SF Population Health Assessment: Understanding Cancer Communication Needs for the Diverse Communities of San Francisco (PI: Ashworth, Co-Is: Sarkar and Hiatt)

- <u>Purpose</u>: Understand the extent to which populations with limited English proficiency and low health literacy have access to and use health information technology for their health communication needs

- <u>Approach</u>:
  - Enhance our current city-wide cancer control and prevention initiative, SF-CAN, with local administration of the HINTS survey
  - Leverage relationships with community-based partners

- <u>Target population (n=1,000)</u>:
  - 50% Non-English speaking (4 languages)
    - 250 Chinese (Cantonese and Mandarin)
    - 250 Spanish
  - 50% English-speaking
    - 250 African American
    - 250 low health literacy

SF HINTS Survey Overview

- Sampling strategy: Non-probability community-based (snowball) sampling
- Survey mode: phone interview using in-house bilingual and bicultural interviewers
- In the field: April– July 2017
- Constructs of interest:
  - Access to and use of health information technology
  - Information seeking, including channel credibility and reliance, internet usage, and social media use
  - Social determinants (social ladder)
  - Health literacy
  - LGBTQ
  - Health care access
  - Screening and treatment attitudes
  - Cancers of interest: prostate, colorectal, breast, lung, liver