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## Health communication sources and cancer survivors' Information Seeking

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## Introduction

### ◆ Background

Active information seeking about cancer would provide cancer survivors with various beneficial outcomes, such as improved capacity to make informed decisions, better coping skills, and better adherence to treatment.

### ◆ Aim

This study investigates the association between cancer information seeking behavior among cancer survivors and their exposure to different health communication resources other than their health providers.

### ◆ Main Hypothesis

- **H1:** Connection to a social network (family or friends) for health information increases cancer information seeking among cancer survivors.
- **H2:** Connection to local media (TV, Newspapers/Magazines) for health information increases cancer information seeking among cancer survivors.
- **H3:** Connection to community organizations for health information increases cancer information seeking among cancer survivors.
- **H4:** Connection to the Internet for health information increases cancer information seeking among cancer survivors.

## Method

### ◆ Data

We used a sub-sample of cancer survivors (n=873) in the Health Information National Trends Survey 2005 dataset, a national representative telephone survey of U.S. adults conducted by the National Cancer Institute (NCI) (total n=5586).

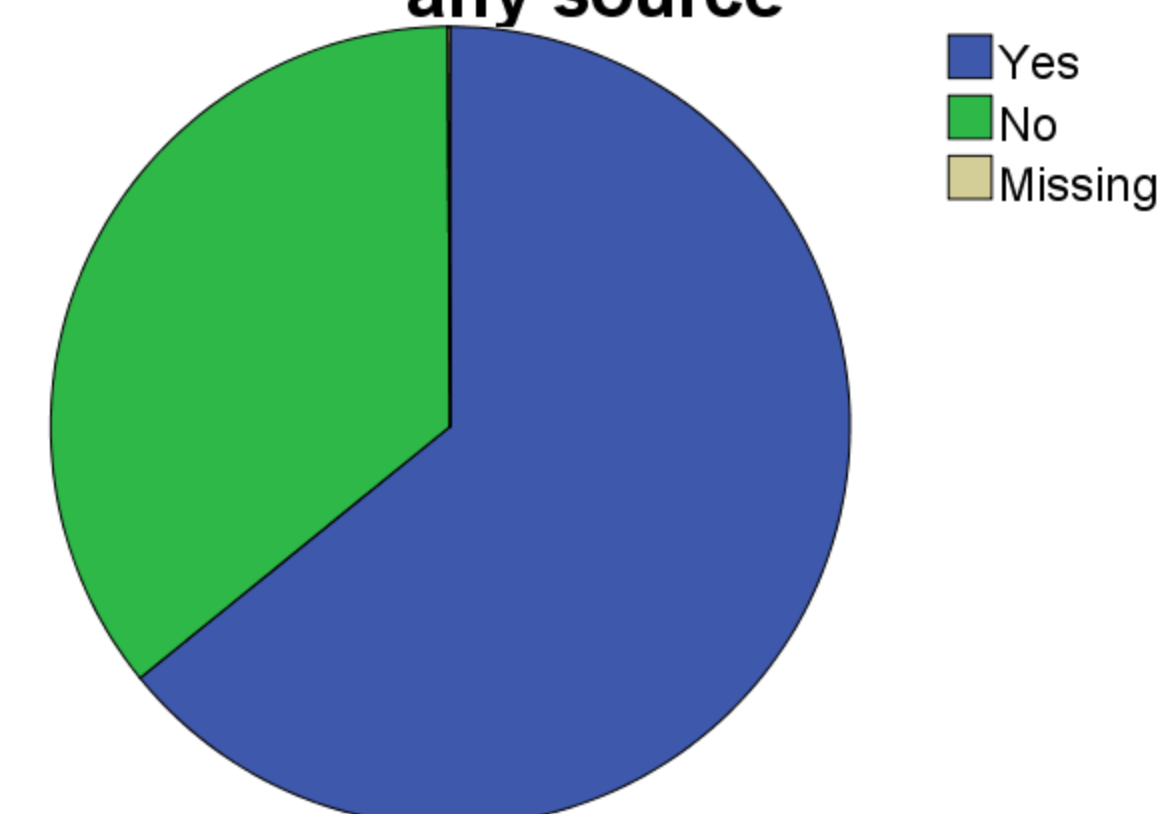
◆ **Analysis:** Logistic regression analysis using SPSS 16.0

## Results

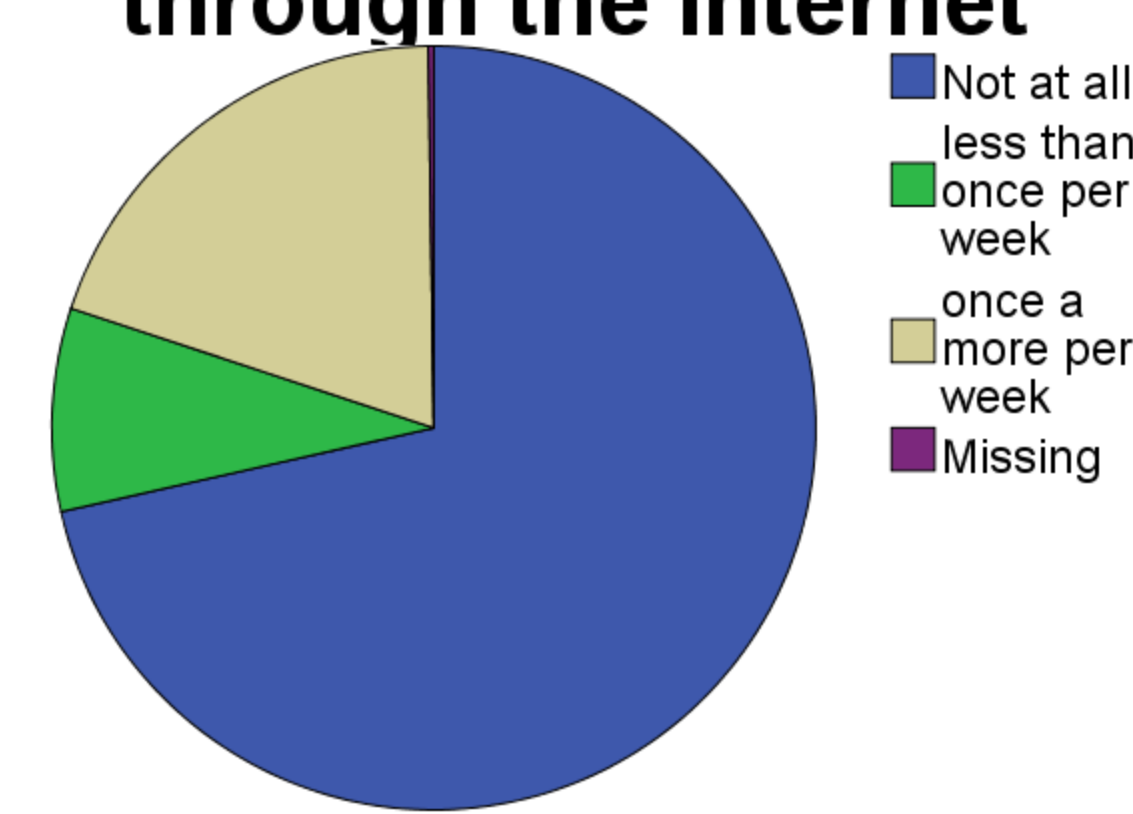
### ◆ Demographics:

- **Age:** 0.3% are below the age of 20; 1.4% are in their twenties; 4.2% are in their thirties; 10.7% are in their forties; 18.6% are in their fifties; 22.1% are in their sixties; 42.7% are age the age of seventy or more.
- **Gender:** About 68.3% of the survivors are female.
- **Ethnicity:** 83.6% of them are Non-Hispanic White.
- **Education:** 12% of the cancer survivors have less than high school education; 26.7% of them are high school graduate; 30.5% of them attend some college; 15.0% of them has Bachelor's degree; 12.4% of them has the post-baccalaureate degree.

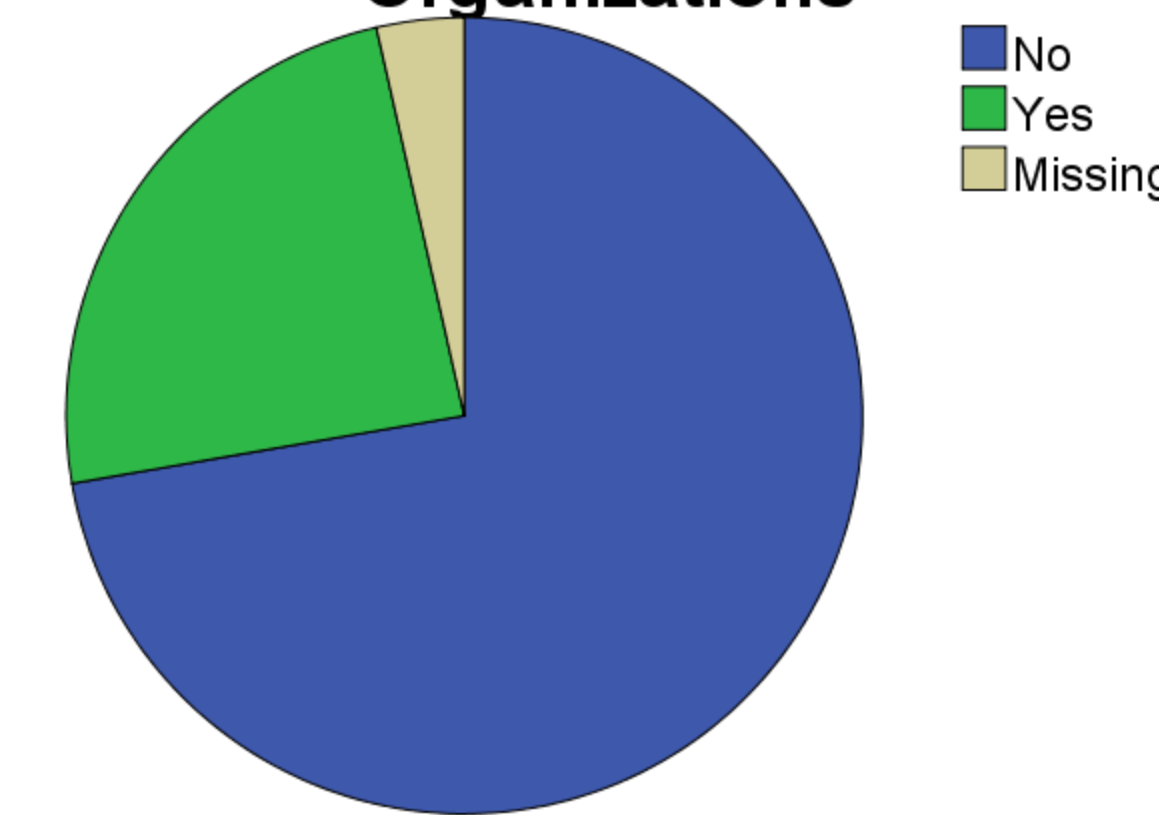
Seeking cancer information from any source



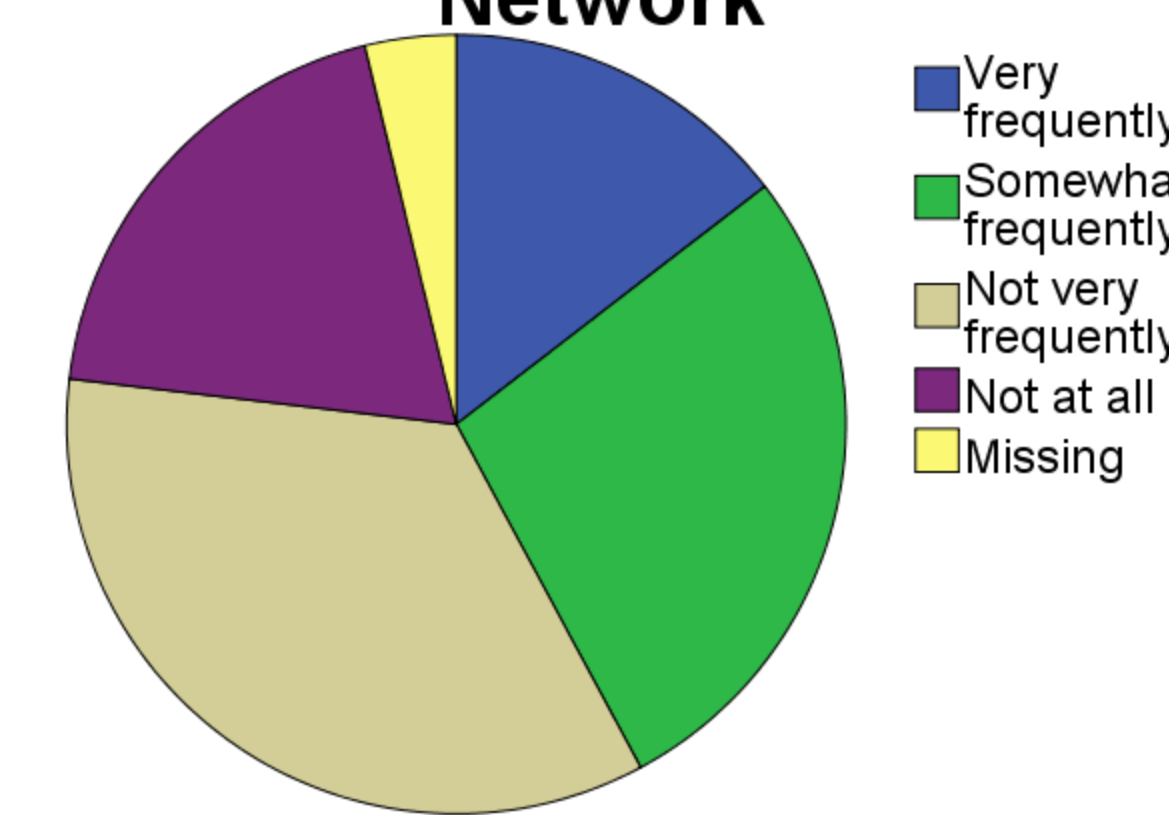
Health Information through the Internet



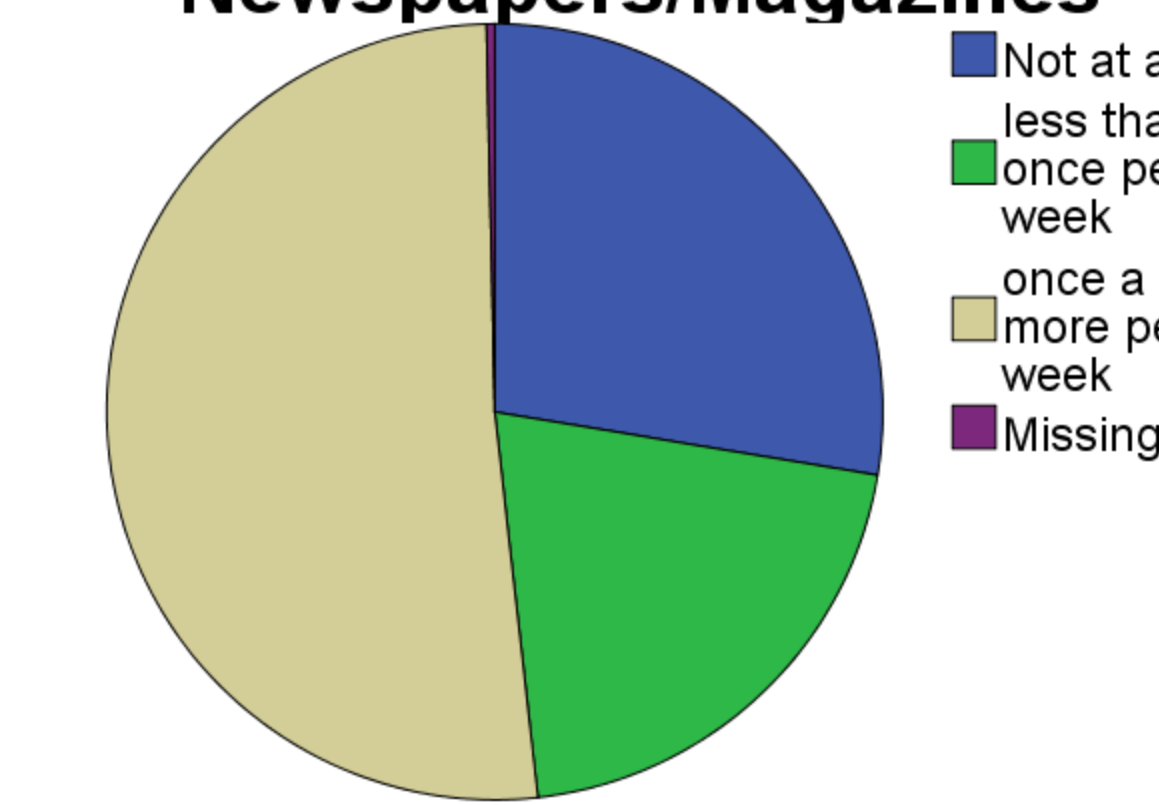
Health Talk through Community Organizations



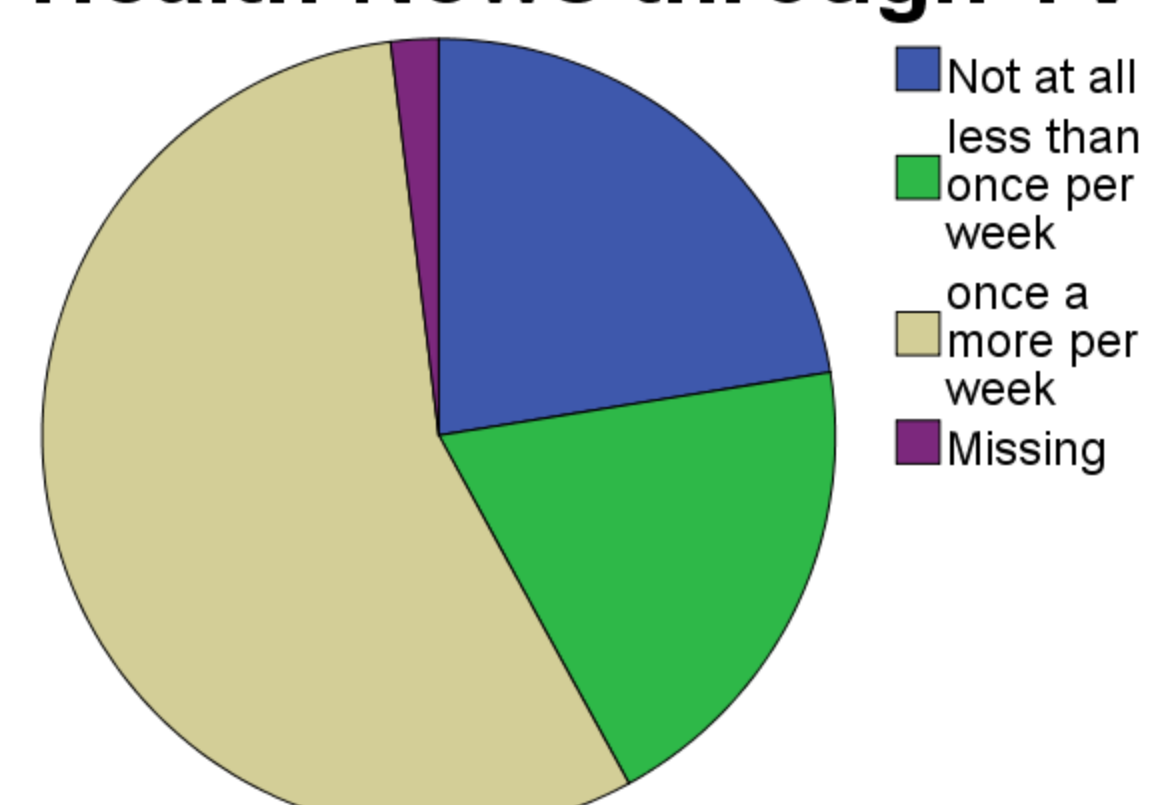
Health Talk Through Social Network



Health Information through Newspapers/Magazines



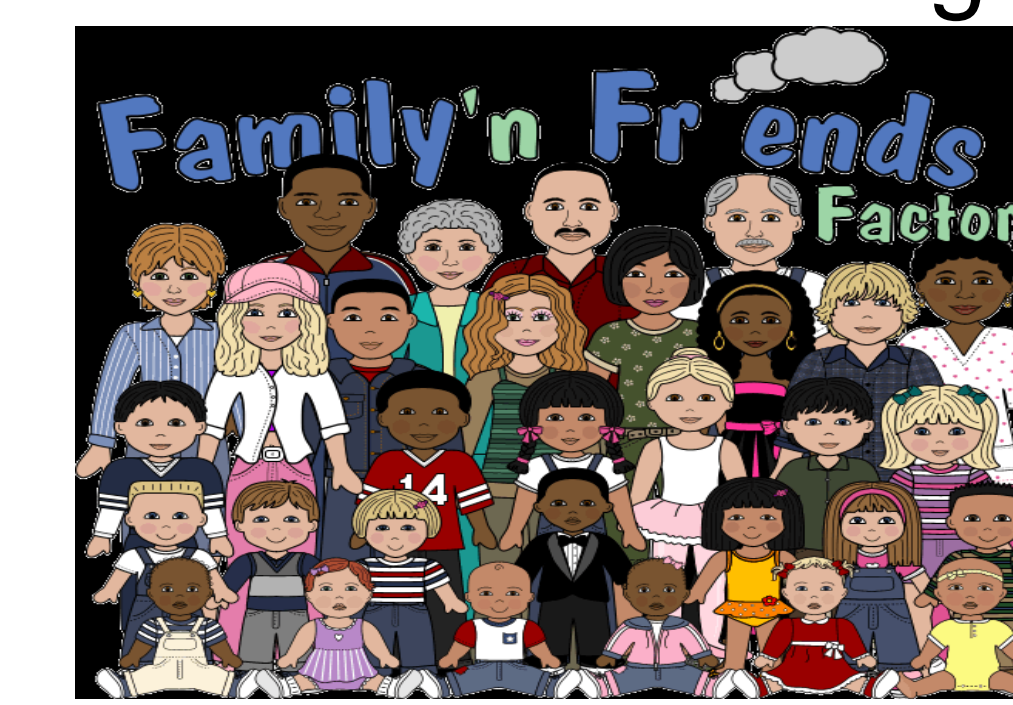
Health News through TV



## Conclusions

### ◆ Logistic regression analysis result shows

➤ After controlling for age, gender, education, income, ethnicity, time since diagnosis and treatment, exposure to health news through **newspapers/magazines, the Internet, and health talk with family and friends** were significantly related to cancer information seeking behavior.



www.countryclipart.com/FamilynFriendsFactory/



From [http://akz.hr/internet\\_caffe\\_en.html](http://akz.hr/internet_caffe_en.html)

➤ Among the covariates, **education and time since diagnosis** were significantly related to cancer information seeking.

## Discussion

- These results imply that **health information through newspapers/magazines, the Internet, family and friends**, are important sources to promote cancer information seeking among cancer survivors.
- Future public health interventions targeting cancer survivors might need to pay attention to the information environment and choose most effective information sources.

## Acknowledgement

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## Contact

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