



**Outreach Toolkit for Academic Institutions**

**November 2016**

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 oftentimes 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 towards, and use of cancer and health-related information.

Our newest dataset, [HINTS-FDA](#), combines the traditional HINTS topics of health communication, cancer knowledge, and cancer risk behaviors with an assessment of the public's knowledge of risk perceptions about new tobacco products, perceptions of tobacco product harm, tobacco product claims, diet supplement labeling, medical devices, and communications related to product recalls. This data allows you to gain insight into how the American public is understanding, accessing, and using vital health information and apply this information to your daily practice.

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-FDA and consider how they might use these data in their research studies. Survey instruments (in both English and Spanish), public-use data sets (available in SAS, SPSS, or STATA formats), and supporting materials are available for download on the HINTS website (<http://hints.cancer.gov>).

***Use HINTS data for:***



**HINTS Overview**

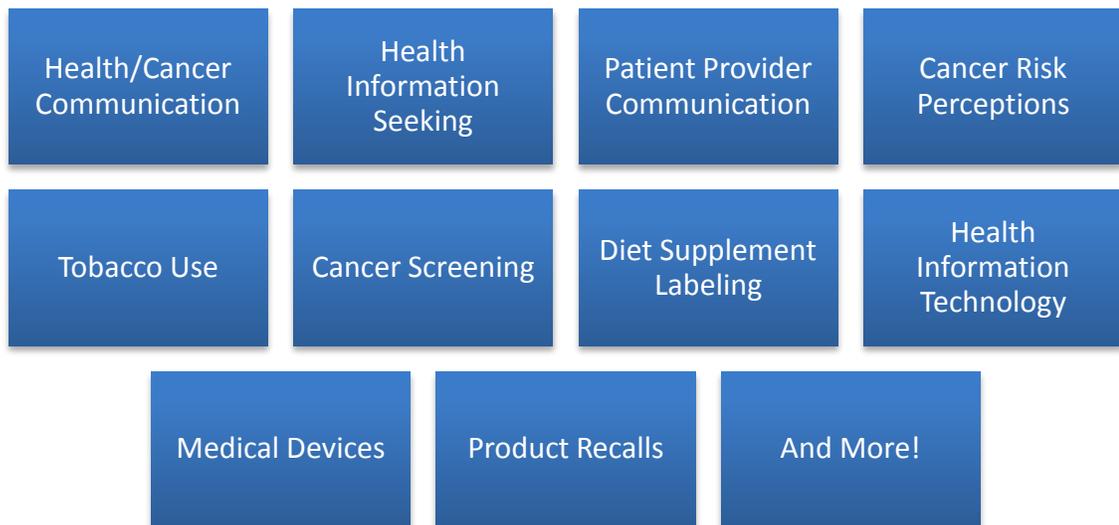
Since 2003, NCI has used HINTS to track changes in the rapidly evolving health communication and information technology landscape. HINTS has enabled a growing body of research that evaluates the effects of health communication, media, and health information technology on health and behavioral outcomes, 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-FDA is a result of a partnership with the Food and Drug Administration’s (FDA) Center for Tobacco Products, Center for Food Safety and Applied Nutrition, and Office of the Commissioner, to bring the public, a new nationally representative public use dataset.

***HINTS-FDA includes items on:***



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

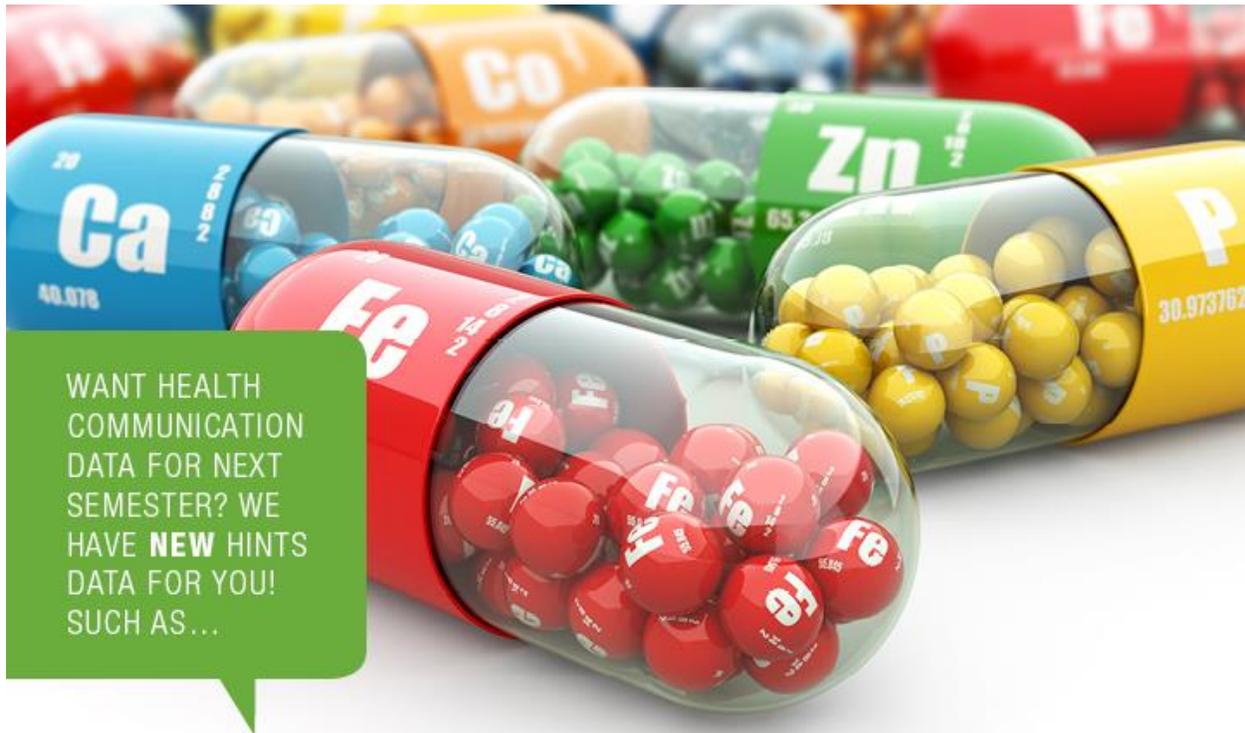
## Social Media Messages

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.

HINTS-FDA Messages	General HINTS Messages
Breaking news! New @NCIHINTS HINTS-FDA data are now available for download @ <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>	Are you a #GradStudent looking for free, reliable #HealthInfo? Look no further than @NCIHINTS <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>
How do Americans find & use #Tobacco info? Here's a HINT! Download new HINTS-FDA data for free @ <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>	From #CancerInfo to #tobacco trends, @NCIHINTS has your research needs covered: <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>
Get a #HINT on how Americans find & use #health info. Download new HINTS-FDA data free @ <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>	Looking for #health #data for this semester? We have the HINTS you need! <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>
Need #data on public perceptions on diet supplement labeling? Medical devices? #GradStudents get new HINTS-FDA <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>	Researchers, #Professors, & #GradStudents, need #HealthData for your next pub? Learn how @NCIHINTS can help <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>
Here's a HINT for #researchers and #professors on #healthcare data & statistics! Check out new HINTS-FDA data! <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a>	Spread the word: @NCIHINTS has nationally representative survey data for #GradStudents and #professors: <a href="http://go.usa.gov/cSbzh">http://go.usa.gov/cSbzh</a> #HINTSData

## Social Media Images

Included here (and also attached to the email you received) are infographics that you can use in your outreach. These graphics highlight specific data points from our new HINTS-FDA data and data trends from previous cycles of HINTS data.



An estimated **59.5% of Americans** have taken one or more multivitamins or multimineral supplements in the past 12 months.



Learn more about HINTS and download datasets at <http://hints.cancer.gov>

Follow Us On  Twitter

**An estimated 67.4% of Americans think smoking cigarettes for less than 1 year can harm your health.**

WANT HEALTH COMMUNICATION DATA FOR NEXT SEMESTER? WE HAVE **NEW HINTS** DATA FOR YOU! SUCH AS...

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

**An estimated 63.4% of Americans do NOT trust information about the health effects of using tobacco from tobacco companies.**

WANT HEALTH COMMUNICATION DATA FOR NEXT SEMESTER? WE HAVE **NEW HINTS** DATA FOR YOU! SUCH AS...

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

**HINTS DATA TRENDS 2008–2015**

**Americans who believe that some types of cigarettes are less harmful than others:**

Year	Percentage
2008	80%
2015	59%

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

**HINTS DATA TRENDS 2008–2015**

**Americans who went to the internet FIRST to look for information about health or medical topics:**

Year	Percentage
2008	61%
2015	73%

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

**HINTS DATA TRENDS 2003–2015**

**Americans who agree that it seems like everything causes cancer:**

Year	Percentage
2003	47%
2015	54%

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

**HINTS DATA TRENDS 2003–2015**

**Americans who believe that there is something they can do to lower their chances of getting cancer:**

Year	Percentage
2003	65%
2015	72%

**hints** Health Information National Trends Survey  
Learn more about HINTS and download datasets at <http://hints.cancer.gov> Follow Us On Twitter

# Draft Email to Listservs

## New HINTS Data Available for Download!

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.

HINTS, in collaboration with the Food and Drug Administration's (FDA) Center for Tobacco Products, Center for Food Safety and Applied Nutrition, and Office of the Commissioner, has just released [HINTS-FDA](#), a new nationally representative public use dataset. This dataset combines the traditional HINTS topics of health communication, cancer knowledge, and cancer risk behaviors with an assessment of the public's knowledge of risk perceptions about new tobacco products, perceptions of tobacco product harm, tobacco product claims, diet supplement labeling, medical devices, and communications related to product recalls. This dataset, along with all previous HINTS public use datasets, is available for free download at <http://hints.cancer.gov> (available in SAS, SPSS, or STATA formats).

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. HINTS 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.

### Want more HINTS?

Visit the HINTS website for more information (<http://hints.cancer.gov>) and follow HINTS on Twitter ([@NCIHINTS](#)).

### Questions?

Contact HINTS at [NCIHINTS@nih.gov](mailto:NCIHINTS@nih.gov).

# Draft Language for Newsletters

## New HINTS Data Available for Download!

Whether you are a grad student, professor, or public health or communication researcher, 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. Their 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.

HINTS newest dataset, [HINTS-FDA](#), combines the traditional HINTS topics of health communication, cancer knowledge, and cancer risk behaviors with an assessment of the public's knowledge of risk perceptions about new tobacco products, perceptions of tobacco product harm, tobacco product claims, diet supplement labeling, medical devices, and communications related to product recalls. This data allows you to gain insight into how the American public is understanding, accessing, and using vital health information and apply this information to your daily practice.

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