

**Poster Session I**

**#12**

***Examining the Health and Cancer Information Seeking Behaviors of Korean Americans***

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Many Korean-Americans (KAs) have low cancer screening rates. A significant number of KAs lack adequate information about cancer screening tests. However, little is known about the health behaviors of KAs. This study examines (1) exposure to mass media health information, health and cancer information seeking behaviors and source preferences for KAs; (2) their associations with demographic characteristics; and (3) factors influencing variations in exposure to health information and their trust in health information sources; and (4) the awareness of the National Cancer Institute (NCI) and the NCI's Cancer Information Service (CIS) by KAs. Data for this study were gathered with a cross-sectional, community-based survey. The survey was conducted in the Washington, DC metropolitan area during 2006 and 2007. It was administered to 254 KA men and women ages 40 years or older. This study is part of the first health-related program of research to study exposure to mass media, health and cancer information sources and seeking preferences and experiences of KAs. Results indicated that Korean media sources (such as Korean language newspapers or magazines, Korean television and radio) and internet are important sources used regularly and can also be a major source of communicating health information to this populations of consumers. The age, the years of education completed, and English proficiency levels for KAs significantly predicted the likelihood of their internet use. Korean newspapers were a common source of health-related information. Many kinds of Korean periodicals are easily available in Korean Community. Maybe, KAs with less education are more likely to seek health information in Magazines and Newspapers. The most trusted source of health information among respondents in this study was from a doctor or other health care professional. The survey results indicated that very few respondents were aware of various sources of cancer information, such as the NCI (50% aware) and the CIS (16.5%). Even though physicians are trusted by KAs, future research should be conducted to determine whether or not physicians are actually used as a primary source for health information. A majority of KAs are first generation immigrants, struggling to overcome language barriers. Obviously, language barriers may hinder KAs from being aware of useful and credible cancer information resources. Campaigns using the Korean language to inform KAs about credible sources of health information appear to be warranted by our findings.