

Utah Health Status Update:

Prostate Cancer Campaign Survey

June 2005

Utah Department of Health

According to the American Cancer Society's Facts and Figures, it is estimated that in 2005 there will be 232,090 new cases of prostate cancer in the United States. An estimated, 1,150 of those cases will be in Utah. Since prostate cancer continues to be the second leading cancer cause of death for men in Utah, it is important to raise awareness of prostate cancer in men at risk.

The Utah Department of Health (UDOH) Comprehensive Cancer Program received funding for a prostate cancer awareness project in fiscal year 2005. In order to determine the campaign message and whom the campaign should target, the Prostate Cancer Work Group was formed through the Utah Cancer Action Network (UCAN) and UDOH. The Men's Health Survey was created and data from the survey was used to determine how the target audience (men 40-65 years of age) access health care information and what influences their health care decisions.

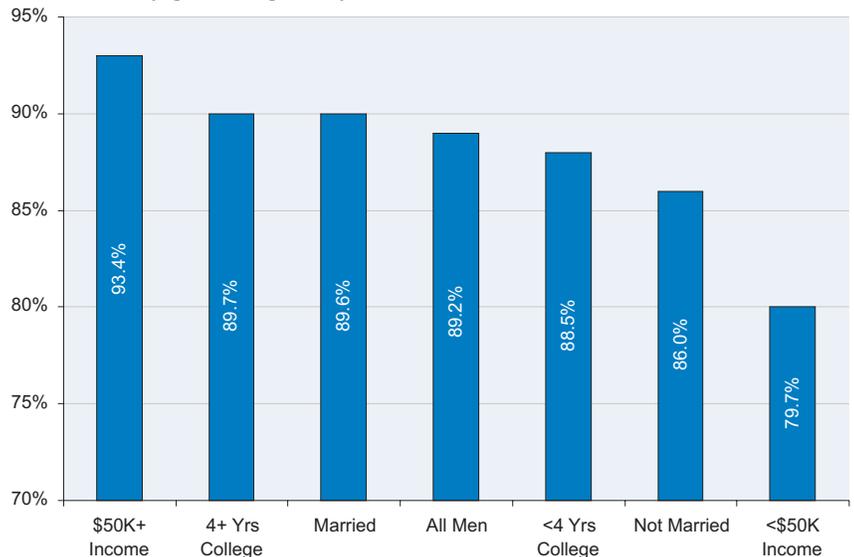
The Men's Health Survey was composed of selected questions from the Centers for Disease Control's Behavioral Risk Factor Surveillance System (BRFSS) survey and the National Cancer Institute's Health Information National Trends Survey (HINTS). The Men's Health Survey was administered by the UDOH Survey Center to men 40-65 years of age who had participated in the 2004 BRFSS. The survey sample comprised 430 men (40% aged 40-49 and 60% aged 50-65).

Most (89.2%) of the men rated their health as excellent, good, or very good. This rating was influenced by income, marital status, and education. (Figure 1)

Two-thirds (67.2%) of the men surveyed had a regular health care provider, 80.5% had seen a doctor in the last year, and 57.5% had seen a doctor for a physical or routine checkup in the last year. The majority (91.8%) reported having insurance. One in ten (10.4%) reported that a doctor or other health care professional had told them that they had cancer. Of those

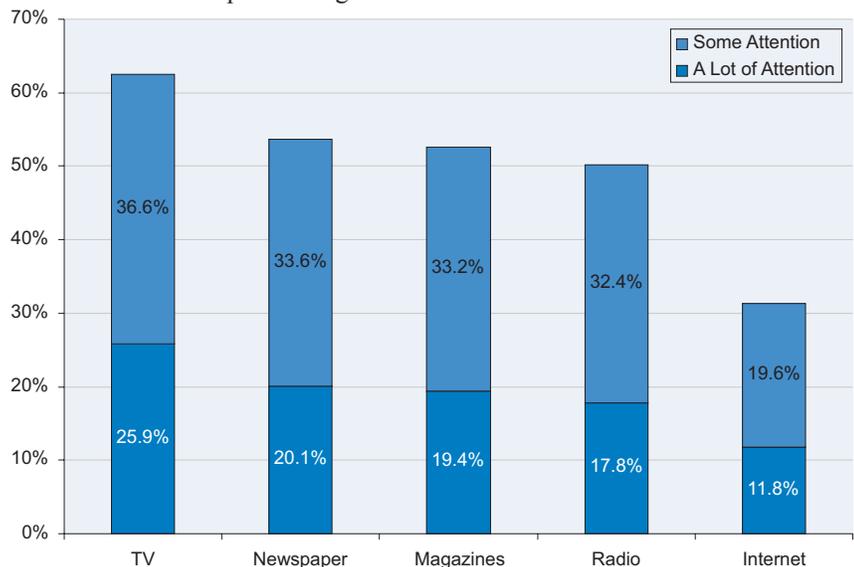
Rate Health as Excellent, Very Good, or Good

Figure 1. Percentage of Utah men aged 40-65 who rated their health as excellent, very good, or good by income, education, and marital status



Attention to Health Topics Among Media Sources

Figure 2. Percentage of men aged 40-65 who paid "some" or "a lot" of attention to health topics among various media sources



surveyed, 6.1% reported a diagnosis of skin cancer and 1.5% reported a diagnosis of prostate cancer.

Using HINTS questions, the men were asked their media habits as well as how much they trusted those sources of information. Three-fourths (74.6%) of the men surveyed have cable or satellite television.

More than half (63.7%) of the men reported watching television for at least two hours a day and (45.1%) reported listening to the radio for two or more hours a day. Only 38.3% read the newspaper every day. Use of the World Wide Web to access e-mail or the Internet was reported by 83.8% of the men; 92% of those reported having access at home.

The men were asked how much attention they paid to health topics among various media sources. Television was the most mentioned with 62.5% reporting they paid a lot or some attention to health topics on TV. Internet rated the lowest with only 31.4% paying a lot or some attention to health topics there. (Figure 2)

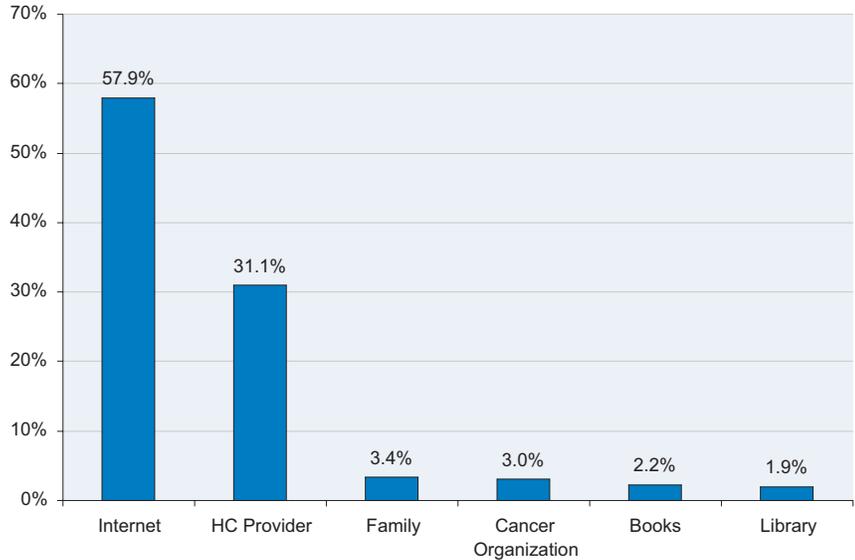
The men were asked, "Imagine that you had a strong need to get information about cancer, or another health concern. Where would you go first?" The majority of the men (57.9%) said they would go to the Internet first, only 31.1% would go to their health care provider, and 3.4% would go to a family member. (Figure 3)

The men were asked how much they would trust health information presented from certain sources. Most (95.1%) would trust their health care provider a lot or some. Even though the Internet is the first place they would go for health information, only 75.4% would trust the information they find on the Internet a lot or some. (Figure 4)

The information collected helped UCAN determine how to conduct the Prostate Cancer Awareness Campaign. The campaign will target television viewers. It will emphasize that "if you don't ask the questions, you won't get the answers." Other materials will be developed for outreach activities and doctors' offices. All materials will direct men to the UCAN website (www.ucan.cc) for more information. The Prostate Cancer page on UCAN's website will be designed to help men determine whether or not they should be screened for prostate cancer.

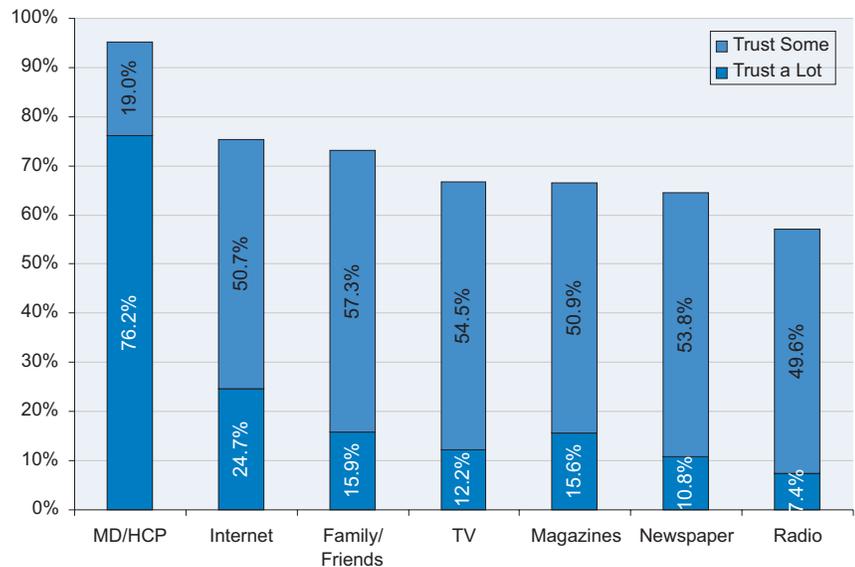
First Place to Get Information on Cancer

Figure 3. Percentage of men aged 40-65 who selected each source as the first place they would go to seek information about cancer or other health concerns



Trust of Sources

Figure 4. Percentage of men aged 40-65 who would trust information from each source



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