

Testing the Role of Acculturation in the Health Information Seeking Behaviors of Pacific Islanders

Lilnabeth P. Somera

Hye-ryeon Lee

Grazyna Badowski

Kevin Cassel



CANCER RESEARCH CENTER
UNIVERSITY OF GUAM
UNIBETSEDÂT GUAHAN



UNIVERSITY OF HAWAII
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Overview

Pacific Islanders are one of the fastest growing population groups in the US.

Health disparities exist with cancer as the leading cause of death.

Cancer rates among Pacific Islanders may be attributed to migration history and differential acculturation.

Study in Guam and Hawaii is expected to start by mid February.

Survey will be administered in print form in key Pacific Islander groups in Hawaii including Native Hawaiians, Marshallese, Chuukese, and in Guam, Chamorros.

We will use an instrument (Unger, 2002) testing preferences regarding who people hang out with, what kind of music, TV shows, and food they like.



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Specific Aim(s)

Aim1) *Expand HINTS assessment to Native Hawaiians (N=500) and recent migrant Marshallese and Chuukese populations in HI (N=500), Chamorro (N=500) in Guam.* Sub-aim 1a) Compare/contrast HINTS responses according to acculturation status.

Our study will use RDS (respondent-driven sampling, Heckathorn, 2002), a innovative non-probability sampling strategy that can help us achieve the goal of reasonable but representative samples of the geographically diffuse populations of Pacific Islanders living in Hawaii and Guam.

Aim2) *Use RDS to recruit a geographically diffuse population of Native Hawaiian in HI; Marshallese and Chuukese in HI, Chamorro in Guam.* Sub-aim 2a) Compare/contrast HINTS responses with similar BRFSS questions.



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Mahalo/Si Yu'us Ma'ase



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