

HEALTH INFORMATION SEEKING BEHAVIORS IN ADULTS WITH BELOW AVERAGE LITERACY, NUMERACY AND PROBLEM SOLVING SKILLS

RESULTS FROM THE 2012 PIAAC US DATASET

IRIS FEINBERG MBA,MA, GEORGIA STATE UNIVERSITY

JAN C. FRIJTERS PHD, BROCK UNIVERSITY

DAPHNE GREENBERG PHD, GEORGIA STATE UNIVERSITY

KNOWING HOW ADULTS WITH LOW LNPS
ENGAGE IN HISB IS IMPORTANT BECAUSE

*THOSE WHO ACTIVELY SEEK HEALTH
INFORMATION FROM A VARIETY OF
SOURCES ARE LIKELY TO BE MORE
COGNITIVELY AND PSYCHO-SOCIALLY
PREPARED TO ENGAGE IN MEDICAL
DECISION-MAKING* AND WITH THE MEDICAL
SYSTEM

HEALTH LITERACY & HEALTH INFORMATION SEEKING BEHAVIORS (HISB)

- **Seeking information as the first step in using information**
- **Patient Centered Care**
- **Complex and Situational Demands of “just in time” Health Literacy**

RESEARCH QUESTIONS

RQ1:

What sources do people with below average LNPS utilize when seeking health information?

RQ2:

Which of these factors predict different health information sources for people with below average LNPS?

Gender, Age, Race, Educational Attainment, Health Status, Use of Preventive Measures and Facilities in Reading, Writing, and Speaking/Understanding Spoken English

US PIAAC DATA SET

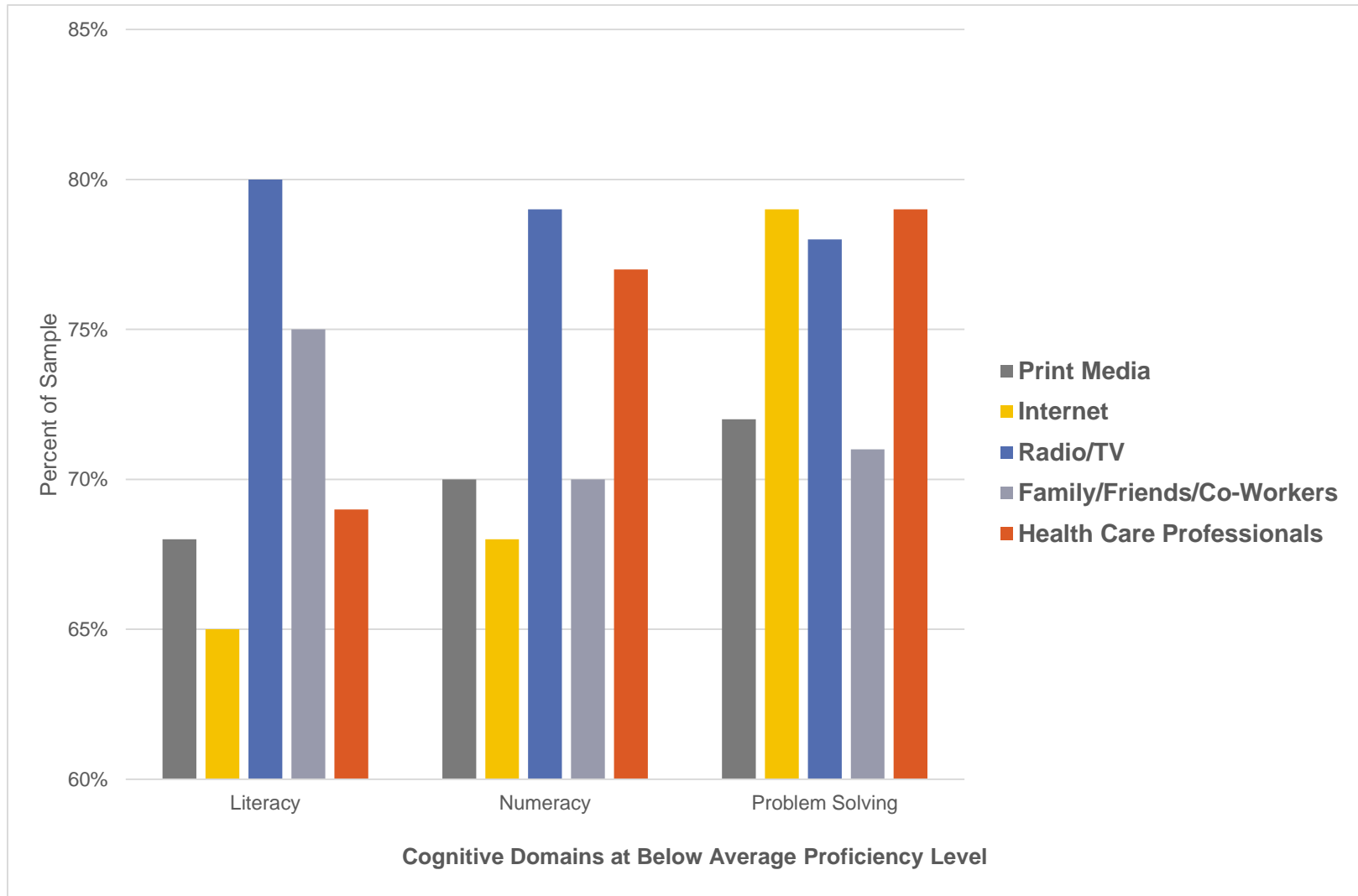
- **Health Related Measures**
 - Sources of Health Information (DV)
 - Health Status
 - Use of Preventive Health Measures
- **Background Information**
 - Age, Gender, Race
 - Educational Attainment
- **Facilities in English**
 - Reading
 - Writing
 - Speaking/Understanding Spoken

SAMPLE: BELOW AVERAGE PROFICIENCY LEVELS DEFINED ACCORDING TO THE CLASSIFICATIONS BY THE UNITED STATES DEPARTMENT OF EDUCATION

- **Literacy (n=2270)**
 - Below Level 1, Level 1, Level 2
 - Cut Score 275
- **Numeracy (n= 2810)**
 - Below Level 1, Level 1, Level 2
 - Cut Score 275
- **Problem Solving (n= 2270)**
 - Below Level 1, Level 1
 - Cut Score 290

RESULTS RQ1:

USE OF HEALTH INFORMATION BY COGNITIVE DOMAIN



RESULTS RQ2:

PREDICTING USE OF HEALTH INFORMATION

	Print Media	Internet	Radio /TV	Social	Health Professional
Gender	Female	Female	Female		Female
Age	Older	Younger	Middle		Older
Race	BAH	HA	BH		B
Education	HS	HS			
Health Status	Good	Good	Good	Good	Good
Preventive	+	+		+	+
Reading	High	High	High		
Writing		High		High	High
Speaking					

KEY FINDINGS

- Those who seek health information are more likely to report better health.
- Participants use multiple sources of health information.
- Oral sources are generally used more frequently than print sources
- Those who report a high Facility in Writing are more likely to use Health Professionals and the Internet.
- Facility in written and spoken English are the most readily modifiable factor that predicts health information utilization
- Low literacy / Numeracy / Problem Solving equivalent importance across types of HISB