Women's Preferences for Cancer Related Information: Evidence from a National Survey

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Abstract: Background: Globally, breast cancer is the most frequently diagnosed cancer in women; it is also the leading cause of cancer death among women worldwide. Health information seeking is a health promoting behavior that empowers individuals; besides evidence suggests a link to preventive health behavior. The purpose of this paper was to investigate Jordanian women behavior, specifically seeking of cancer related information, sources preferences, and looking at the determinant of seeking cancer related information. Materials and Methods: a cross sectional survey on a national representative sample of 1549 women. Face to face interviews were conducted in interviewees' household using a structured comprehensive questionnaire. Results: only 339 women (21.9%) had looked for cancer-related information; Internet was the most retrieved source (n=160; 32%). With regard to preferred sources for cancer related information health care providers were ranked first (93.5%), followed by TV (91.0%). Younger educated women who weren’t with routine health care were more likely to actively seek cancer related information. Discussion: Internet is a potential channel for communicating cancer-related information; culturally appropriate Internet resources are mandated. Health care providers are powerful motivators in enhancing cancer related information seeking across the population, ultimately enhancing women engagement in preventive health behaviors such as cancer screening.