The Health Information National Trends Survey (HINTS)

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Background
Extraordinary Opportunity

Cancer Communications

THE OPPORTUNITY

It is not unusual today for newly diagnosed cancer patients to go to their doctors’ appointments armed with printouts from CancerNet or other Web sites and lots of questions. People have more ways than ever to get information: by telephone, fax, email, the World Wide Web, TV and radio, and in person. And the future holds even more choices: automated monitoring of vital signs, voice recognition software, wider use of wireless technology, and other technologic advances to make it easier and faster for people anywhere to access the best information about cancer.

NCT’s opportunity is to optimize the use of these tools while enhancing the absolutely essential interaction of patients with their doctors and nurses.
Communication Supports Preemption Across Continuum

Prevention  Detection  Diagnosis  Treatment  Survivorship

SAVE A LIFE. GET CHECKED.
1.800.4.CANCER
www.georgiacancer.org

EAT 5 to 9 A DAY

INFORMATION
therapy

Your Treatment Options
By Cancer Type

Patients, Families and Friends
Share your experiences living with cancer

WHAT TO DO?? (unread)
3/11/2003 - 11:21 AM
Coversage for Pre-Existing Cancer (unread)
3/11/2003 - 11:22 AM

coverage for cancerous edema (unread)
5/3/2003 - 6:56 AM

Financial difficulties (unread)
5/9/2003 - 1:01 PM
Health Information National Trends Survey (HINTS)

- Computer-Assisted Telephone Interview
- Random Digit Dial (RDD), with advance letter and refusal conversion
- National probability sample of general adult population (18+). Can be used to generate national estimates.
- Surveillance vehicle: health information
- Research vehicle: access to health information \( \rightarrow \) health outcomes
- Repeated cyclically to track trends
Survey Content

- Internet Users
- Health Communication
- Cancer Information Seekers
- Cancer History
  - General Cancer Knowledge
  - Cancer Related Behaviors
    - Tobacco
    - Alcohol
    - Fruits/Veg.
    - Exercise
    - Height/Weight
- Men 45+
  - Colon
  - Prostate
  - Skin *
- Men 35-44
  - Prostate
  - Skin *
- Men 18-34
  - Skin *
- Women 45+
  - Colon
  - Breast
  - Cervical
  - Skin *
- Women 35-44
  - Breast
  - Cervical
  - Skin *
- Women 18-34
  - Cervical
  - Skin *

Note: Items on Skin Cancer were removed after pretest to reduce respondent burden
Timeline: HINTS 1

FY 2002

- Development
- Pretest
- Wave 1
- Wave 2
- Data Prep
- Delivery
- Analysis

FY 2003

- October
- November
- December
- January
- February
- March
- April
- May
- June
- July
- August
- September

Incentive experiment

n = 173
n = 6369

DCCPS
Some Preliminary Results
On Typical Weekday, How Many Hours Do You Watch/Listen to TV/Radio

<table>
<thead>
<tr>
<th>Hours per Day</th>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>1</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>2</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>50%</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>60%</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>70%</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>80%</td>
<td>0%</td>
</tr>
<tr>
<td>9+</td>
<td>90%</td>
<td>0%</td>
</tr>
</tbody>
</table>
In Past 7 Days, How Many Days Did You Read Newspaper/Magazine?

![Bar Chart]

- Days per Week:
  - 0
  - 1
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7

- % Respondent:
  - 0%
  - 10%
  - 20%
  - 30%
  - 40%
  - 50%

- Categories:
  - Newspaper
  - Magazines

- Findings:
  - Most responses are for 0 days per week for both newspapers and magazines.
  - A significant portion of respondents read newspapers on 1 or 2 days per week.
  - Few respondents read newspapers or magazines on 6 or 7 days per week.
**Healthy People 2010 Objective 11-1: Increase Internet in Households**

<table>
<thead>
<tr>
<th>Internet Access</th>
<th>1998 Baseline (Percent)</th>
<th>2000 Update (Percent)</th>
<th>2001 Update (Percent)</th>
<th>2003 HINTS (Percent, 95 CI)</th>
<th>2010 Target (Percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet in home</td>
<td>26</td>
<td>NA</td>
<td>NA</td>
<td>86.8% of Online, or 54.8% of pop</td>
<td>80</td>
</tr>
<tr>
<td>Ever go online</td>
<td>NA</td>
<td>42</td>
<td>51</td>
<td>63.1 (61.8-64.5)</td>
<td>80</td>
</tr>
</tbody>
</table>

* Source of baseline data: Department of Commerce, *Computer and Internet Use Supplement to the Current Population Survey*
How Much Attention do You Pay to Health topics on….? (by Gender)

A Lot

Not at All

TV  Radio  Newspapers  Magazines  Internet

Attention

Male  Female

Media Channels
How Much Attention do You Pay to Health topics on…? (by Income)

<table>
<thead>
<tr>
<th>Media Channels</th>
<th>Attention</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>A Lot</td>
</tr>
<tr>
<td>Radio</td>
<td>A Lot</td>
</tr>
<tr>
<td>Newspapers</td>
<td>A Lot</td>
</tr>
<tr>
<td>Magazines</td>
<td>A Lot</td>
</tr>
<tr>
<td>Internet</td>
<td>A Lot</td>
</tr>
</tbody>
</table>

< $25,000
$25,000 to < $50,000
> $50,000

A Lot
Not at All
How Much Attention do You Pay to Health topics on….? (by Education)

Media Channels

- TV
- Radio
- Newspapers
- Magazines
- Internet

Attention

- No HS diploma
- HS diploma
- Some college/ tech
- College grad.
How Much Attention do You Pay to Health topics on….? (by Age)

Media Channels

Attention

Not at All

A Lot

TV Radio Newspapers Magazines Internet

18 to 34
35 to 64
65 +
Healthy People 2010 Objective 11-6: Improve Provider Communication Skills

Data for Healthy People 2010 Objective 11-6

<table>
<thead>
<tr>
<th>Patients reporting that doctors or other health care providers always:</th>
<th>Baseline 2000* (Percent)</th>
<th>HINTS 2003 (Percent, 95 CI)</th>
<th>Target 2010 (Percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-6a. Listen carefully to you</td>
<td>56</td>
<td>62.6 (60.9-64.4)</td>
<td>64</td>
</tr>
<tr>
<td>11-6b. Explain things in a way you could understand</td>
<td>58</td>
<td>62.7 (61.0-64.3)</td>
<td>65</td>
</tr>
<tr>
<td>11-6c. Show respect for what you had to say</td>
<td>58</td>
<td>71.7 (70.4-73.0)</td>
<td>65</td>
</tr>
<tr>
<td>11-6d. Spend enough time with you</td>
<td>45</td>
<td>54.6 (53.0-56.1)</td>
<td>52</td>
</tr>
</tbody>
</table>

* Source of baseline data: Medical Expenditure Panel Survey, AHRQ 2000
Where **Would You Go** for Cancer Information?

- **Provider**: 50%
- **Internet**: 34%
- **Family**: 4%
- **Library**: 5%
- **Print media**: 3%
- **Other**: 4%
Where Did You Go for Cancer Information?

- Internet: 49%
- Print media: 27%
- Provider: 11%
- Other: 4%
- Family: 3%
- Library: 6%
Trust Cancer Information from ... (By Income)

A Lot

Not at All

Trust

Not at All

1

2

3

4

Channels

Doctor

Family/friend

Newspapers

Magazines

Radio

Television

Internet

< $25,000

$25,000 to < $50,000

> $50,000
Trust Cancer Information from… (by Education)

Channels

Doctor
Family/friend
Newspapers
Magazines
Radio
Television
Internet

Trust

A Lot

Not at All

No HS diploma
HS diploma
Some college/ tech
College grad.
Trust Cancer Information from … (By Age)

- Doctor
- Family/friend
- Newspapers
- Magazines
- Radio
- Television
- Internet

Channels

A Lot

Not at All

18 to 34
35 to 64
65 +
HC-34. Now, I’m going to read you a list of organizations. Before being contacted for this study, had you ever heard of...

- **a. the National Institutes of Health?**
  - **HC34aNIH**
  - YES: 1, NO: 2

- **b. the American Cancer Society?**
  - **HC34bACS**
  - YES: 1, NO: 2

- **c. the Cancer Information Service?**
  - **HC34cCIS**
  - YES: 1, NO: 2

- **d. the National Cancer Institute?**
  - **HC34dNCI**
  - YES: 1, NO: 2

- **e. the 1-800-4-Cancer information number?**
  - **HC34eCancerHotline**
  - YES: 1, NO: 2

- **f. the United States Center for Cancer Prevention Research?**
  - **HC34fUSCenter**
  - YES: 1, NO: 2
Everything Causes Cancer

CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

a. It seems like almost everything causes cancer. Would you say you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or you have no opinion?...
Not Much People Can Do

CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

b. There's not much people can do to lower their chances of getting cancer. (Would you say you...) 

STRONGLY AGREE  |  SOMewhat AGREE  |  SOMewhat DISAGREE  |  STRONGLY DISAGREE

1  |  2  |  3  |  4

CK14bCannotLowerChances
Don’t Know Which Recommendations to Follow

CK-14. Tell me how much you agree or disagree with the following statements, or if you have no opinion.

c. There are so many different recommendations about preventing cancer, it's hard to know which ones to follow. (Would you say you...)  

STRONGLY AGREE   SOMewhat AGREE   SOMewhat DISAGREE   STRONGLY DISAGREE

1 2 3 4
Current Directions
## Research Using HINTS Data

### Registered Research Proposals

<table>
<thead>
<tr>
<th>Posting Date</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 6, 2003</td>
<td>Searching for Cancer-Related Information: How Does the American Public Rate Its Experience?</td>
</tr>
<tr>
<td></td>
<td>Arora, N., Hesse, E., Clayman, M., Rimer, B.</td>
</tr>
<tr>
<td>October 6, 2003</td>
<td>Provider-Patient Interactions and Cancer Screening Adherence: Sociodemographic and Health Care Access Disparities</td>
</tr>
<tr>
<td></td>
<td>Finney Rutten, L.J., Meissner, H., Moser, R.</td>
</tr>
<tr>
<td>October 28, 2003</td>
<td>Source Credibility When Seeking Cancer Information</td>
</tr>
<tr>
<td></td>
<td>Clayman, M., Viswanath, K., Arora, N.</td>
</tr>
<tr>
<td>November 4, 2003</td>
<td>Results of the Health Information National Trends Survey: Implications for Medical Practice</td>
</tr>
<tr>
<td></td>
<td>Hesse, E., Nelson, D., Kreps, G., Rimer, E., Croyle, R., Arora, N.</td>
</tr>
<tr>
<td>November 4, 2003</td>
<td>Evaluating the Accuracy of Smoking Risk Perceptions</td>
</tr>
<tr>
<td></td>
<td>Weinstein, N., Marcus, S.</td>
</tr>
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</table>
Dissemination & HINTS 2 Timeline

FY 2004
Oct-Dec  Jan-Mar  Apr-Jun  Jul-Sep

FY 2005
Oct-Dec  Jan-Mar  Apr-Jun  Jul-Sep

HINTS 1
Data Analysis
Data Release
Dissemination

HINTS 2
Development
OMB Clearance
Data Collection
T-2 Trends Analyses

Public Release
Feb. 17, 2004