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
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
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:

