

00485      **Trajectories of Information Needs and Information Seeking Behavior Amongst Asian Pregnant Women**

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**Aims:** Studies on pregnant women's information seeking behavior indicate that the ability of a woman to have her information needs met is impacted by the access she has to different sources of health information. However, there is a dearth of literature that examines how women's information needs change over time, and what types of information are most sought out at different points in pregnancy. This study aimed to examine pregnant women's perceived information needs and information seeking behavior throughout pregnancy.

**Methodology:** A prospective longitudinal design across four time points (1st, 2nd and 3rd trimesters and 1 month following childbirth). A total of 412 women was recruited at baseline. A structured questionnaire was used to collect the health information needs, information seeking behavior, perceptions of information sources and barriers to seeking information. Latent growth curve modeling using Mplus was conducted to model the changes of perceived information needs and information seeking behavior.

**Result:** Interpersonal sources were information sources the most frequently used by the women across the pregnancy trajectory. Irrespective of pregnancy trimesters, the most common topic requested was how to take care of my new born baby while the topic on birth control methods was the least requested information. Information seeking from health professionals increased, albeit non-linearly, across three pregnancy trimesters whereas information seeking from electronic sources declined linearly. Educational level and family income moderated the relationship between T2 information needs and T3 information seeking from health professionals. On the other hand, age and family income moderated the relationship between T1 needs and T2 information seeking from printed materials.

**Conclusion:** Seeking information about health is essential for pregnant women to learn about self-care, health promotion and risk prevention. This study highlights the need for maternity service professionals to provide and sustain adequate sources of information for use by women across their pregnancy period.