



HINTS-China: Promoting Understanding about Consumers' Health Information Needs and Practices in China

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Cancer is a Serious Public Health Issue in China:

- ◆ Cancers are the leading cause of death in China
 - ◆ Cancer incidence/mortality is rising with aging nation
 - ◆ Significant public fears and concerns about cancer
 - ◆ Limited public information about cancer prevention
 - ◆ Limited public information about cancer detection
 - ◆ Late stage diagnoses limit treatment effectiveness
 - ◆ Inequalities in access to cancer screening and care
 - ◆ Increasing national cancer burden in China
 - ◆ Increasing information needs of cancer survivors, caregivers, providers, and policy-makers
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HINTS-China can Provide a Clearer Picture of Cancer Information Needs:

- ◆ Where do the Chinese people get cancer information?
- ◆ How accurate is the information they gather?
- ◆ What are their typical information seeking practices?
- ◆ What are their cancer information needs and gaps?
- ◆ What channels do consumers use to get information?
- ◆ What channels do consumers prefer to use?
- ◆ How do consumers use cancer information gathered?
- ◆ What information sources are preferred?
- ◆ What health communication strategies and interventions are warranted by the data?



Lessons Learned from HINTS-USA that can be Used in China:

- ◆ Segment target audiences by key behavioral factors
 - ◆ Design interventions to meet unique audience needs/beliefs
 - ◆ Involve consumers in campaign design & implementation
 - ◆ Build social and structural support for behavior change
 - ◆ Provide appropriate training and support
 - ◆ Help reduce uncertainty through interaction
 - ◆ Provide multiple reinforcing messages and channels
 - ◆ Refine strategies based on new HINTS evaluation data
 - ◆ Institutionalize and sustain best programs
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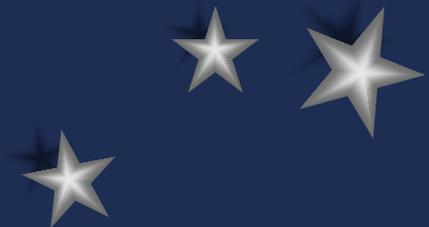
Identifying Critical Audiences for Cancer Information in China:

- ◆ Which groups of consumers have the greatest cancer information needs (urban, rural, gender, age, etc.)?
- ◆ Which groups are at greatest risk for cancers?
- ◆ How well informed are health care providers?
- ◆ How well do providers share health information?
 - ✓ With consumers?
 - ✓ With other providers?
- ◆ How well informed are policy makers?
- ◆ How effective are health educators?



Identifying Key Channels/Strategies for Cancer Communication in China:

- ◆ Which channels are most effective at disseminating cancer information to different groups?
- ◆ What are the strengths and weaknesses of different media for disseminating health information?
- ◆ How do different groups prefer to receive health information?
- ◆ Which communication strategies are most influential in influencing health behaviors?
- ◆ Which strategies are most cost-effective?



HINTS-China Data will be Used to Guide:

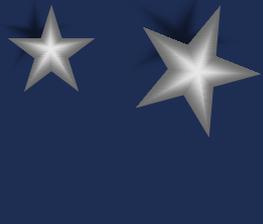
- ◆ Evaluation of current health education programs
- ◆ Identification of major health information needs
- ◆ Development of targeted health education programs
- ◆ Tracking of health information trends over time
- ◆ Comparisons among sub-groups in China
- ◆ Comparisons with HINTS-USA findings 
- ◆ Tracking of progress with new health promotion and education programs in China 

HINTS-China can Address Major Cancer Issues & Information Needs:

- ◆ Increase awareness and understanding about cancers
- ◆ Reduce cancer incidence and mortality in China
- ◆ Reduce the national cancer burden in China
- ◆ Increase public health focus on cancer prevention
- ◆ Increase rates of cancer screening and early detection
- ◆ Improve accuracy of cancer diagnoses
- ◆ Promote timely and effective cancer treatments
- ◆ Increase participation in clinical cancer research

HINTS-China can Provide Important Information About:

- ◆ Health information needs and gaps
- ◆ Major at-risk populations who need support
- ◆ Best strategies for reaching and influencing groups
- ◆ Effectiveness of current health education programs
- ◆ Directions for new health interventions
- ◆ Changing information needs and uses
- ◆ Influences of new interventions
- ◆ Opportunities for refining public health policies, training providers, and educating policy makers
- ◆ Strategies to reduce the cancer burden in China



Broader Implications for Promoting Global Health:

- ◆ Compare health information needs in US and China
- ◆ Identify common information needs and problems
- ◆ Develop shared strategies for information provision
- ◆ Share intervention strategies and resources
- ◆ Expand HINTS research to other key nations
- ◆ Develop multi-national systems for addressing global health information needs



Relevant Literature:

- ◆ Kreps, G.L., & Finney Rutten, L. (2011). Building the evidence base in cancer communication: Next steps. In L. Finney Rutten, B. Hesse, R. Moser, & G.L. Kreps, (Eds.), *Building the evidence base in cancer communication* (pp. 315-322). Cresskill, NJ: Hampton Press.
- ◆ Kreps, G.L., Yu, G., Zhao, X., Chou, W.-Y., Zihao, X., Song, M., Hesse, B.W., Moser, R., & Kim, P. (2012). Extending the US Health Information National Trends Survey to China and beyond: Promoting global access to consumer health information needs and practices. In G.L. Kreps, & P. Dini, (Eds.), *Global health 2012: The first international conference on global health challenges* (pp. 119-122). Wilmington, DE: International Academy, Research, and Industry Association (IARIA).
- ◆ Kreps, G.L. (2011). Health communication and public health in the 21st century: Global challenges and opportunities. Proceedings of the Shanghai Conference on Health Communication. Shanghai, China: University of Shanghai.