Population Health Assessments: Dana-Farber/Harvard Cancer Center(DF/HCC) Catchment Area Update

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Specific Aims and Target Groups

1) To conduct a survey of a sample of Massachusetts residents to examine their cancer communication behaviors (n=1,000)

- Conducted via the internet through the research firm GfK, with an oversample of rural residents

2)To conduct supplementary, in-person data collection involving specific population sub-groups typically considered "hard-to-reach" (n=500)

- Hispanics
- African Americans
- Low SEP groups
- Homeless
- Blue collar workers
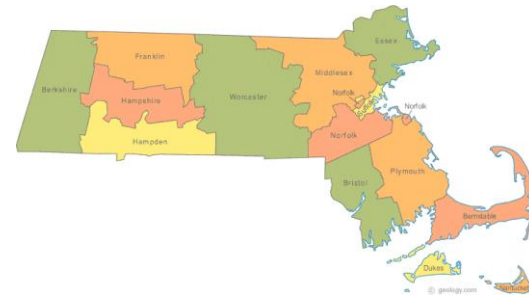
The DFCI catchment area is the state of Massachusetts

Goal is to provide adequate sub-samples of diverse, low SEP groups to analyze communication behaviors and inequalities

Survey Constructs

- **Core survey (delivered to all participants)**
  - Information engagement (seeking, avoidance)
  - Information exposure and attention
  - Preventive and screening behaviors
  - SEP, Poverty and demographics
  - Core measures identified by workgroup
  - Psychological well-being

  Emphasis on measures used in HINTS and BRFSS

- **Technology module (delivered to a subset of participants)**
  - Internet and social media use
  - Use of smartphones for health
    - Health-related apps (use and barriers to use)
    - Technology-related issues (lack of continuous connectivity)

- **Psychological Wellbeing module (delivered to a subset of participants)**
  - Additional happiness items
  - Problem solving and innovation

Timeline: Field GfK survey in February and in-person surveys in the spring

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