Health Information Seeking Behaviors Among Residents of a Multiethnic, Underserved, Urban Community

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Overview

- Number of multiethnic communities in US is increasing
- Choice of health information source very important
- Challenges for health communicators
Population

- Wyandotte County
- Underserved multiethnic community
  - HPSA (Health Professional Shortage Area)
  - MUA (Medically Underserved Area)
  - MUP (Medically Underserved Population)
- Largest Latino community in the KC area
- Ranked last by 2009 KSHI Health Index Ratings
The study

- Where do Latinos go for health information?
- Where do Non-Latinos go for health information?
- How do Latinos and Non-Latinos compare in regard to usage and perceived usefulness of their health information sources?
- How does age influence usage of health information sources in this community?
Method

- Health Communication Questionnaire
- Bilingual survey package mailed to 4500 residents
- Direct surveys administered to a random sample
- Questions adapted from 2005 and 2007 HINTS
769 completed and validated surveys
17.09% response rate
185 Latinos and 516 Non-Latinos
317 men (45.2%) and 384 women (54.8%)
Demographics

- Samples similar for age, gender, house ownership and years living in the neighborhood
- Non-Latinos report higher income levels and increased home Internet access.
Heath Information sources

Source usage

- Latino
- Non-Latino
Heath Information sources

Perceived usefulness

Latino usefulness
Non-Latino usefulness
The generational divide

- Age has an important influence on media utilization
- Frequently used to segment audiences
- Age of 45 years used to split the sample
Age and health information sources

![Bar chart showing the percentage of Latinos under 45 and over 45 using different information sources.](chart.png)

- Pharmacist
- Family member
- Friend
- Religious leader
- Book
- Newspaper
- Magazine
- Internet
- Radio
- Television
- Brochures

**Latinos**
Age and health information sources

Non-Latinos

Non-Latinos under 45
Non-Latinos over 45
Health information sources <45

![Bar chart showing sources of health information for Latinos under 45 and Non-Latinos under 45. The chart includes categories such as pharmacist, family member, friend, religious leader, book, newspaper, magazine, internet, radio, television, and brochures. The y-axis represents the percentage (%), and the x-axis lists the different sources. The chart indicates the popularity of each source for both groups.]
Health information sources >45

<table>
<thead>
<tr>
<th>Source</th>
<th>Latinos over 45</th>
<th>Non-Latinos over 45</th>
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</thead>
<tbody>
<tr>
<td>Pharmacist</td>
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<td>Family member</td>
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<td>Friend</td>
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<td>Religious leader</td>
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<td>Book</td>
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<td>Newspaper</td>
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<td>Magazine</td>
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<td>Internet</td>
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<td>Television</td>
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<td>Brochures</td>
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</tbody>
</table>
Conclusions

- Homogenous health information source usage
- Spanish translation and using culturally tailored media outlets may not be enough
- High degree of age-dependent and ethnicity-independent health information source usage
- Traditional media channels useful for general awareness purposes
- Community engagement and Internet better suited for attitude/behavior change interventions
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