

# Health Information Trends In Amman, Mafrq, Tafilah and Ajloun

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King Hussein Cancer Foundation  
King Hussein Cancer Center



Jordan Breast  
Cancer Program

البرنامج الأردني لسرطان الثدي

A King Hussein Cancer Foundation and Center Program

# Sample & Methodology

## Cross-sectional Survey



### A representative Sample Size

1203 Respondents



### Profile

Jordanians  
Age: 20-70  
Area: Amman, Tafilah,  
Mafraq & Ajloun

\*As per the national  
representation



### Questionnaire Admin Time

15 minutes on average



### Fieldwork Methodology

Computer Aided  
Personal Interviewing  
(Face-To-Face)

# Research Objectives



Understand the health information-seeking behaviors of Jordanians regarding general health and cancer-related information

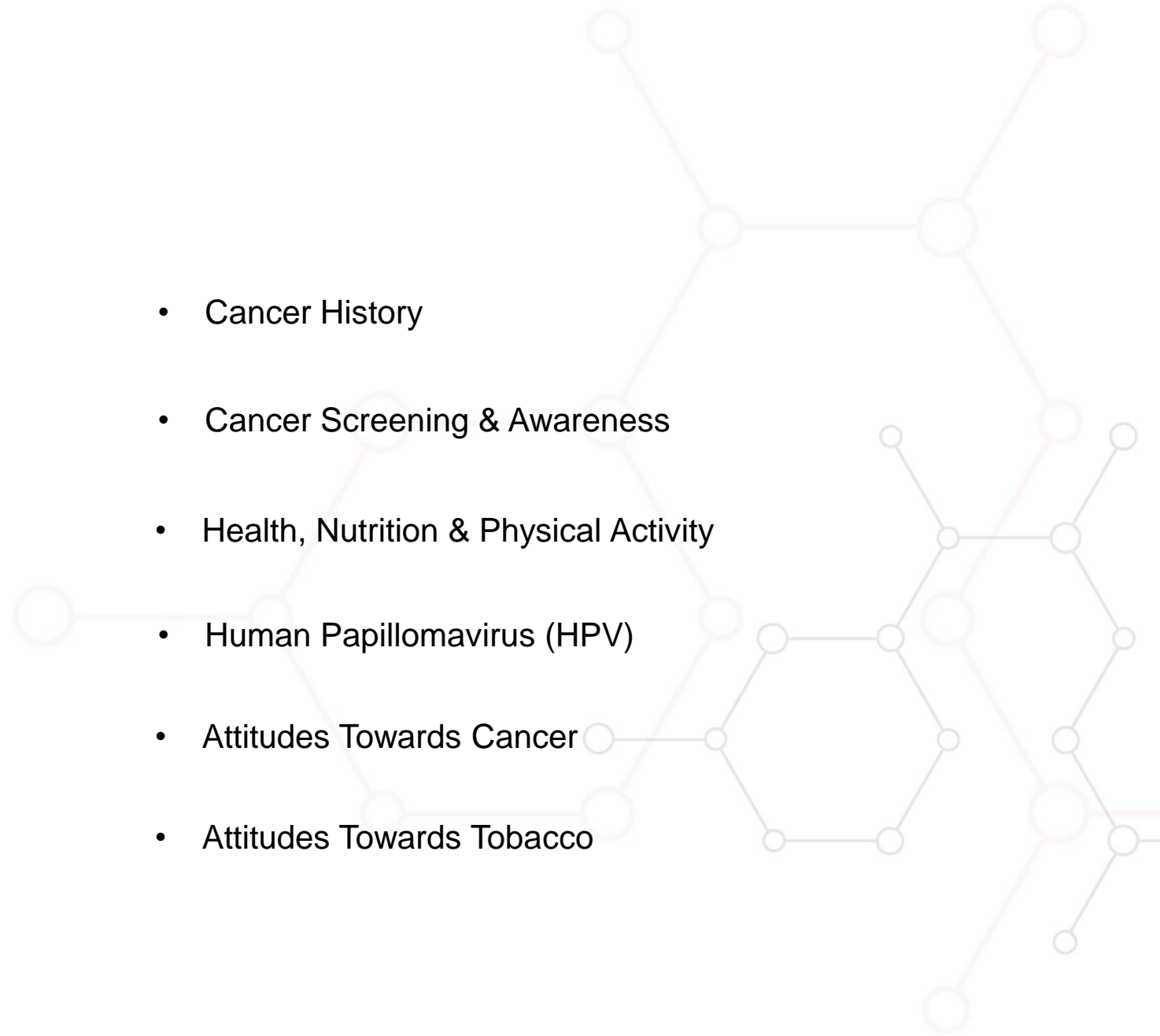


Assess the health information in the communities, by measure how people access health-related information and how they utilize information

# Topics covered

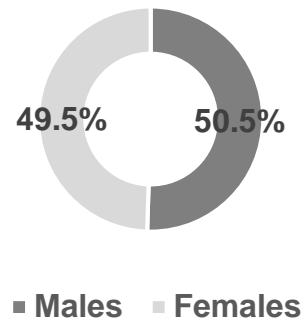
- Internet & Social Media Usage
- Seeking General Health Information
- Seeking Cancer-related Information
- General Health Behaviors and Attitudes
- Medical Status
- Mental Health Status

- Cancer History
- Cancer Screening & Awareness
- Health, Nutrition & Physical Activity
- Human Papillomavirus (HPV)
- Attitudes Towards Cancer
- Attitudes Towards Tobacco

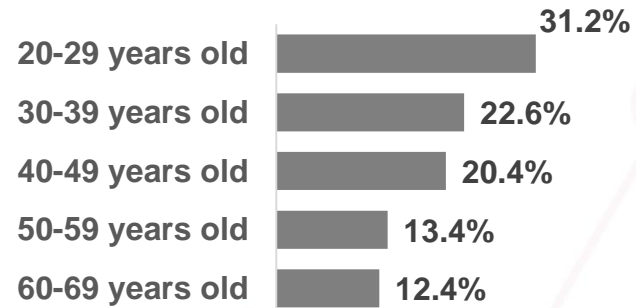


# Demographics

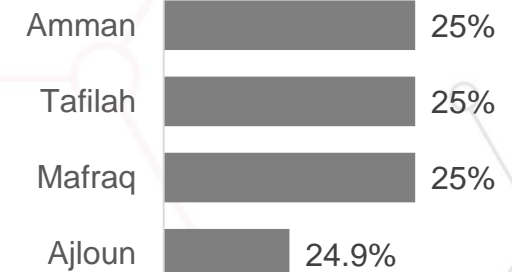
## Gender



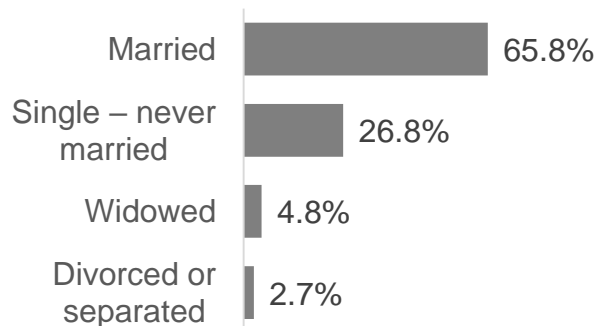
## Age



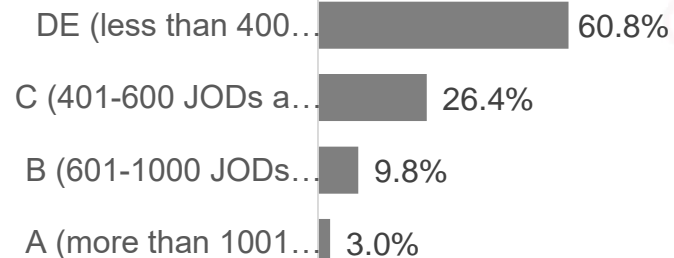
## Area



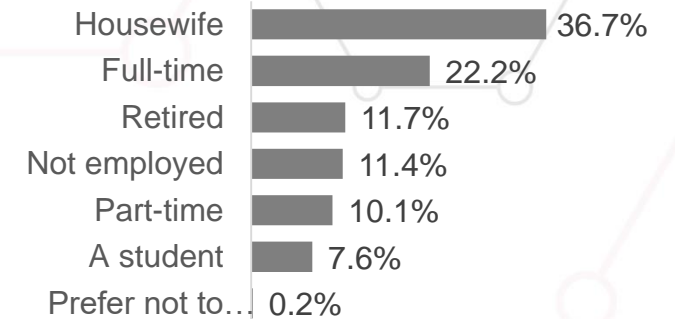
## Marital Status



## Socioeconomic Class

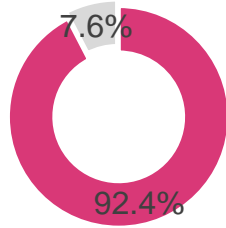


## Employment



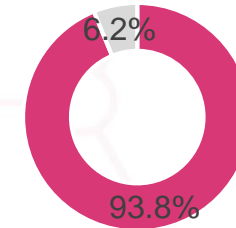
# KEY HIGHLIGHTS (Internet & Social Media)

92.4% of those interviewed have internet access. 36.2% of those above the age of 60 mention that they do not have internet access.

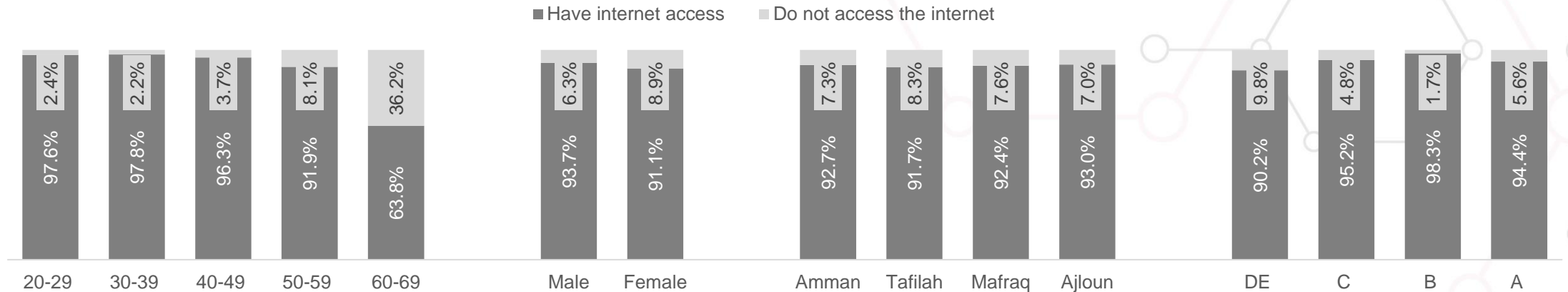


■ Have internet access ■ Does not have access to the internet

93.8% of those who have internet access also use social media and 70.3% of them mention that they use social media platforms to watch health related videos



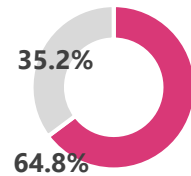
■ Use social media ■ Does not use social media



# Seeking General Health & Cancer information

64.8% of the targeted audience were Seeking General Health Information - Overall

Have you ever looked for information from any source?

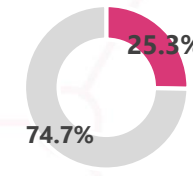


N=1203

■ Seeks general health information ■ Doesn't seek general health information

25.3 % of the targeted audience Seeking Cancer-Related Information - Overall

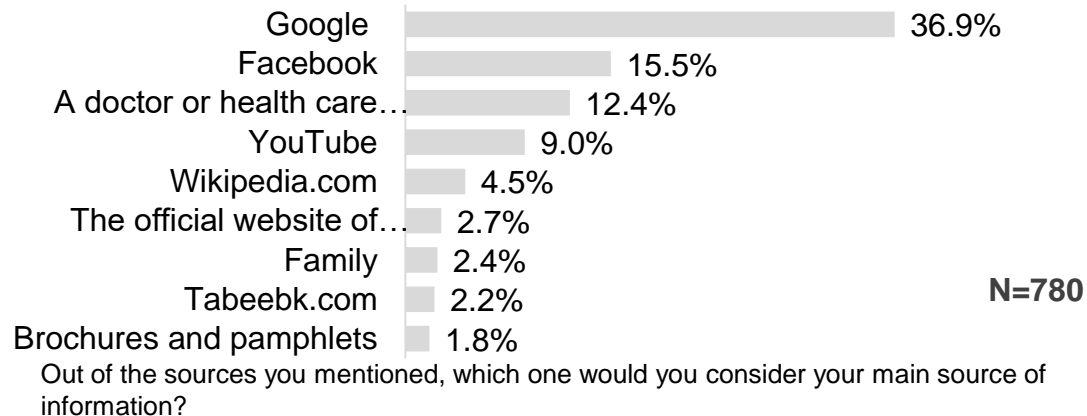
Have you ever looked for Cancer information from any source?



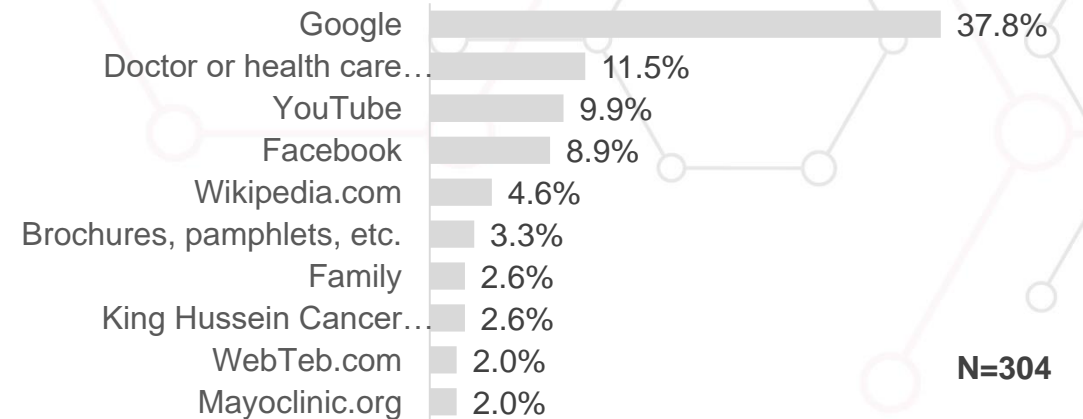
N=1203

■ Seeks cancer-related information ■ Doesn't seek cancer-related information

Google is considered to be the most common main resource used by the target audience followed by Facebook

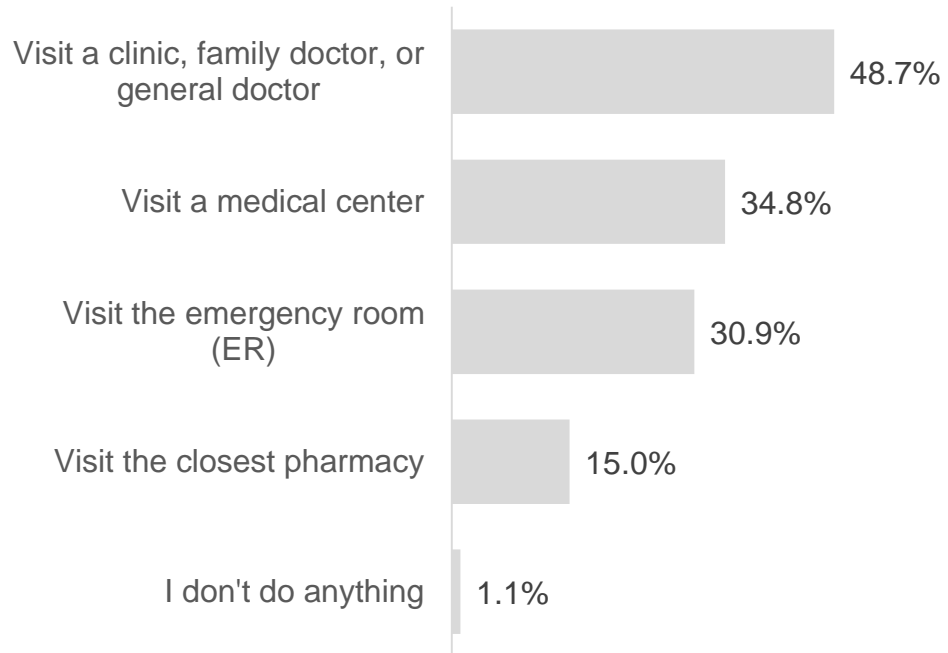


Google is considered to be the most common main resource used by the target audience followed by health care providers

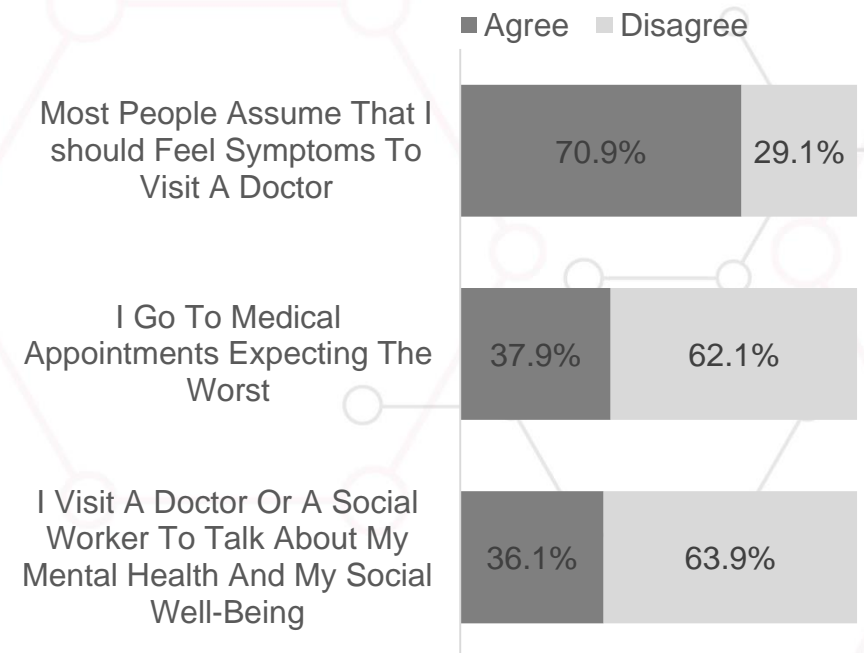


# General Health Behaviors & Attitudes

The most common action reported by respondents is visiting a HCP when experiencing any symptom



70.9% of respondents assume that they should feel symptoms to visit doctors



Whenever you feel you feel any symptoms, where do you go to seek medical assistance? How much do you agree or disagree with the following statements?

N=1203



# Discussing Health With Friends & Family

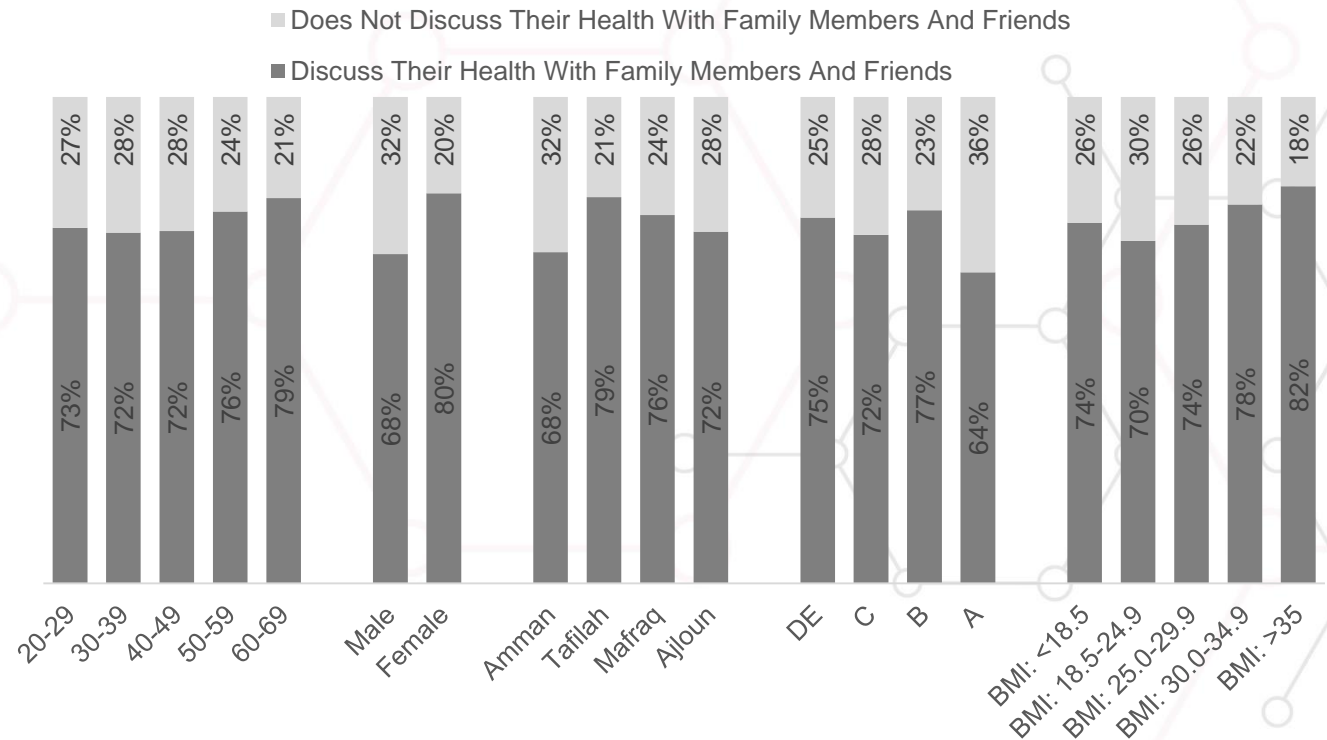
73.9% mention that they discuss their health with family members and friends



## 73.9%

Of the target audience discuss their health with family members and friends

females and residents of Tafilah are more likely to discuss their health



Do you discuss your health with family and friends?

N=1203

# Cancer Screening, Awareness & Attitudes

1.3% of the respondents have ever been diagnosed with cancer

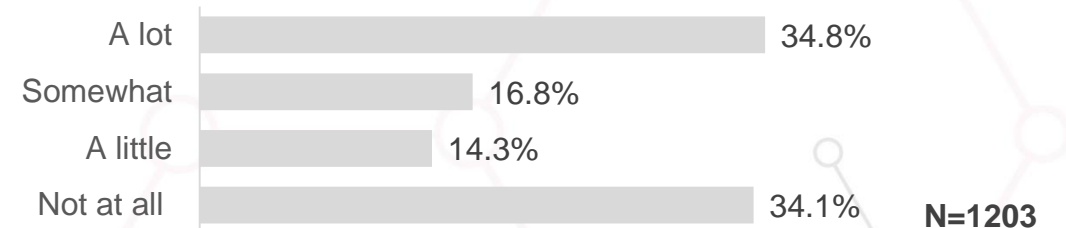


**1.3%**

Of the target audience have ever been diagnosed with cancer

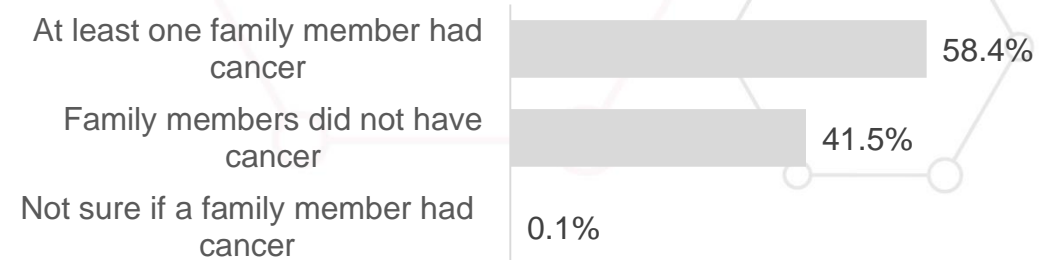
The most common type of cancer among them is lymphoma followed by breast cancer, bone cancer, colon cancer and leukemia (blood cancer) respectively.

34.8% are very familiar with their family's cancer history



• Excluding those who answered not at all when it comes to their knowledge of their family's cancer history

58.4% mention that at least one of their family members have had cancer



Have you ever been diagnosed with cancer? How well do you know your family's cancer history, including if you have no history of cancers in your family? Have any of your first- or second-degree relatives (parents, brothers and sisters, children, grandparents, aunts and uncles, nieces, and nephews) ever had cancer?

# Cancer Screening

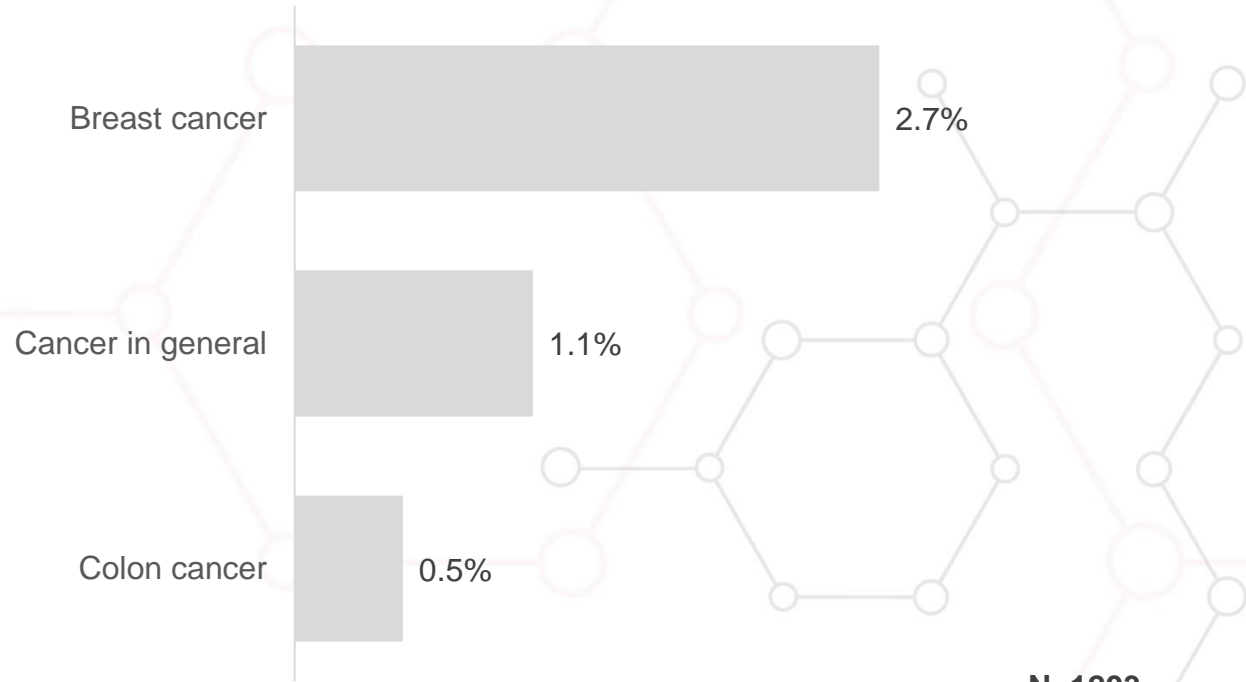
6.4% of the target audience have talked to a doctor or health professional about testing for cancer



**6.4%**

Of the target audience have talked to a doctor or health professional about testing for cancer

breast cancer is the most common type of cancer that they discussed followed with cancer in general and colon cancer respectively



**N=1203**

At any time in the past year, have you talked with your doctor or other health professional about having a test to check for cancer in general?

# Human Papillomavirus (HPV)

8.4% of the target audience mentioned that they are aware of the Human Papillomavirus (HPV) and 8.1% of the target audience are aware of the HPV vaccine **none of them have taken the vaccine.**



57.4% of those who are aware of HPV believe that it might cause diseases; 27.7% think that HPV would cause cancer.

## 8.4%

Of the target audience are aware of HPV

N=1203

81.2% of the Married Females have never had a Pap test.

I had a Pap test 3 years ago or more

11.1%

I had a Pap test 1-3 years ago

3.4%

I had a Pap test a year ago or less

4.3%

I have never had a Pap test

81.2%

N=414 Out of married females

Have you ever heard of HPV? HPV stands for Human Papillomavirus. When did you last Pap test to check for cervical cancer?

# Breast Cancer Screening

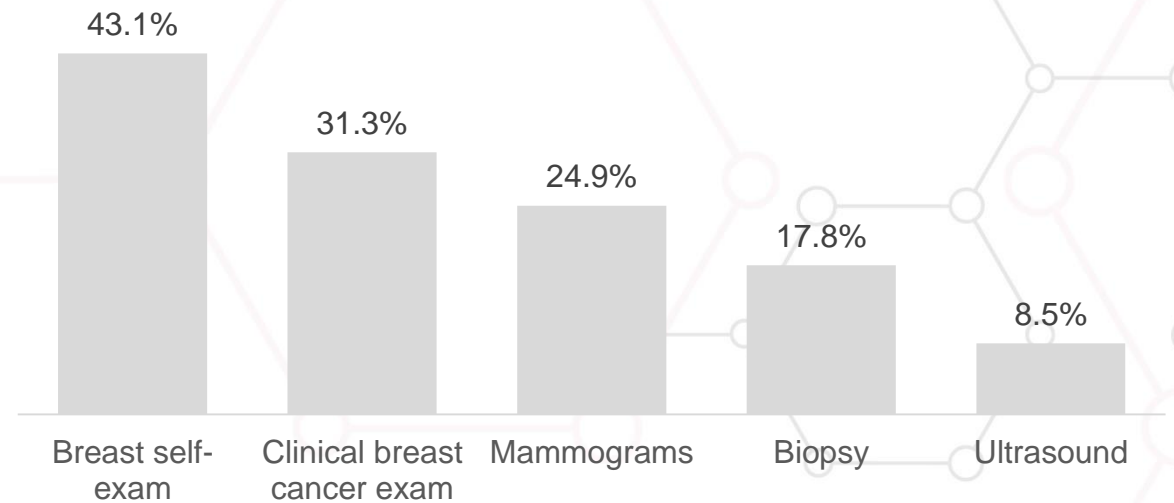
75.3% of the target audience are aware of at least one breast cancer screening methods



**75.3%**

Of the target audience are aware of at least one breast cancer screening method

The most familiar method is self-exam followed by clinical exam, mammograms and biopsy respectively. 43.8% of the females who are aware of mammograms and are above the age of 40 have screened for breast cancer using mammograms.

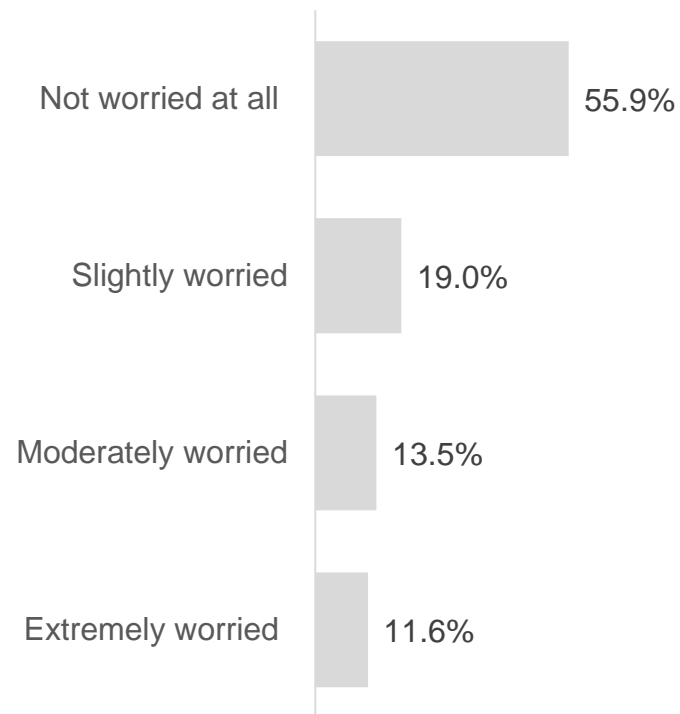


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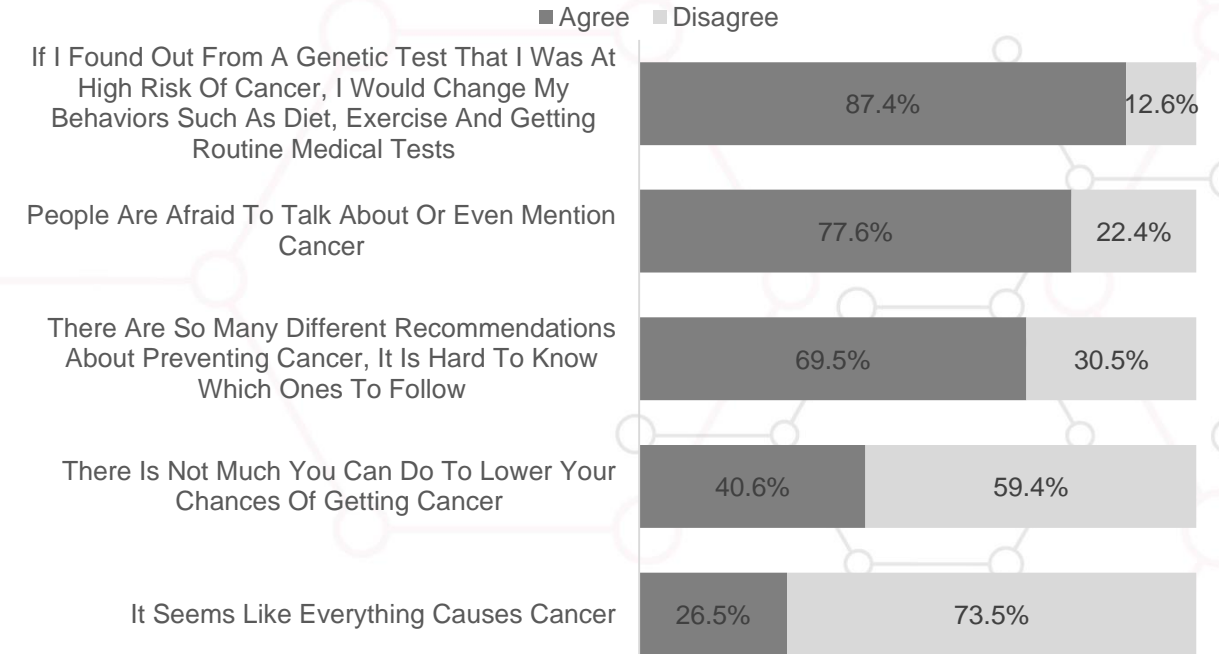
Which measures of breast cancer detection in general are you aware of?

# Behaviors & Attitudes Towards Cancer

55.9% of the target audience are not worried at all about getting cancer, while 11.6% are extremely worried about getting cancer.



87.4% agree that if they found out from a genetic test that they were at high risk of cancer they would change their behaviors. However, only 12.2% mention that they are interested to know.



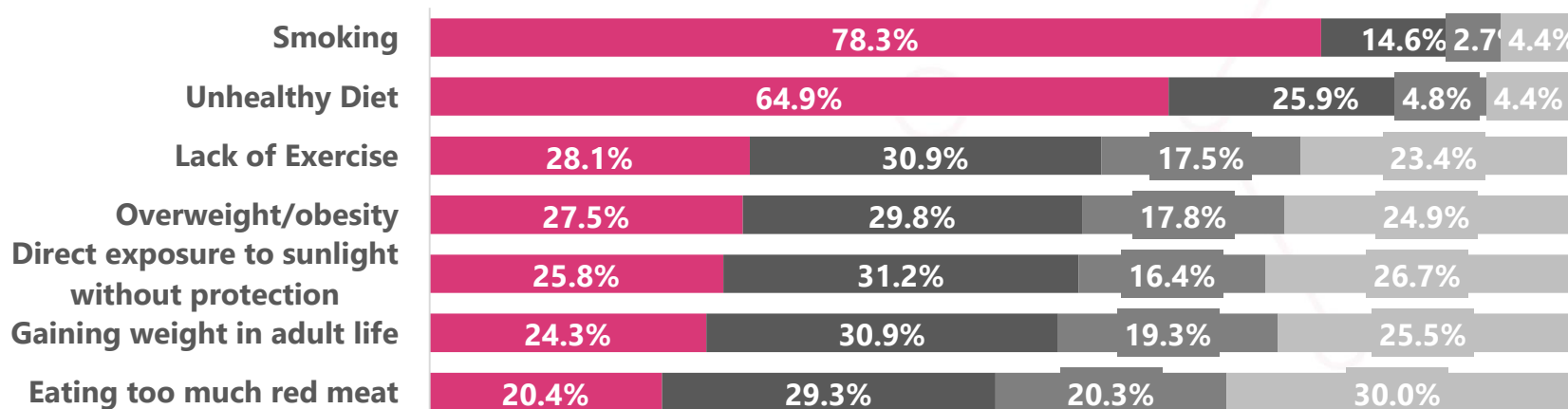
How worried are you about getting cancer? How much do you agree or disagree with each of the following statements?

N=1203

# Factors That Influence The Possibility Of Developing Cancer (Risk Factors)

the targeted sample believes that smoking is the number one reason to develop cancer (78.3%) followed by unhealthy diet (64.9%).

- Influences Whether A Person Will Develop Cancer A Lot
- Influences Whether A Person Will Develop Cancer A Little
- Does Not Influence Whether A Person Will Develop Cancer Much
- Does Not Influence Whether A Person Will Develop Cancer At All



How much do you think that each of the following can influence whether or not a person will develop cancer?

N=1203

# Nutrition Information & Exercising

76% of the target audience pays attention to nutritional information



**76%**

most of those who pay attention to nutritional information are females, those coming from older age brackets, residents of Tafilah as well as those coming from core socioeconomic classes and those who are obese and extremely obese

71.3% mention that they exercise any kind of cardio at least once a week



**71.3%**

Of the target audience mention that they exercise at least once a week

11.6% list weights at least once a week



**11.6%**

Of the target audience mention they lift weights at least once a week

Do you pay attention to nutritional information? In a typical week, how many days do you do any physical activity?

**N=1203**



# Health Applications

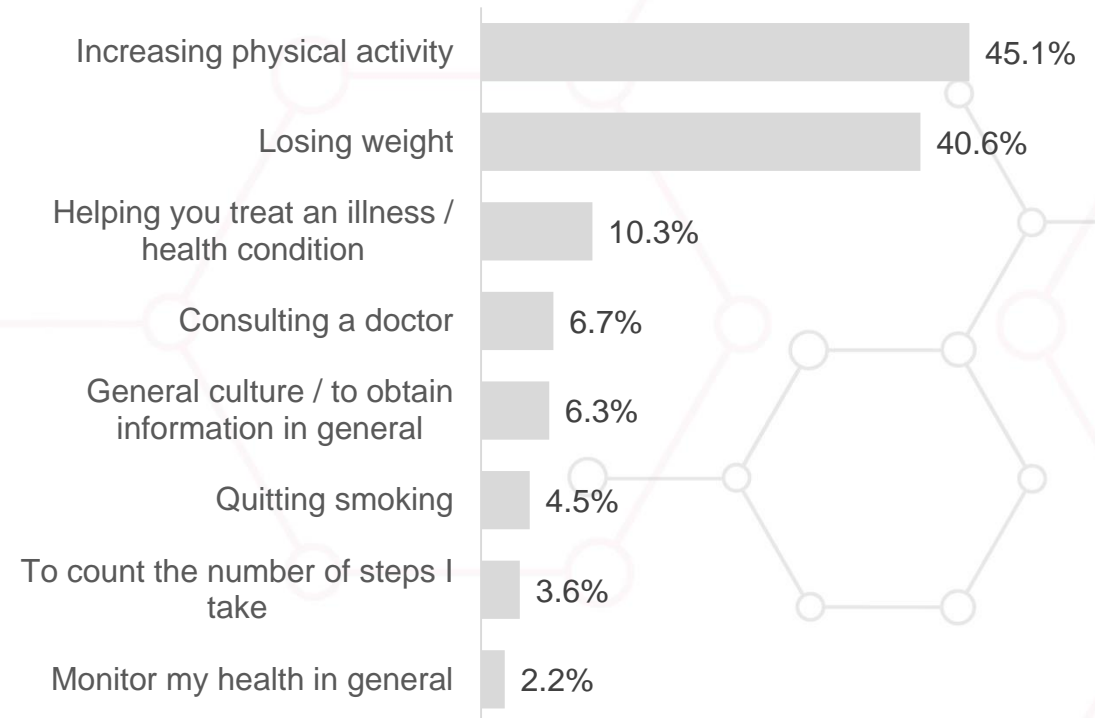
20.3% of those who have smartphones and tablets mention that they have apps related to health and wellness



**20.3%**

Of those who own a smartphone use health and wellness applications

almost half of those who use health and wellness applications use them to increase physical activity

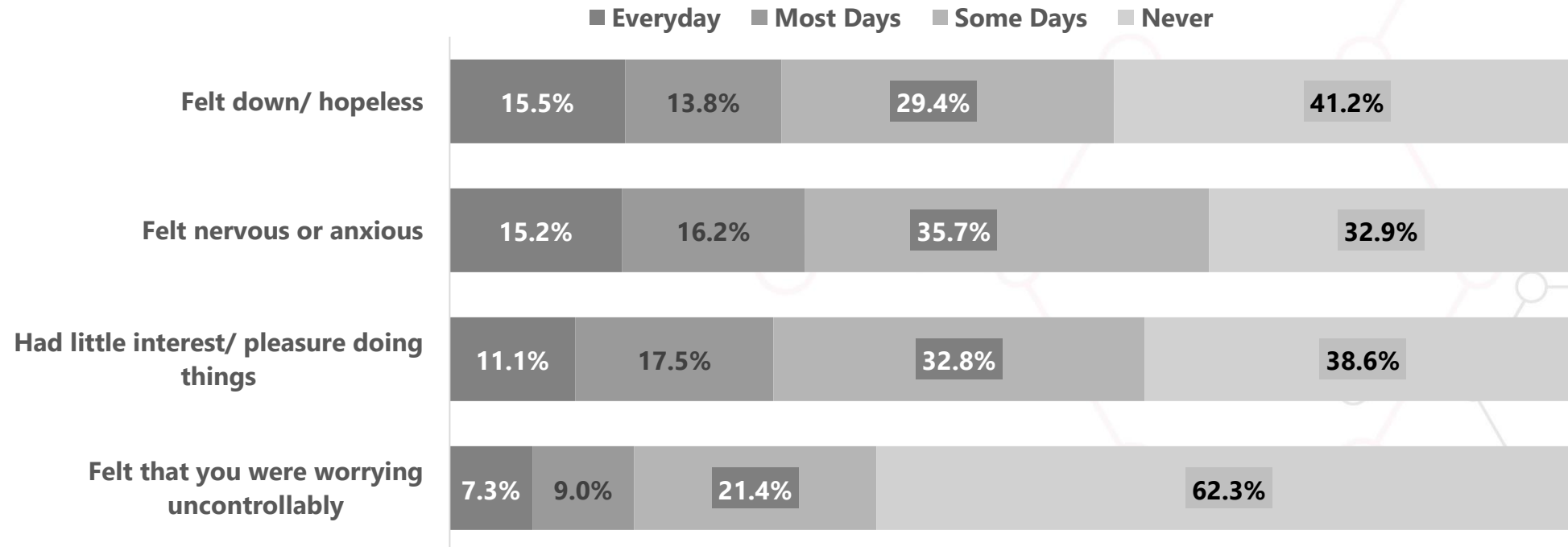


On your tablet or smartphone, do you have any "apps" related to health and wellness? Why would you use any of these health apps?

**N=224**

# Mental Health Status Perception

Self-Reflection On Mood And Anxiety Over The Past Two Weeks In general, 31.4% of the target audience reported experiencing frequent nervousness or anxiety, 28.6% mentioned a frequent decline in interest and 16.3% mentioned that they experienced frequent uncontrollable worry over the past two weeks. While 29.3% have frequently felt down or hopeless in the past two weeks. However, the most common remedy among the target audience is talking to friends and family



Over the past 2 weeks, how often have you...?

N=1203

# Smoking Habits

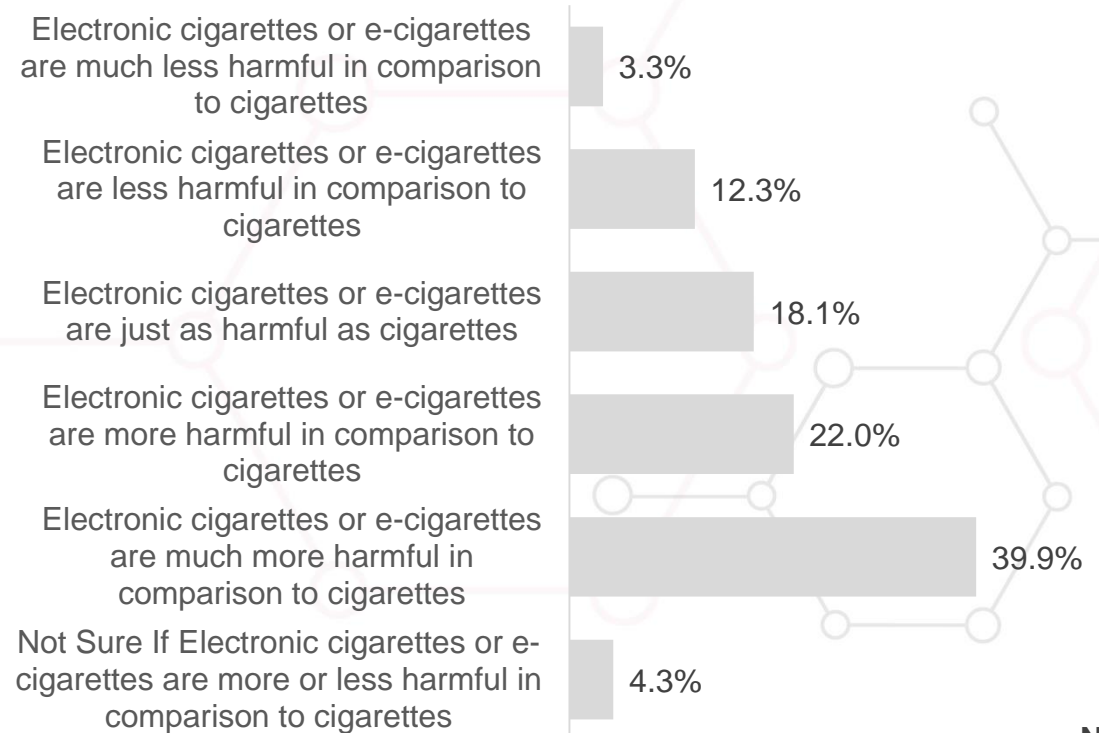
- Around half of the sample reported they have never smoked while 38.7% reported that they smoke daily
- The highest smoking prevalence was reported among Males and residents of Amman



**49%**

Of the sample mention that they smoke

**Perceptions About E-Cigarettes**  
40% of the target audience believe that they are more harmful than cigarettes.



**N=1203**

How often do you now smoke tobacco (cigarettes or shisha/hookah or pipe)? New types of cigarettes are now available called electronic cigarettes or e-cigarettes (also known as vapes, vape-pens, tanks, mods, or pod-mods). These products deliver nicotine through a vapor. Compared to smoking cigarettes, would you say that electronic cigarettes are...

# Conclusion

The findings indicate a significant reliance on online sources, particularly Google, Facebook, and YouTube, for general health and cancer-related information. The target audience, comprising a diverse demographic, faces challenges such as frustration, anxiety, and difficulty in obtaining accurate information. While a positive evaluation of overall health prevails, mental health issues are prevalent, emphasizing the need for increased support, open communication, and awareness.

# Recommendations

A holistic health approach should be prioritized, encompassing both mental health and physical health. Awareness efforts should be strengthened. Therefore, it's recommended to:

- **Prioritize cancer early detection and awareness:** Raise awareness about the importance of early detection and testing for different cancers.
- **Expand mental health support:** Offer counseling, support groups, and educational campaigns on mental health awareness and wellbeing.
- **Build trust in information sources:** Partner with healthcare professionals, patients, and survivors to provide reliable and trustworthy cancer information.
- **Continue and enhance general health awareness efforts**
- **Develop a user-friendly online platform:** Provide credible and reliable health information on both general and cancer-related topics, fostering confidence and informed decision-making.



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أحد برامج مؤسسة ومركز الحسين للسرطان



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