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Health Information Seeking Behaviors among Black Newspaper Readers who do not have Internet Access

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Funding:

NCI Grant# 5 PCA50095815-08


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Purpose

- Compare and contrast information seeking behavior trends among African Americans based on Internet access.
 - Discuss implication of findings for cancer messaging.
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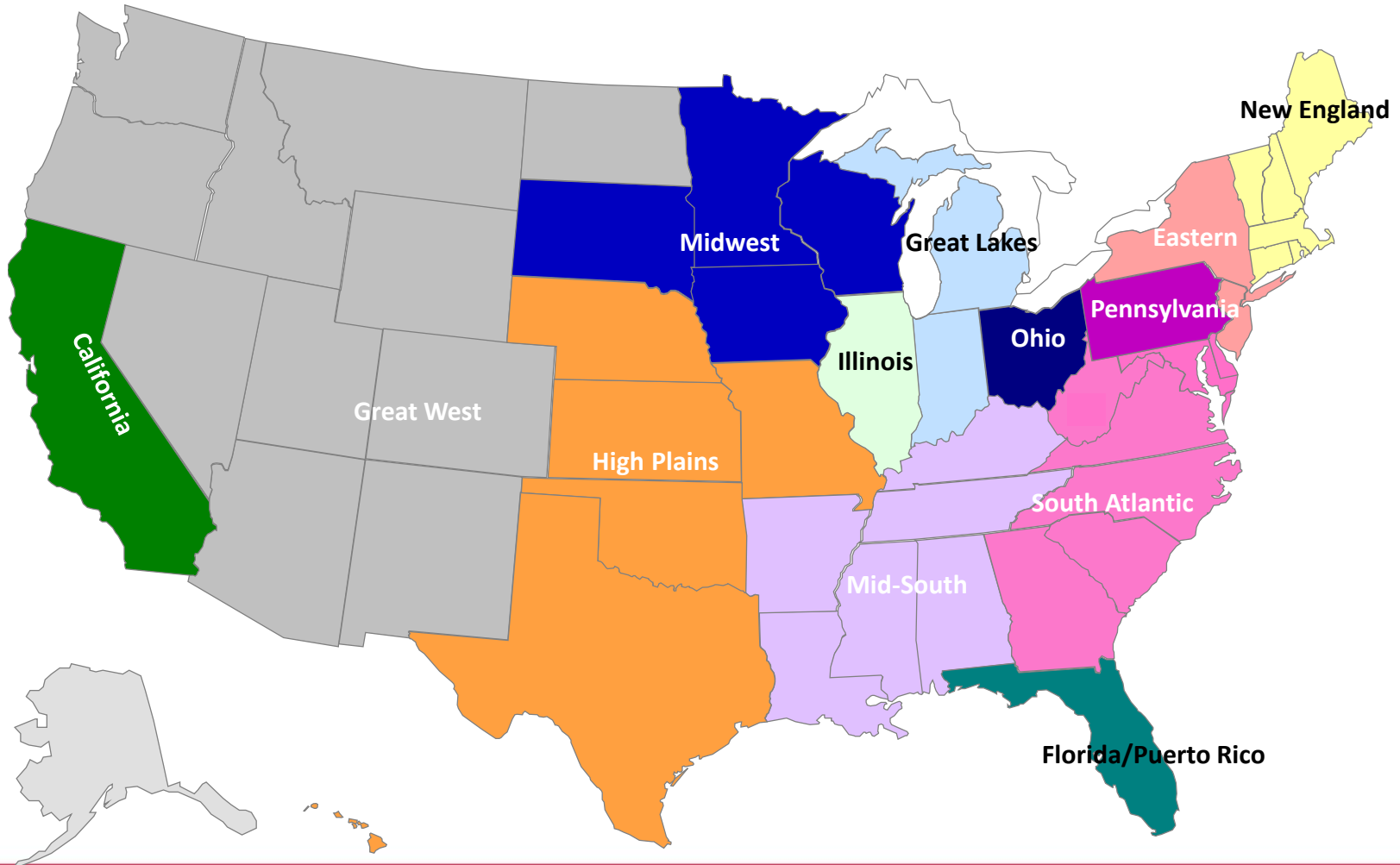
Background

- Definition of health / cancer information seeking.
 - Characteristics of cancer information seekers.
 - Cancer burden among African Americans.
 - Traditional sources of health / cancer information for African Americans.
 - Trends in technology use by African Americans.
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Overview of Ozioma

- To characterize coverage of cancer and health stories in Black newspapers.
- To evaluate the effect of a news service intervention which provides locally relevant, race-specific cancer stories.

Divisions of American Cancer Society




Data Collection


Inclusion Criteria

- Read Black newspaper within 30 days
- 21 years or older
- Self identified as Black or African American

Questions

- Access to Internet
 - Exposure to media / health stories
 - Exposure to cancer story
 - Information seeking
 - Action steps
 - Trust of information sources
 - Demographics
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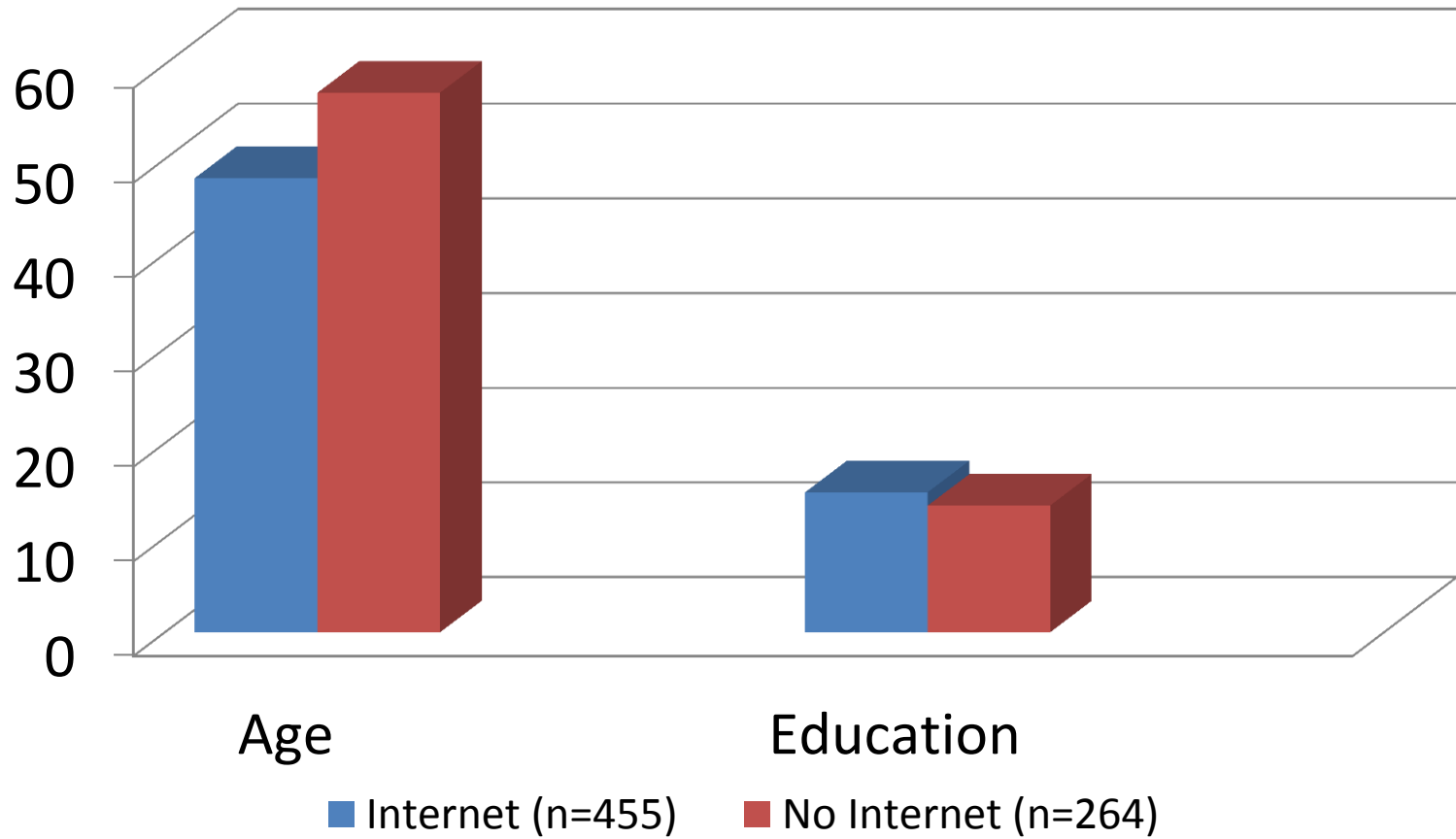
Sampling

- A baseline survey of Black newspaper readers from 24 communities (Oct. 2009 - March 2011).
 - Random telephone numbers from census tracts with **at least** 60% African American population were called.
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Results



Demographics (N=719)



Demographics (N=719)

	Internet (n=455)	No Internet (n=264)
Marital Status		
Married	38%	23%
Divorced	33%	48%
Income		
≤\$25,000	33%	59%
>\$50,000	35%	9%
Employment		
Employed	55%	28%
Retired	19%	37%

Media Usage

Radio



Television



Media Usage

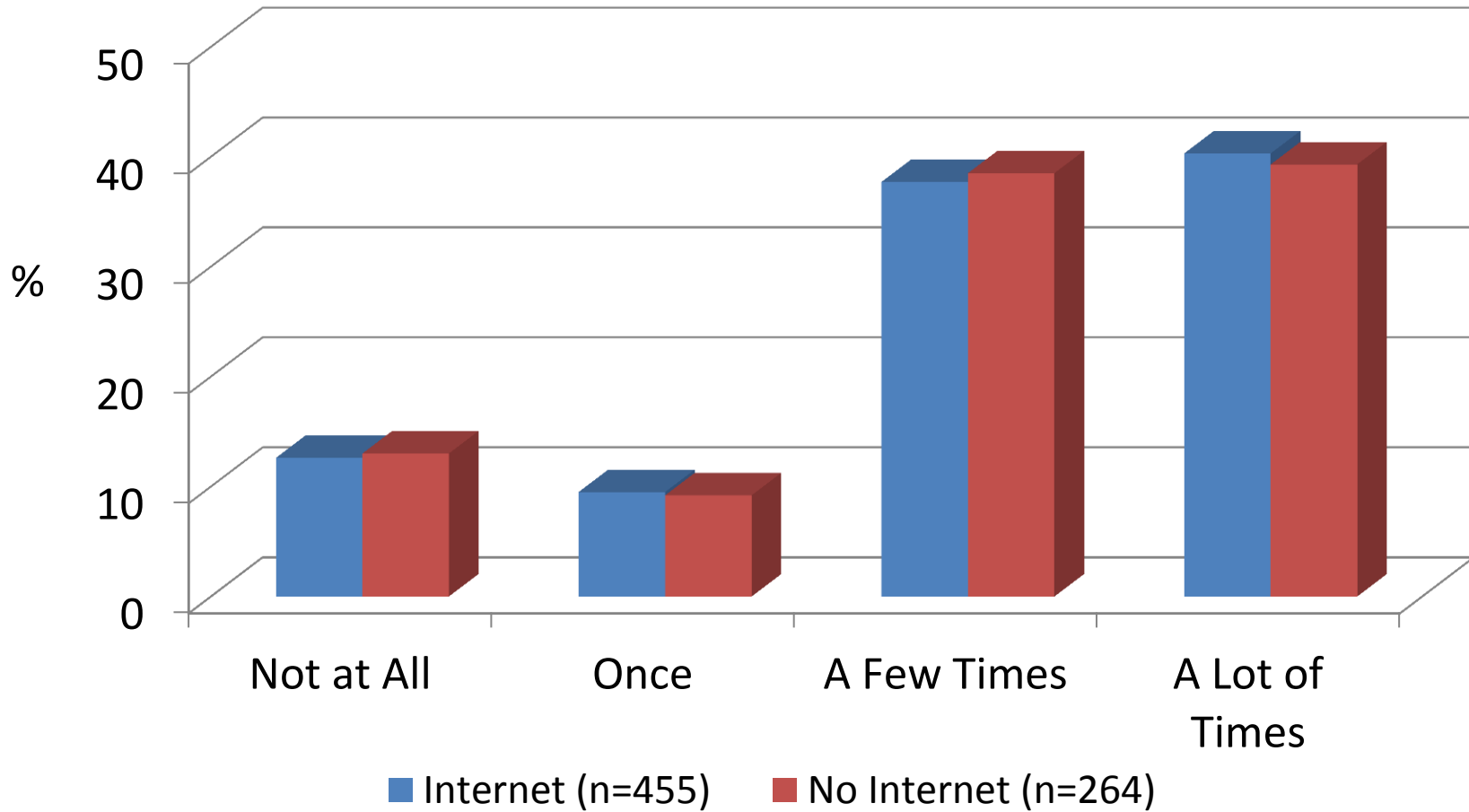
Magazines



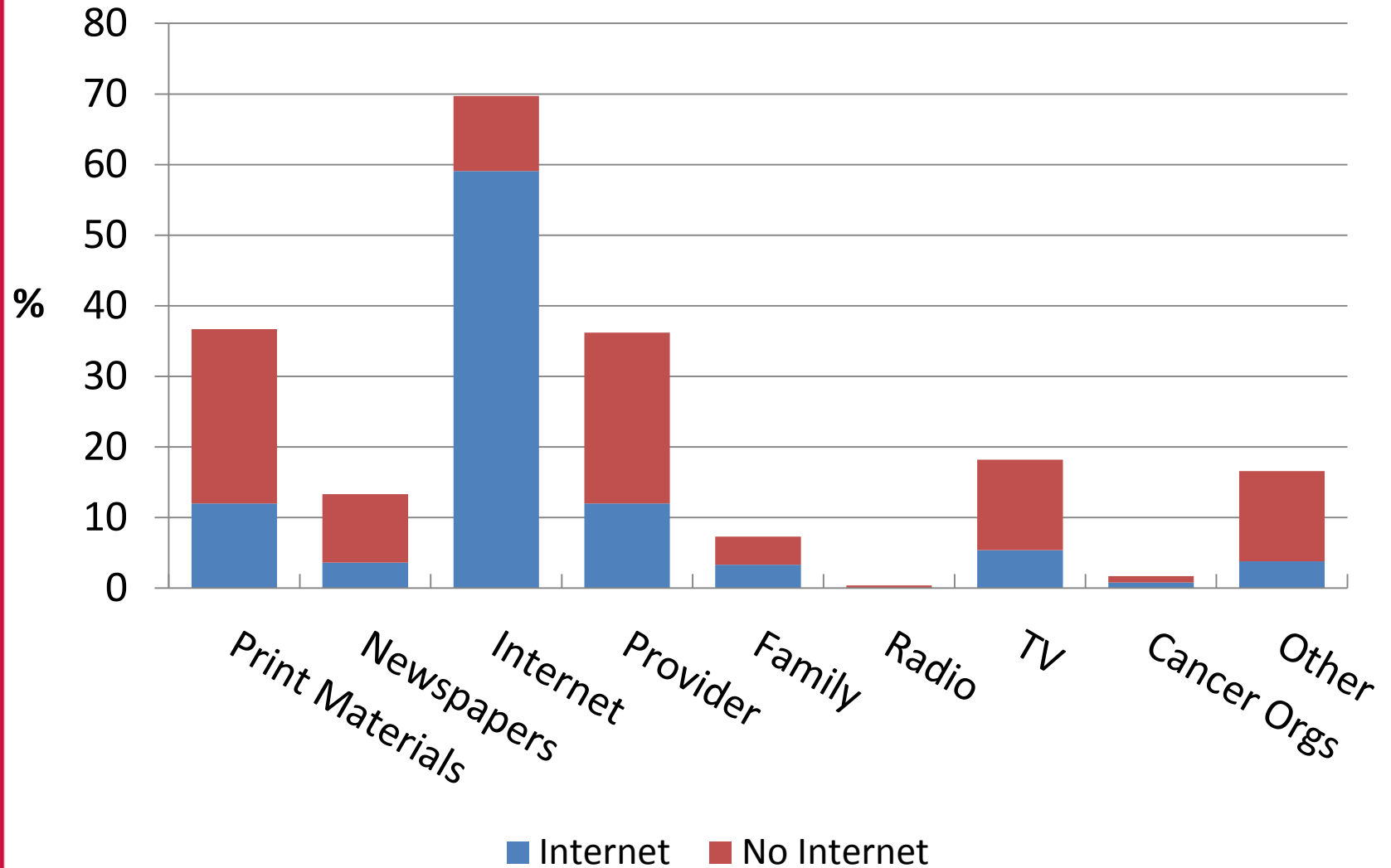
Newspapers



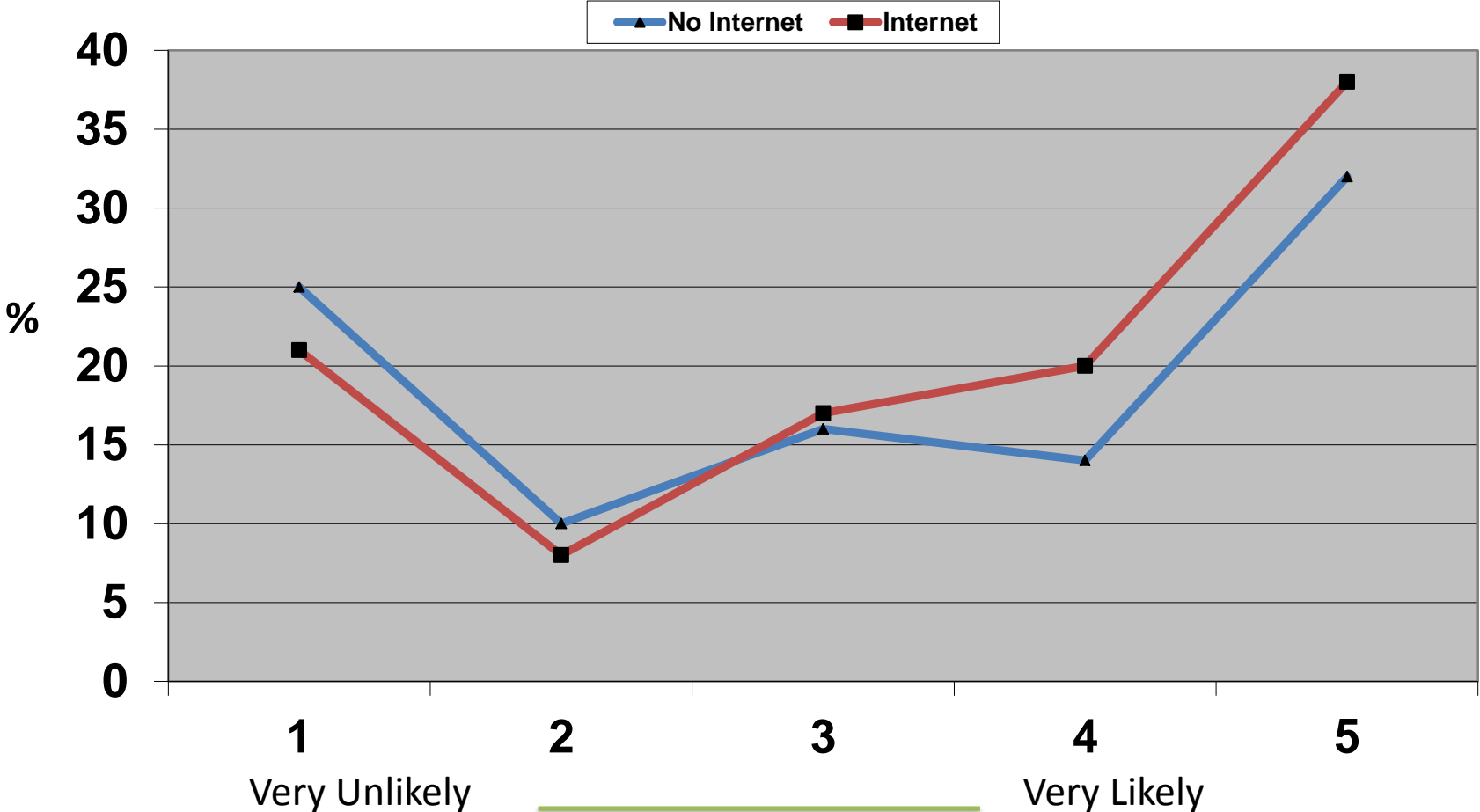
Media Usage




Sources Used to Seek Cancer Information



Likelihood of Using a Website or Calling a Number in an Article



Discussion

- Cancer Burden across the Continuum
 - Digital Divide
 - Economic divide
 - Usability divide
 - Empowerment divide
 - Health and Digital Literacy
 - Strategic Use of Multimedia Approaches
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Implications for Practice: Partnerships

A Critical Catch



Messaging

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Implications for Research

- Representative sampling
- Demonstration projects
- Rapid translation of findings with ongoing evaluation





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