



# Health Information Inquiry Habits and Health Information Literacy

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Beijing Centre of Disease Prevention & Control

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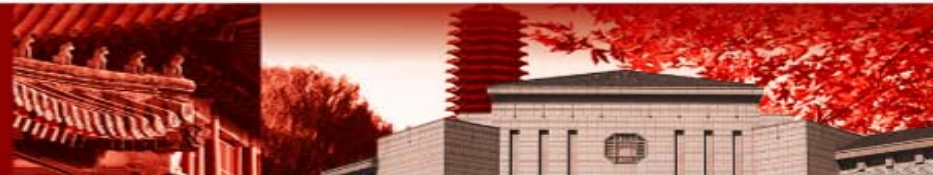


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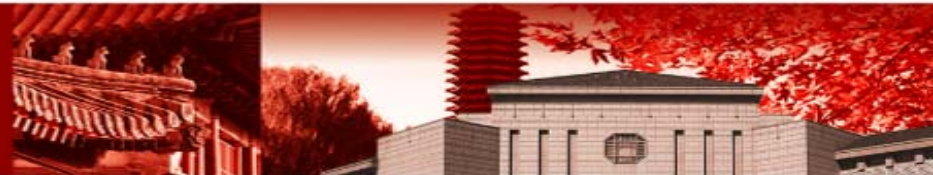


# Backgrounds

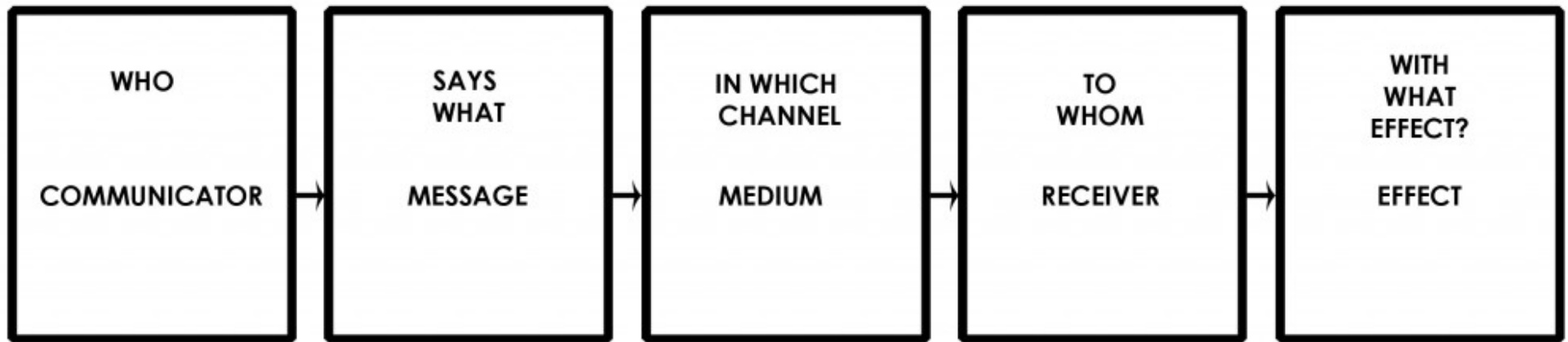
- Lasswell's 5W Model
- Media Literacy
- Health Literacy
- Integrated and Interpersonal Health-Promoting Media Literacy



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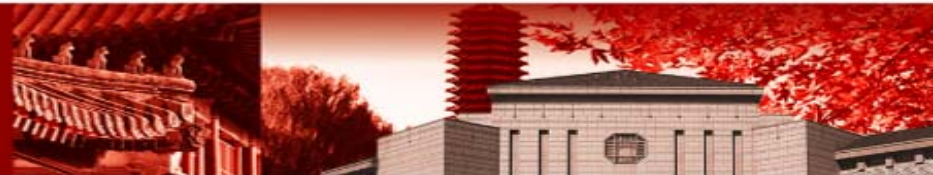
# Lasswell's 5W Model



Lasswell, Harold (1948). Bryson, L., ed. *The Structure and Function of Communication in Society. The Communication of Ideas*. New York: Institute for Religious and Social Studies.



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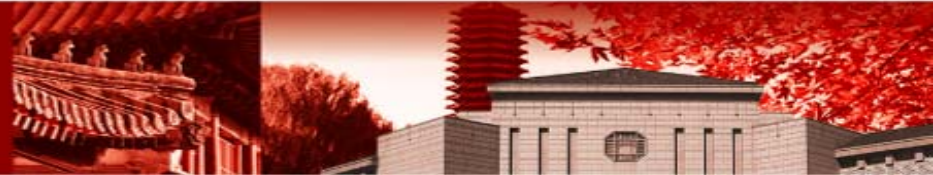
# Media Literacy

Media Literacy is the ability to access, analyze, evaluate and create media in a variety of forms.

Livingstone, Sonia (2004) What is media literacy? *Intermedia*, 32 (3). pp. 18-20.



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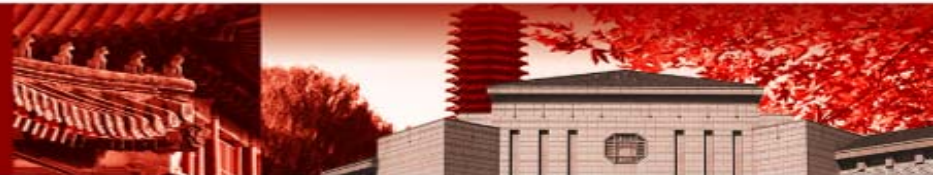
# Health Literacy

The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.

U.S. Department of Health and Human Services. 2000. *Healthy People 2010*. Washington, DC: U.S. Government Printing Office. Originally developed for Ratzan SC, Parker RM. 2000. Introduction. In *National Library of Medicine Current Bibliographies in Medicine: Health Literacy*. Selden CR, Zorn M, Ratzan SC, Parker RM, Editors. NLM Pub. No. CBM 2000-1. Bethesda, MD: National Institutes of Health, U.S. Department of Health and Human Services.



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# Health Information literacy

‘the set of abilities needed to recognize a health information need, identify likely information sources and use them to retrieve relevant information, assess the quality of the information and its applicability to a specific situation, and analyze, understand, and use the information to make good health decisions’.

## -The way toward health literacy

Miami Dade College: Medical Center Campus Library. [No date]. Health information literacy PowerPoint tutorial [Online] [access 2005 July]. Available from URL <http://www.mdc.edu/medical/library/HealthInformationLiteracy.ppt>



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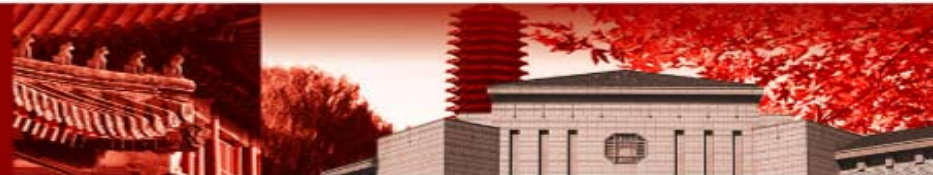
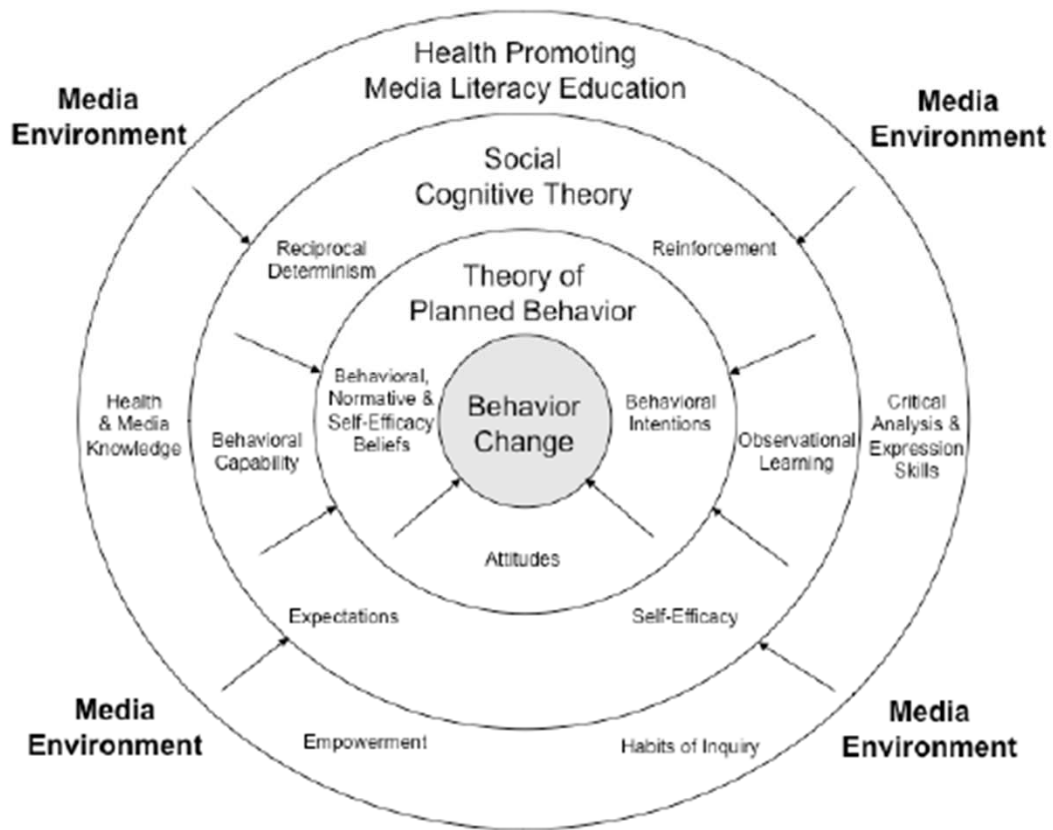


Figure 1: Integrated Individual and Interpersonal Health-Promoting Media Literacy



Bergsma, Lynda (2011) "Media Literacy and Health Promotion for Adolescents," *Journal of Media Literacy Education*, 3(1).



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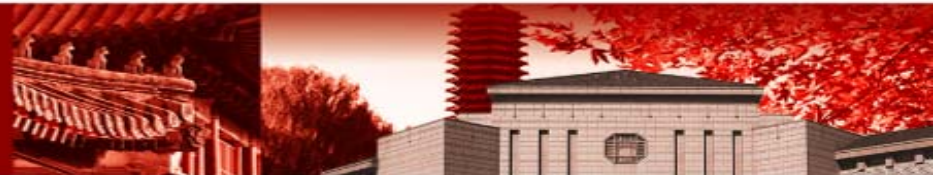


# Study1: Habits of inquiry for health information among internal migrants in China: a cross-sectional analysis

Yunting ZHENG, Ying JI, Qingping YUN, Chun CHANG\*



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# Study1: Backgrounds

## Internal migrants in China

◆ **236 million** in China's 2010 National Census

◆ Low socio-economic status

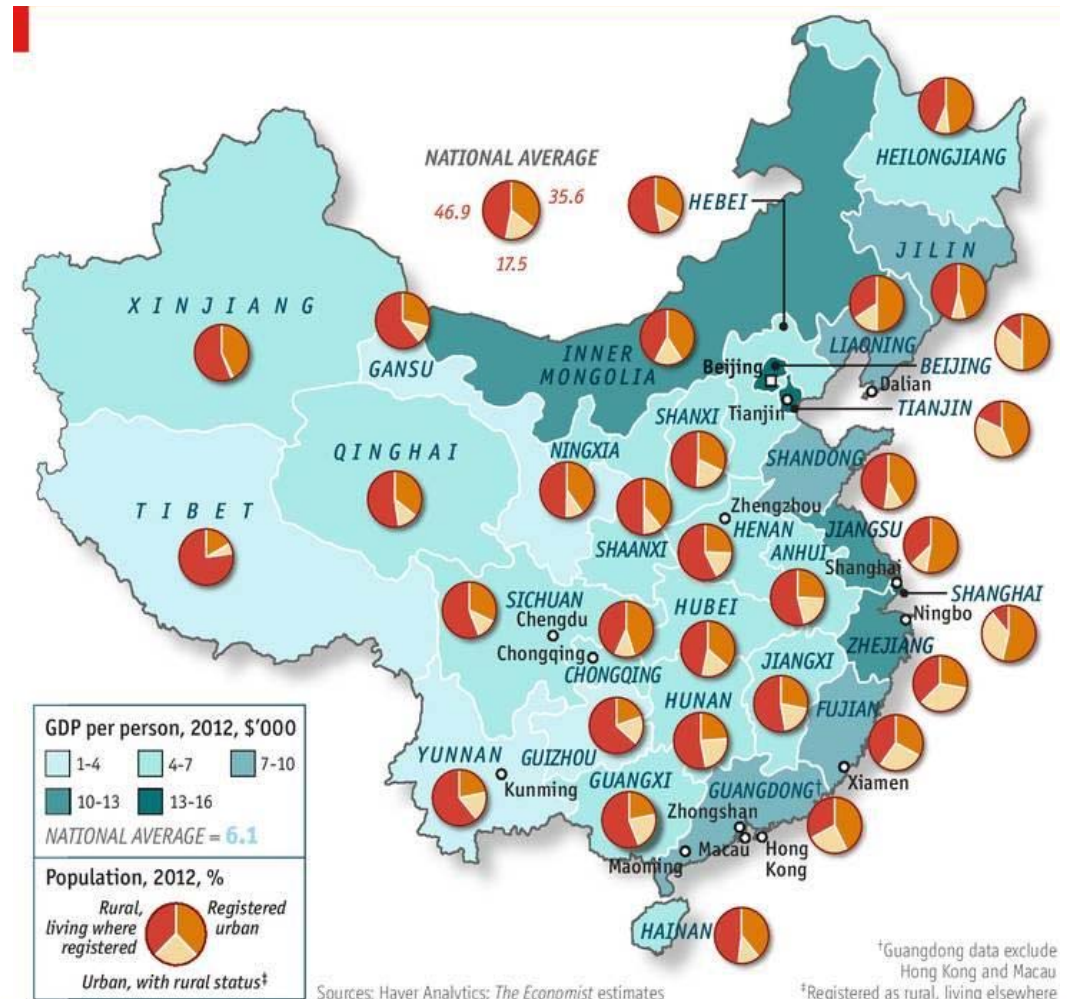
◆ Low health literacy

◆ 3 main health risks:

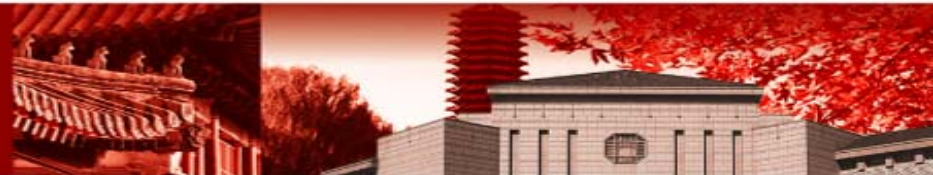
*infectious diseases*

*maternal health risks*

*occupational diseases and injuries*



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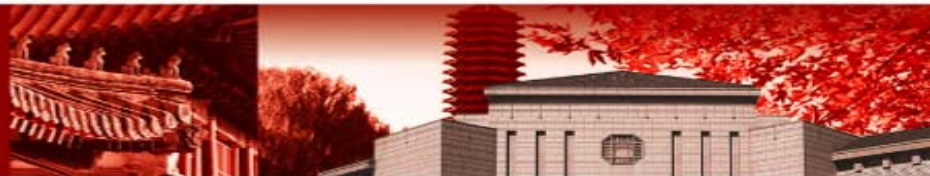


# Study 1: Aims & Methods

- ❑ Aims: To investigate the habits of inquiry for health information among internal migrants in 12 major migrant provinces in China in 2013.
- ❑ Methods: Data from the 2013 China Migrants Dynamic Survey published by the National Commission of Health and Family Planning was used in this study.

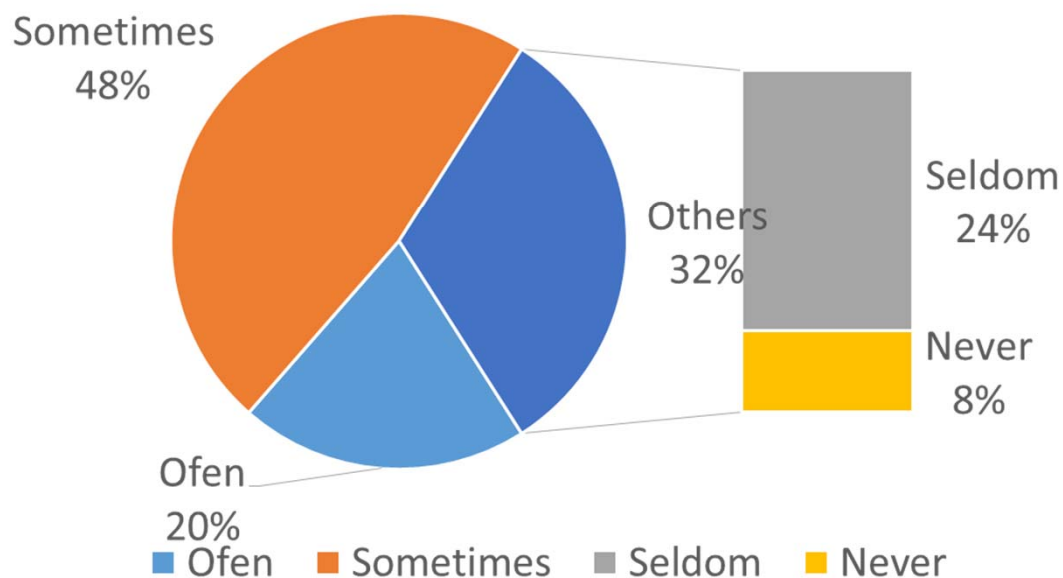


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# Proactively inquiry for health information among migrants

## Frequency of Proactively Seeking Health Information among Migrants



- ❑ Ever proactively sought health information: 68%.
- ❑ Risk factors: gender, education, occupation, duration of migration.

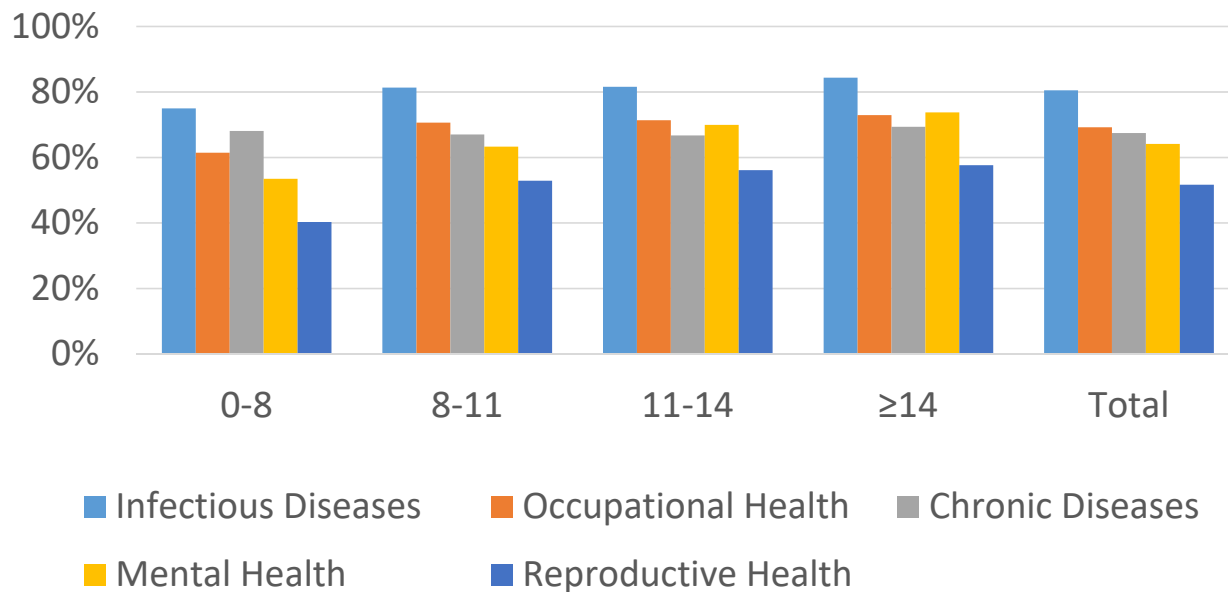


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# Inquiry contents of health information

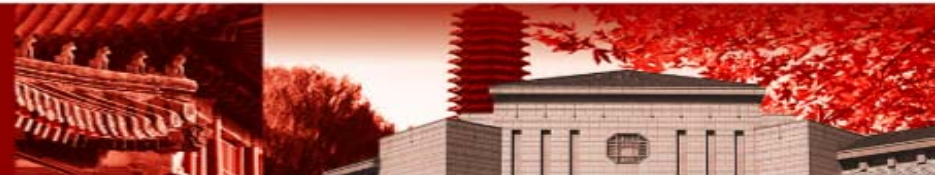
Inquiry Contents of Health Information among Migrants(%) by Education years(yrs)



- Highest demanding contents of health information: *infectious disease* prevention and treatment.
- Education years  $\geq 11$  showed higher demand for *mental health* information.

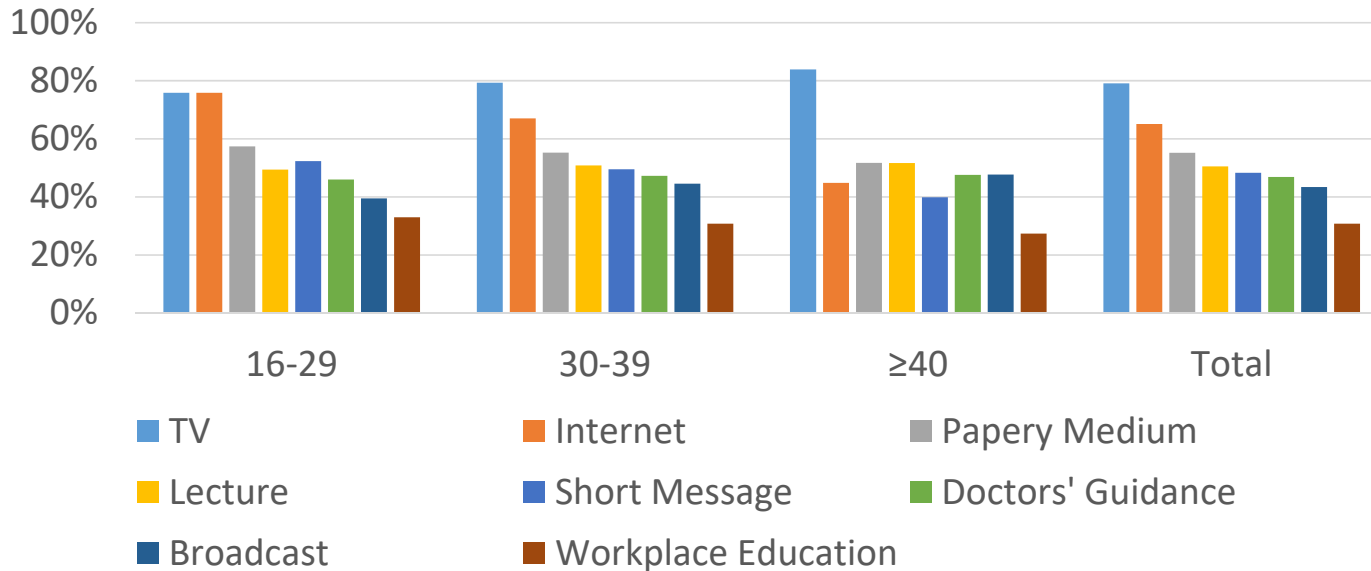


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# Inquiry approach of health information

## Inquiry Approach of Health Information(%) by Age Group

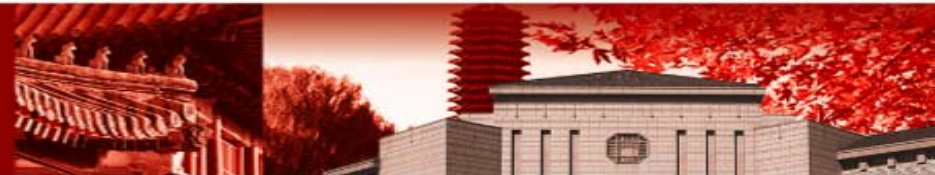


□ TV was the most popular.

□ *Young and higher education* people favored the ***Internet***.



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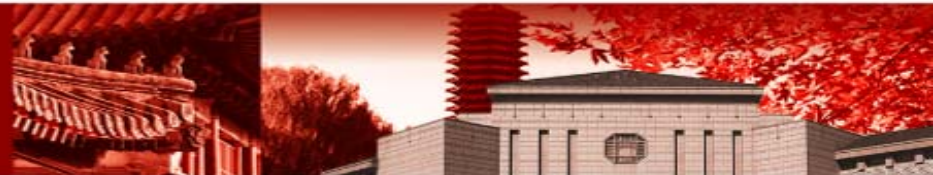


# Study1: Conclusions

- ❑ Socio-demographic characteristics and migration status were strongly associated with migrants' habits of inquiry for health information.
- ❑ We recommend specifically targeted migrants for health information provision, such as providing occupational health and mental health toward younger migrants through the internet to improve their health literacy and social integration in major migrant provinces.



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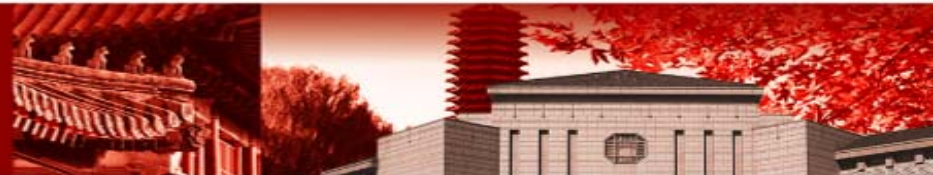


# Study2: Health information literacy situation and its Influencing factors among service employees in Beijing

Shaoming WEI, Xinyi FAN, Fanghong ZHAO, Yuhui SHI\*



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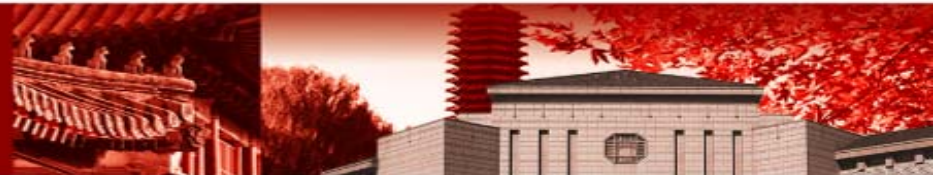


## Study 2: Aims & Methods

- ❑ **Aims:** To evaluate the situation of health information literacy and its influencing factors among service employees in Beijing, and provide evidence for carrying out targeted health education and health promotion intervention activity.
- ❑ **Methods:** National resident health literacy questionnaire was used to collect health information literacy among 2040 service employees who have applied for health certificates in 2016.

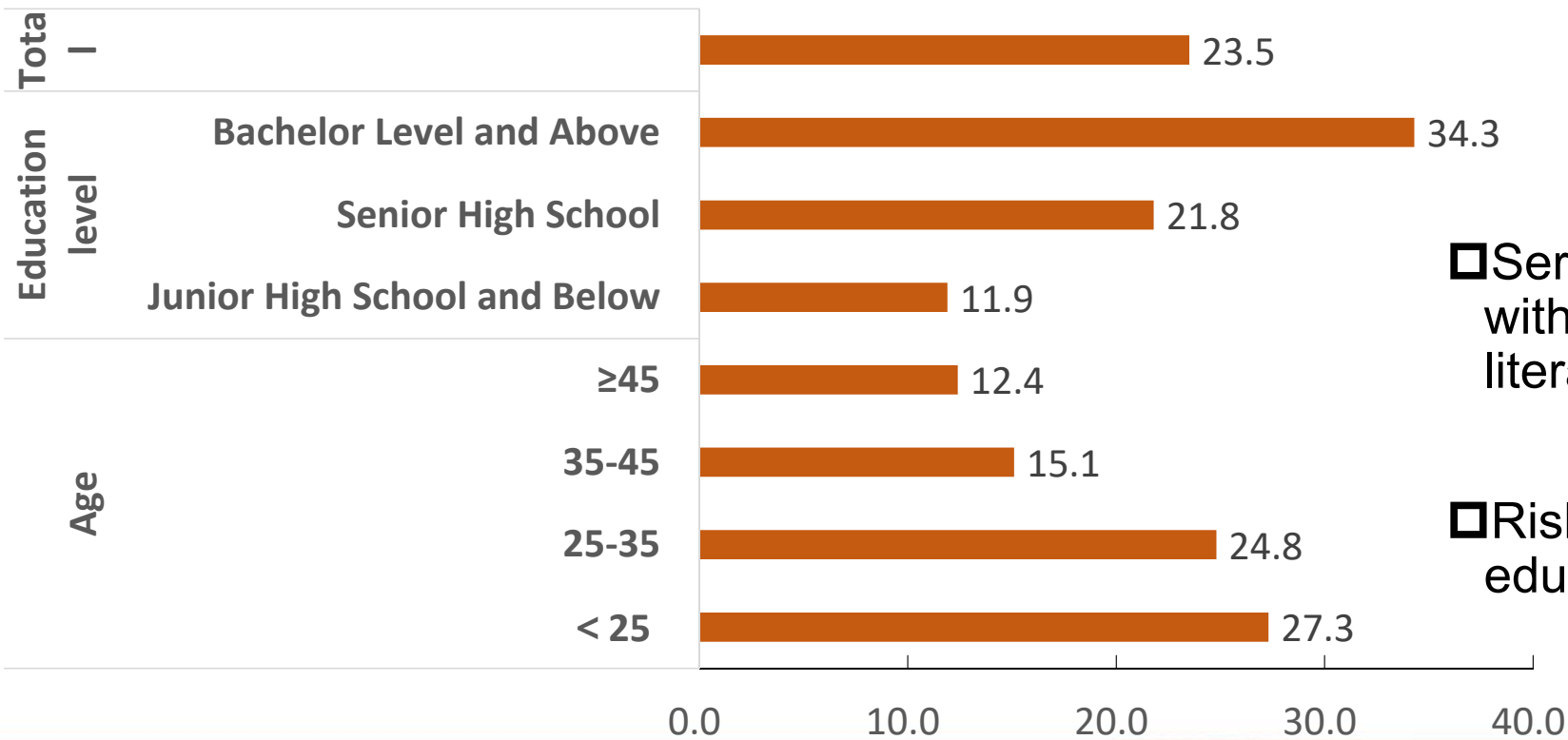


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# Health Information Literacy

Percentage of Participants with Health Information Literacy (%) by Education Level and Age

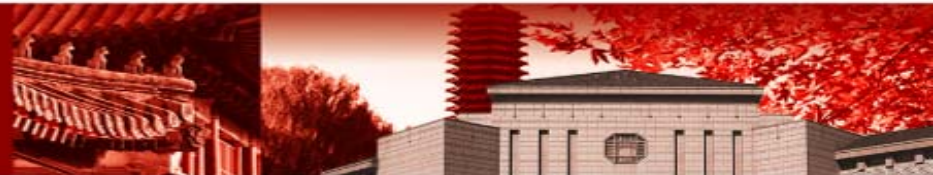


Services employees with information literacy was 23.5%.

Risk factors: age, education.



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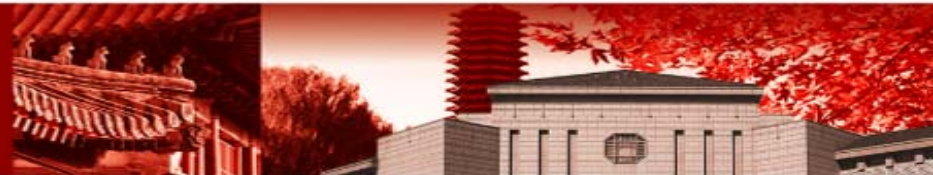


## Study2: Conclusions

- ❑ The level of health information literacy of service employees in Beijing was still low. In order to improve their health information literacy, dissemination of health-related intervention activity should be carried out based on specific groups and health issues among service employees.
- ❑ Lower level of health information literacy would lead to their credulity of rumors and inability to make correct judgments over health information from the media.



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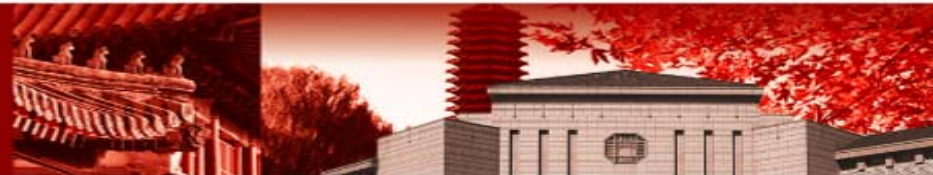


# Suggestions

- ❑ Health promotion under the guidance of the Theory of Integrated and Interpersonal Health-Promoting Media Literacy
- ❑ Improving health literacy through improving media literacy and health information literacy
- ❑ Interventions should be designed and implemented according to different populations as their differ in health information literacy and inquiry habits



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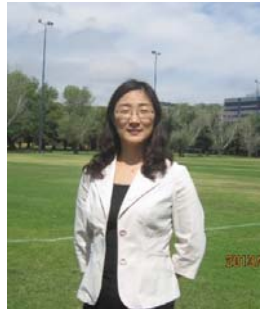
# Acknowledgement

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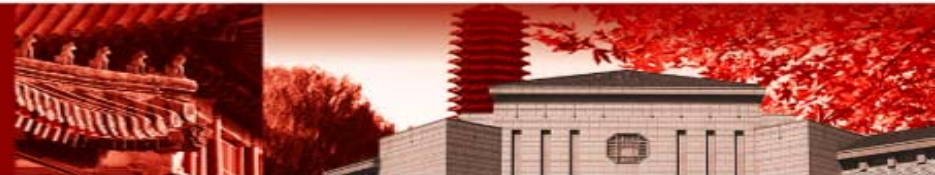
Xinyi Fan



Qingping Yun



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**Thank You!**



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