Included here (and also attached) are infographic, infocard, and banner images that you can use in your outreach. Researchers and students are the primary users of HINTS data, and we have created two audience-specific infographics for these key constituents. Other images highlight our new 2014 HINTS data and trends from 2011-2014. During this period, HINTS was administered more often to better capture changes in the health care and health information technology environments.

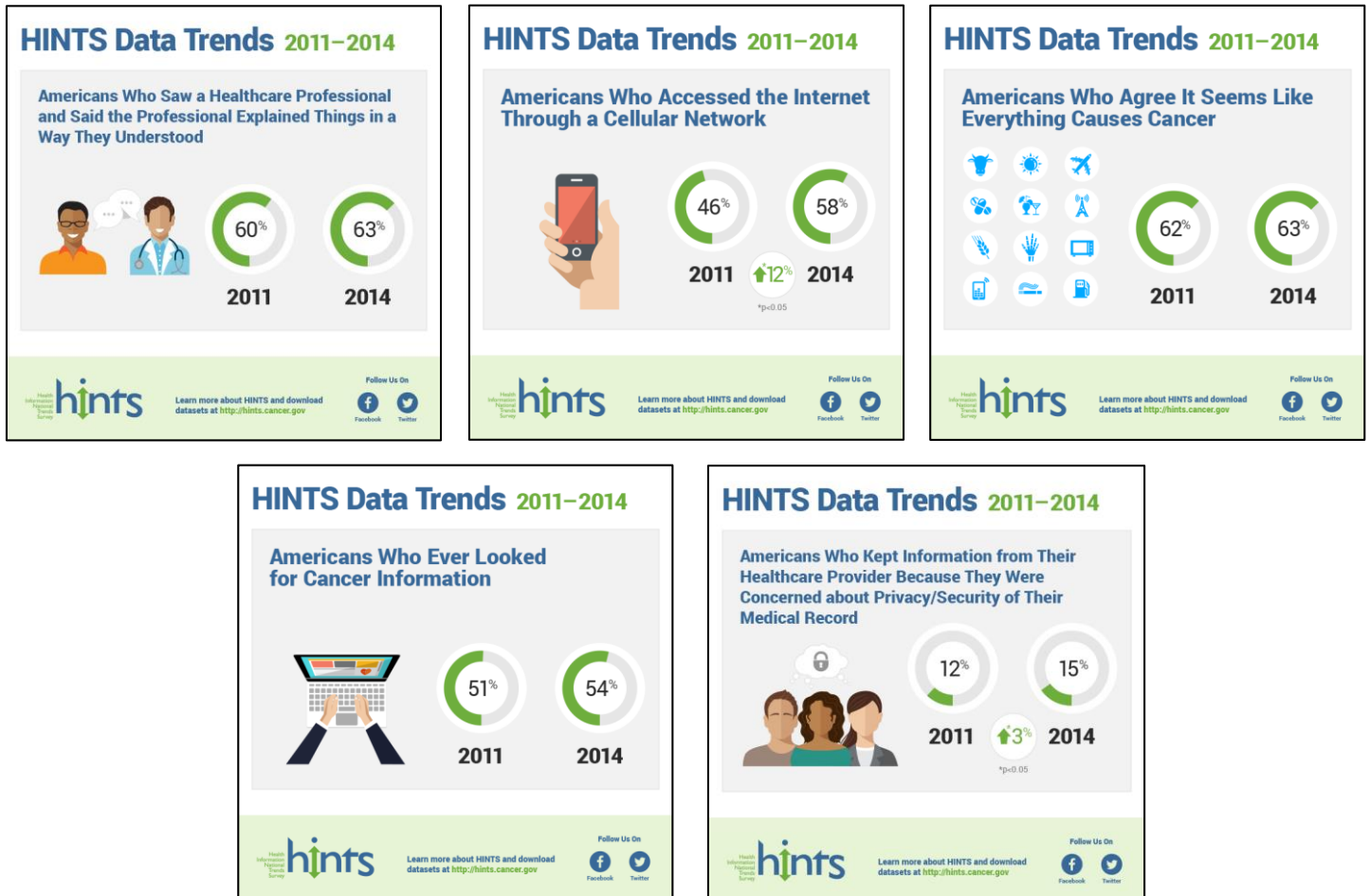
For Graduate Students and Educators

The following infographics have been tailored for grad students and educators, and highlight the various health communication topics covered by HINTS:



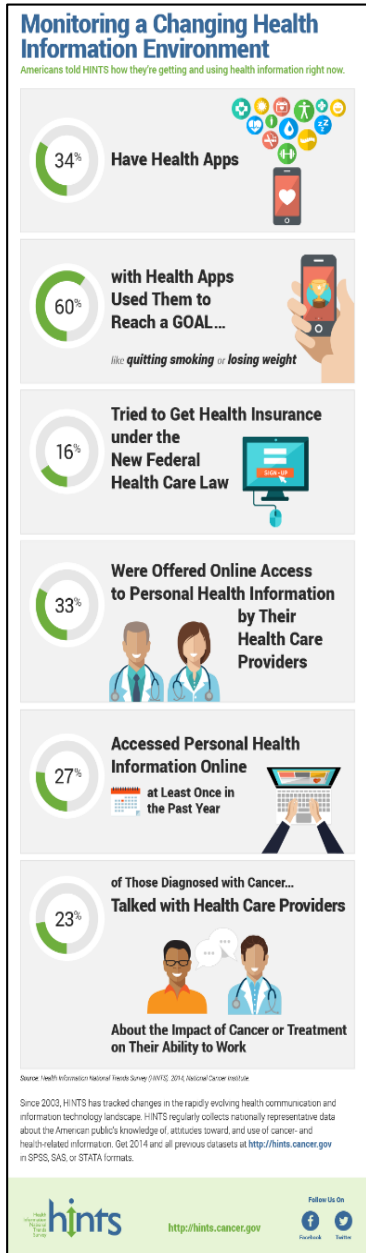
HINTS Data Trends

These infographics highlight trends in our data from 2011-2014, or the entirety of the HINTS 4 initiative, which consisted of four separate cycles of data collection from 2011-2014.



HINTS 4, Cycle 4 Infographic

This infographic highlights HINTS data from our latest release, HINTS 4, Cycle 4. HINTS 4, Cycle 4 data were collected in 2014.



Draft Email to Listservs

Looking for Data for the Upcoming Semester? NCI has the HINTS You Need!

Whether you are an educator or student, the Health Information National Trends Survey (HINTS), sponsored by the National Cancer Institute (NCI), has data you can use. Collecting data is often time consuming and costly. Our no-cost, public-use data sets provide immediate access to high-quality data on the American public's knowledge of, attitudes toward, and use of cancer and health-related information. In a constantly-changing environment that presents challenges for students to collect and analyze data for their studies, HINTS provides a way for budding researchers to conduct full-fledged research studies. Since 2003, HINTS has been a leader in tracking changes in the rapidly evolving health communication and information technology landscape, and 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.

You can download all HINTS public use datasets (available in SAS, SPSS, or STATA formats), including the new 2014 HINTS 4, Cycle 4 dataset, and supporting materials for free on the HINTS website (<http://hints.cancer.gov>).

Want more HINTS?

Visit the HINTS website for more information (<http://hints.cancer.gov>), and follow HINTS on Facebook (<http://facebook.com/ncihints>) and Twitter ([@NCIHINTS](https://twitter.com/NCIHINTS)).

Questions? Contact HINTS at NCIHINTS@nih.gov.

Draft Language for Newsletters

Looking for Data for the Upcoming Semester? NCI has the HINTS You Need!

Whether you are an educator or student, the Health Information National Trends Survey (HINTS) sponsored by the National Cancer Institute (NCI) has data you can use. Collecting data is often time consuming and costly, presenting challenges for students to conduct their research. Since 2003, HINTS has provided free, nationally representative data on the American public's knowledge of, attitudes toward, and use of cancer and health-related information. Our no cost, public-use data sets provide immediate access to high-quality data on the American public's knowledge of, attitudes toward, and use of cancer and health-related information.

You can download all HINTS public use datasets (available in SAS, SPSS, or STATA formats), including the new 2014 HINTS 4, Cycle 4 dataset, and supporting materials for free on the HINTS website (<http://hints.cancer.gov>).