

Kaiser Family Foundation/National Association of Black Journalists

**Critical Coverage:
A National Survey on Blacks, Media and Health**

CHART PACK



**Prepared for Presentation at 1998 Annual Meeting of NABJ
July 31, 1998**

CHART 1

LACK OF AFFORDABLE CARE TOPS LIST OF BARRIERS TO HEALTH CARE NAMED BY AFRICAN AMERICANS

Percent of African Americans Who Say Each is a Problem for African Americans Today

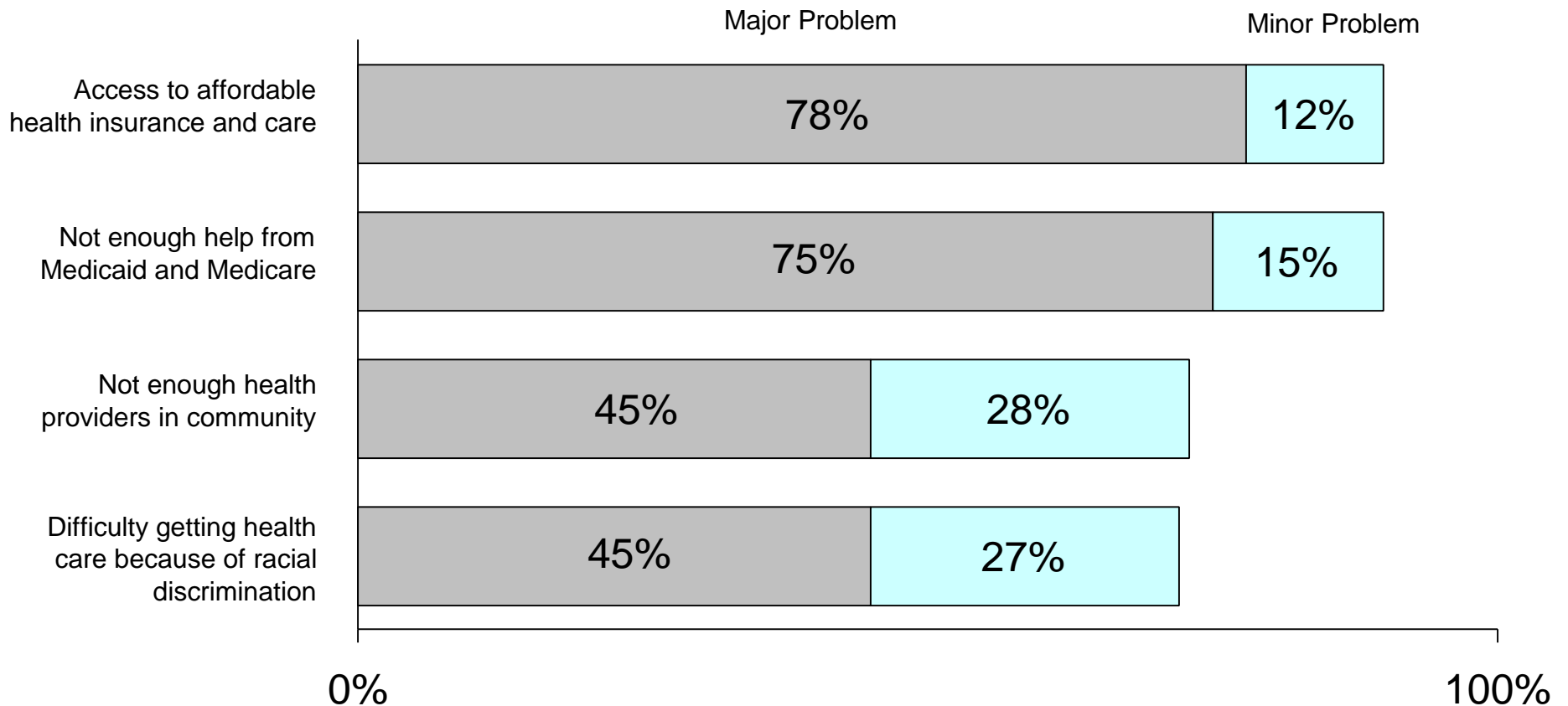
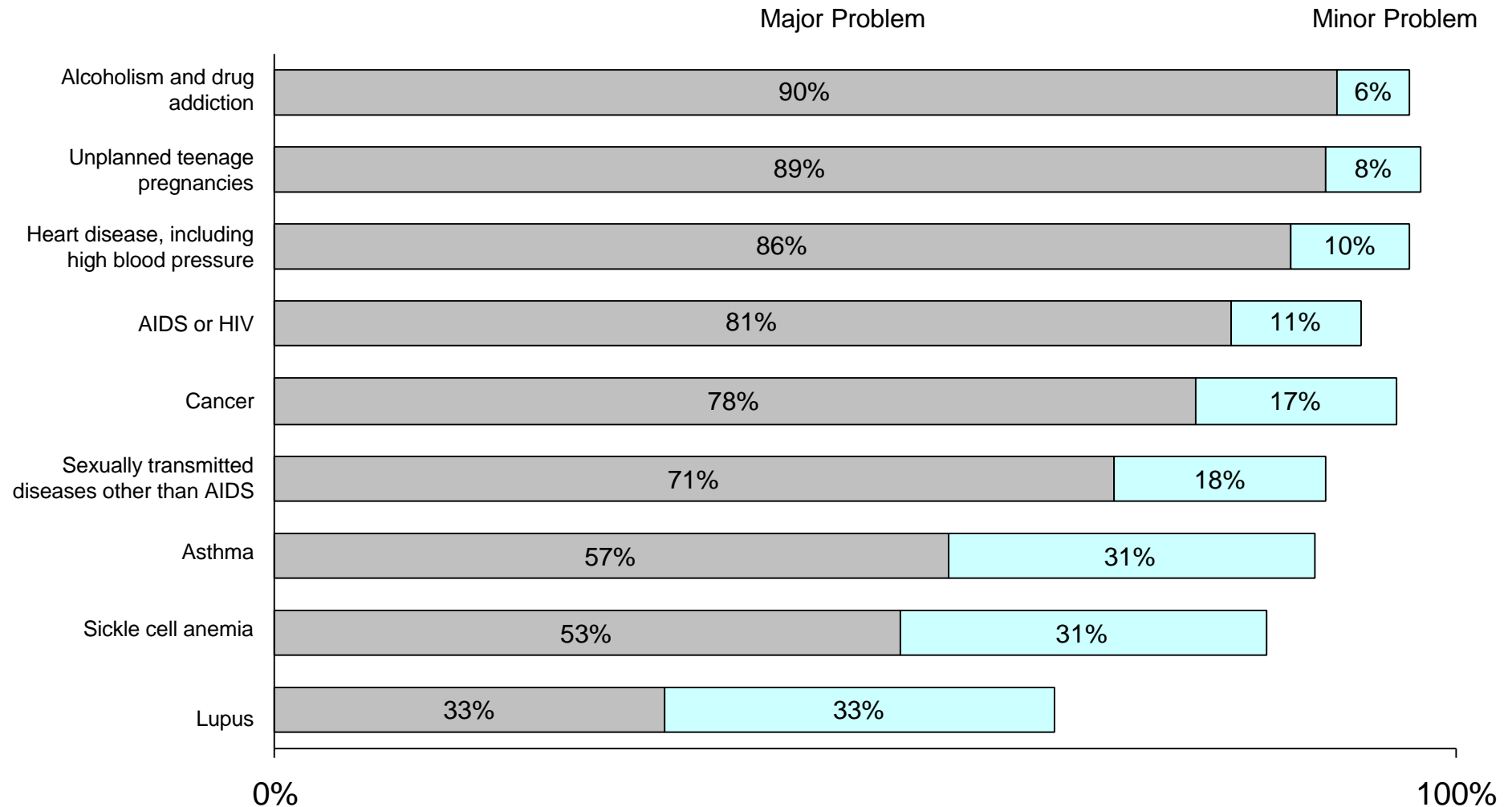


CHART 2

DRUGS, ALCOHOLISM, AND TEEN PREGNANCY RANK WITH MAJOR DISEASES AS CONCERNS FOR AFRICAN AMERICANS

Percent of African Americans Who Say Each is a Problem for African Americans

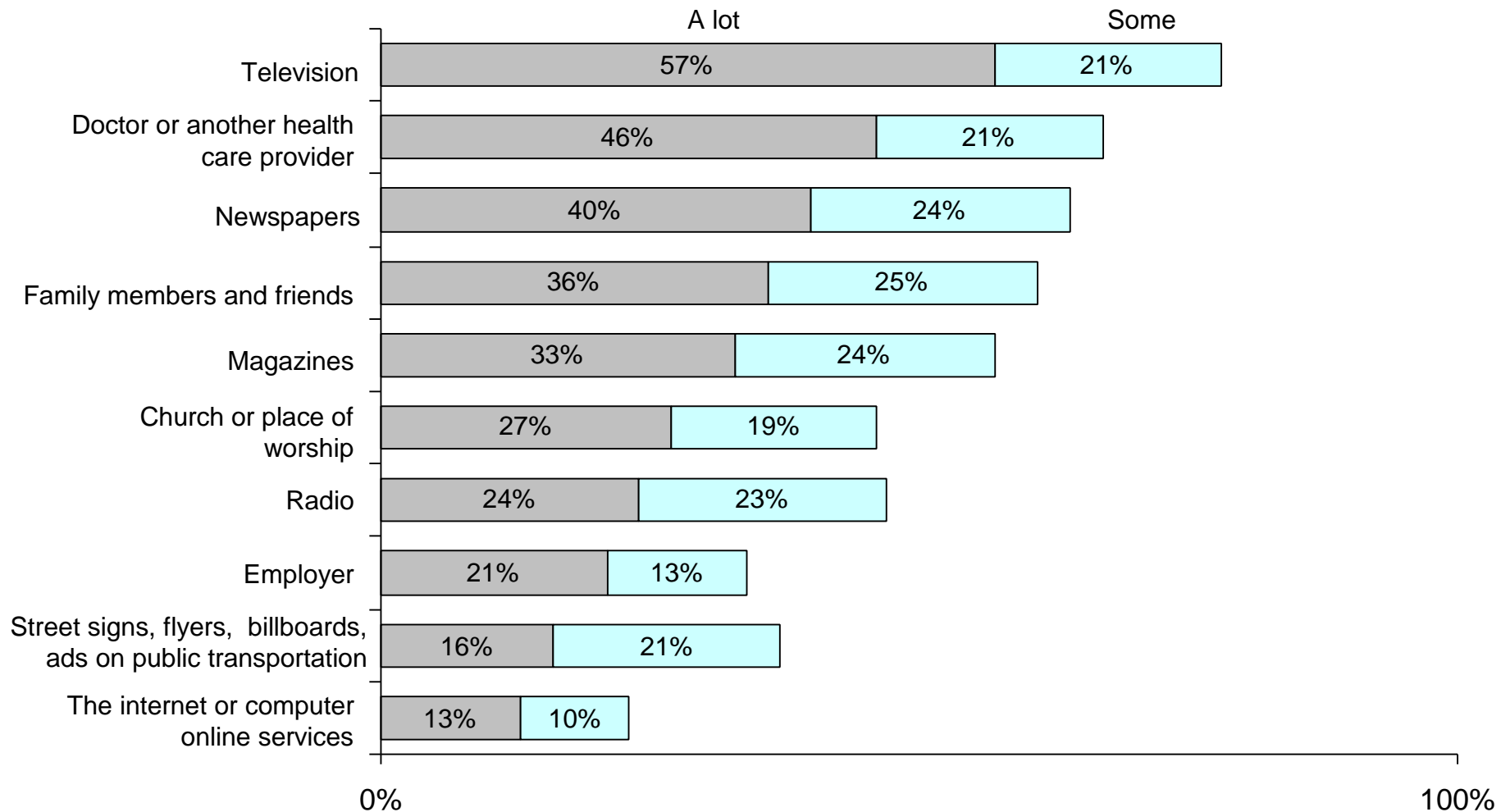


Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 3

MEDIA PLAYS PROMINENT ROLE AS HEALTH RESOURCE FOR AFRICAN AMERICANS

Percent of African Americans Who Received At Least *Some* Information
about Health or Health Care from Each Source in the Last Year



Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 4

TELEVISION SURPASSES HEALTH PROVIDERS AS NUMBER ONE HEALTH RESOURCE FOR AFRICAN AMERICANS

Percent of African Americans Who Say from Which One Source
They Received the Most Health Information in the Last Year

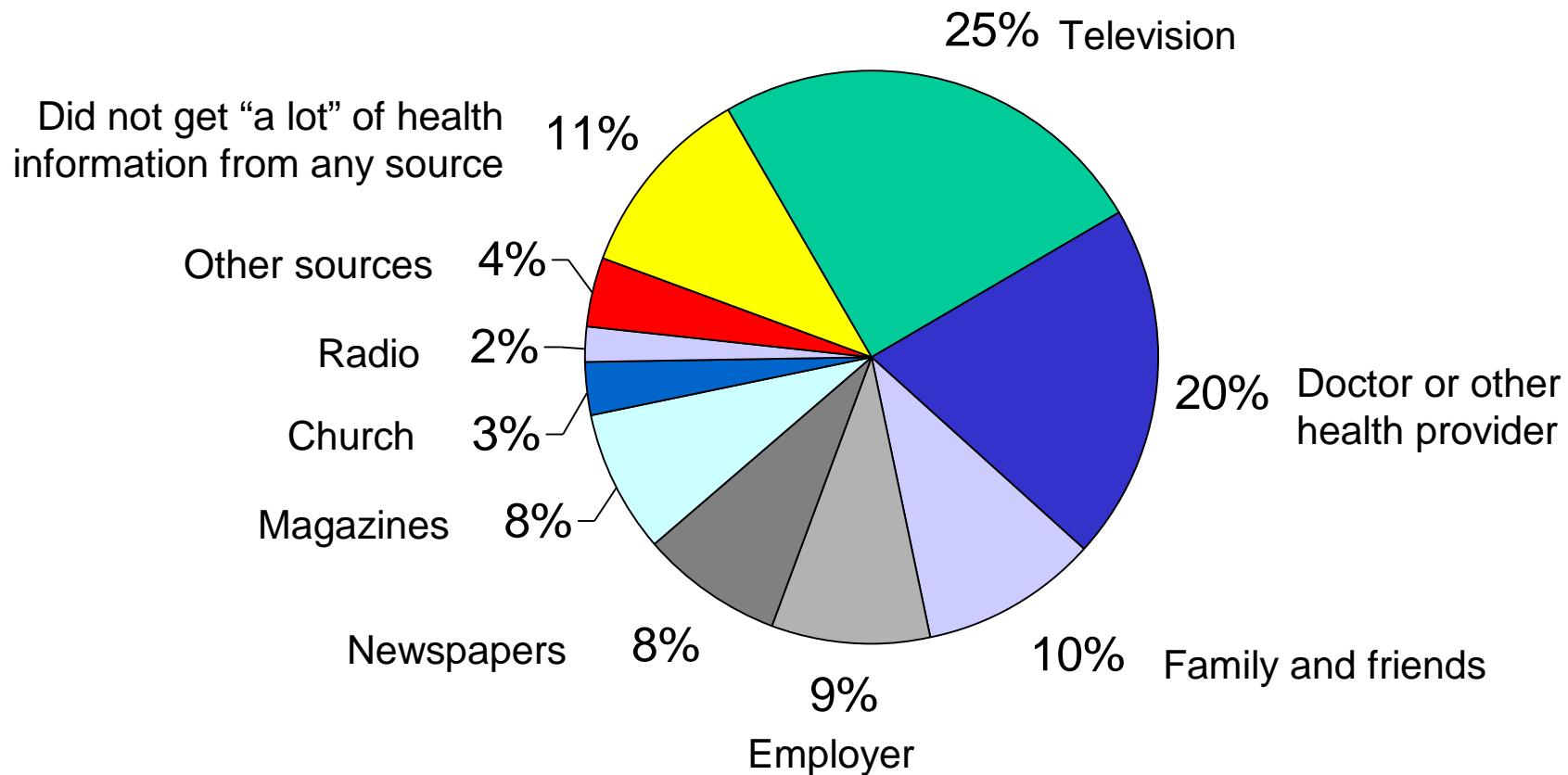


CHART 5

MEDIA COVERAGE OF HEALTH PROMPTS ACTION

Percent of African Americans Who Say in the Last Year
in Response to Media Reporting About Health Issues They...

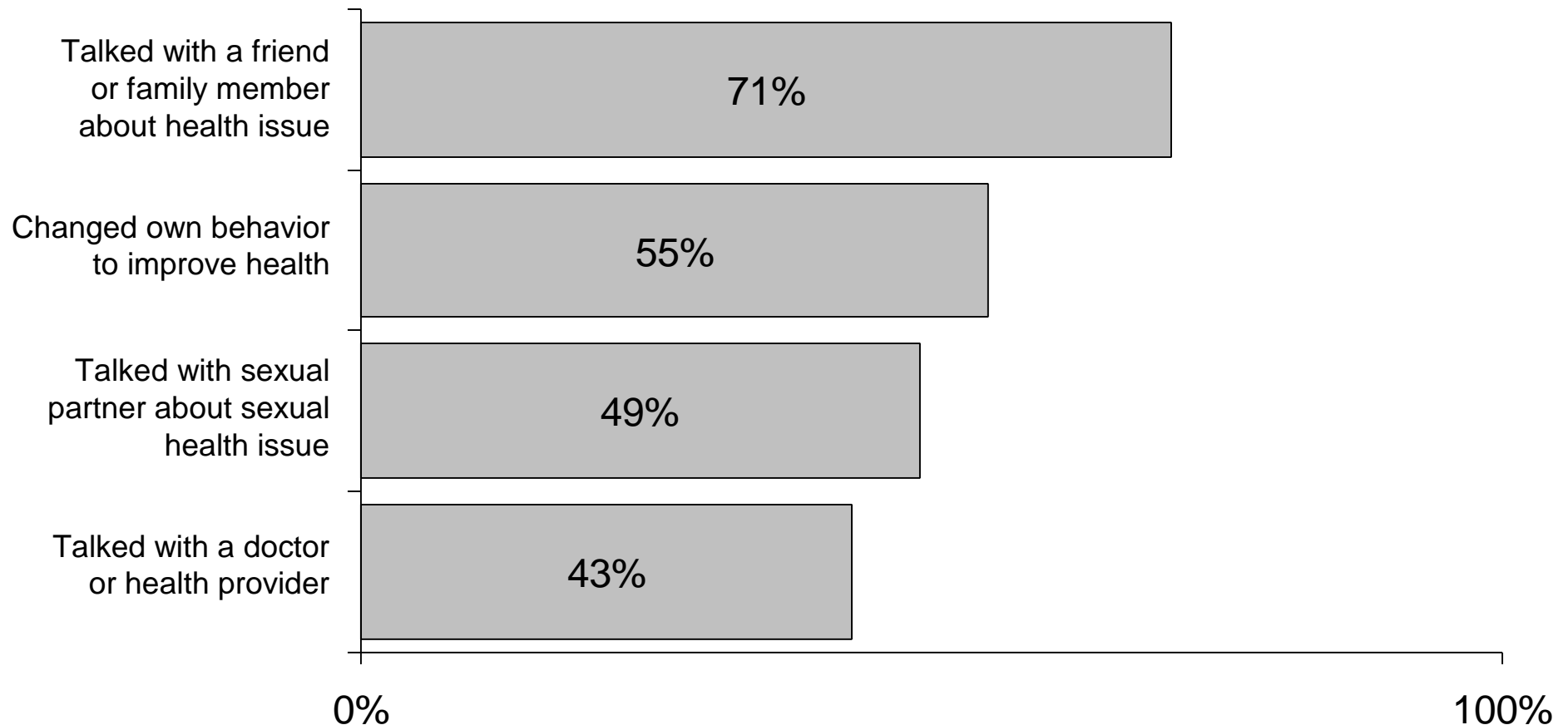
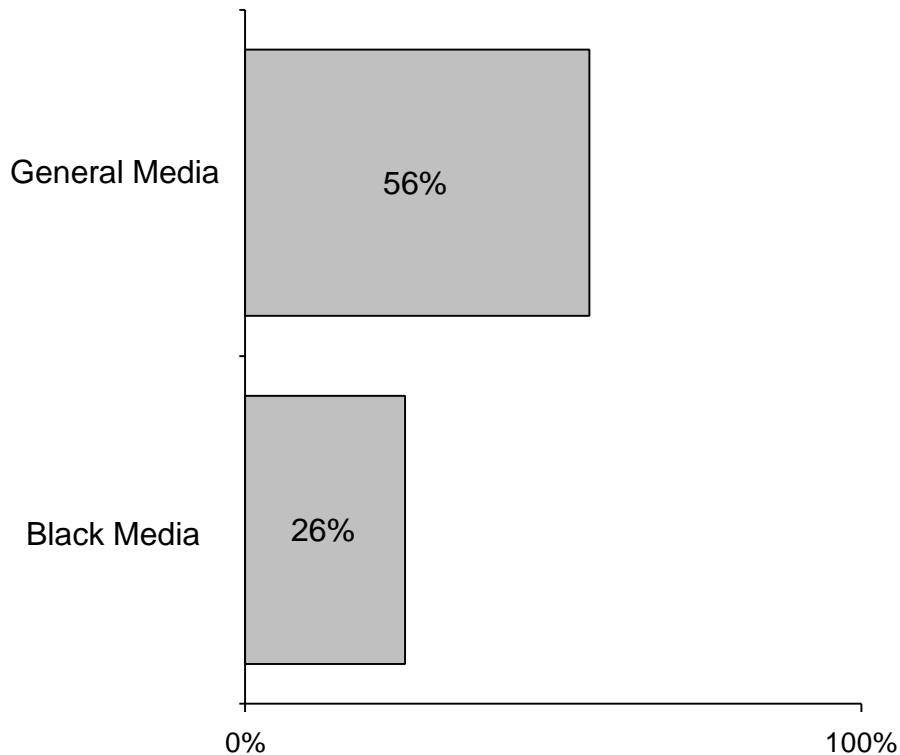


CHART 6

MORE AFRICAN AMERICANS TURN TO GENERAL MEDIA FOR HEALTH INFORMATION BUT BLACK MEDIA PLAYS IMPORTANT ROLE

Percent of African Americans Who Say...

Over the last year, received more health
information from...



Over the last year, received at least some
health information from...

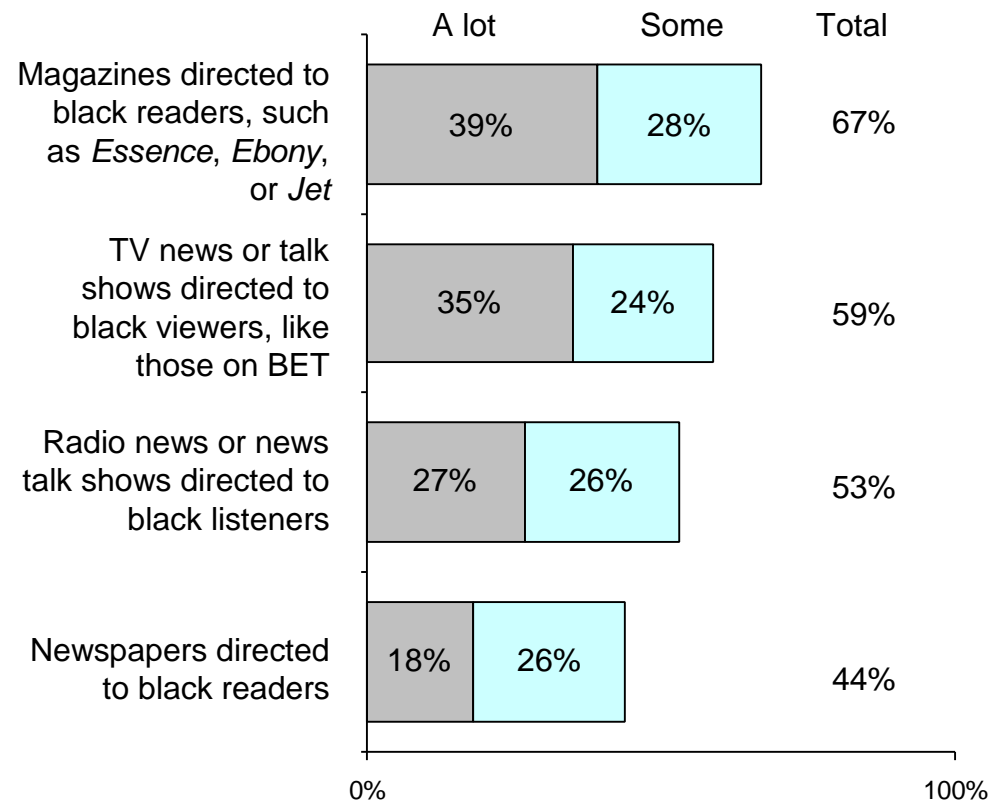
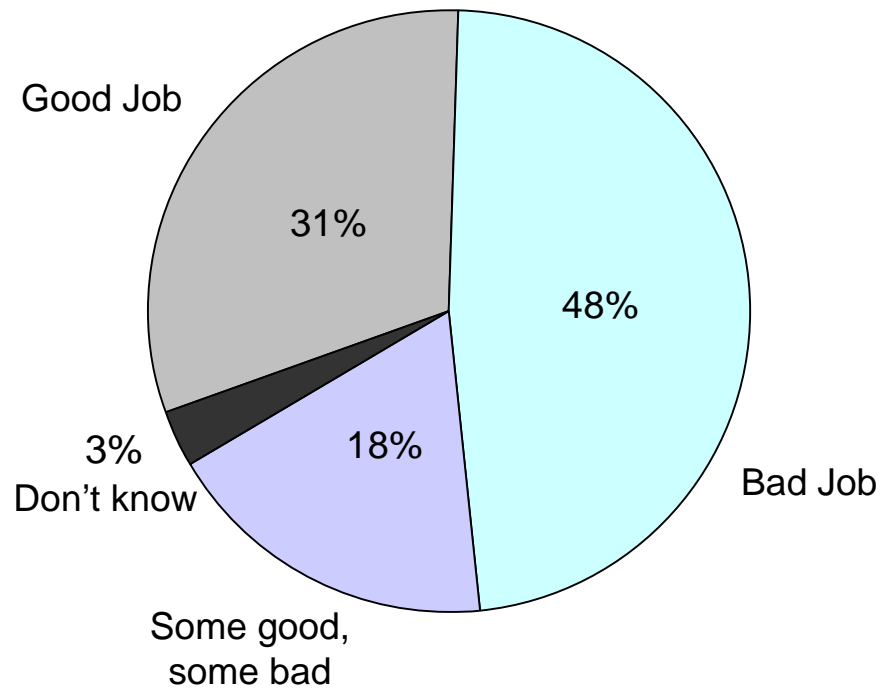


CHART 7

AFRICAN AMERICANS MIXED ON MEDIA OVERALL AS HEALTH INFORMATION RESOURCE

Percent of African Americans Who Say the Media Overall Do a “Good” or “Bad” Job...

“...Telling Blacks in this country what they need to know about health and health care”



“...Telling you and your family what you need to know about health and health care”

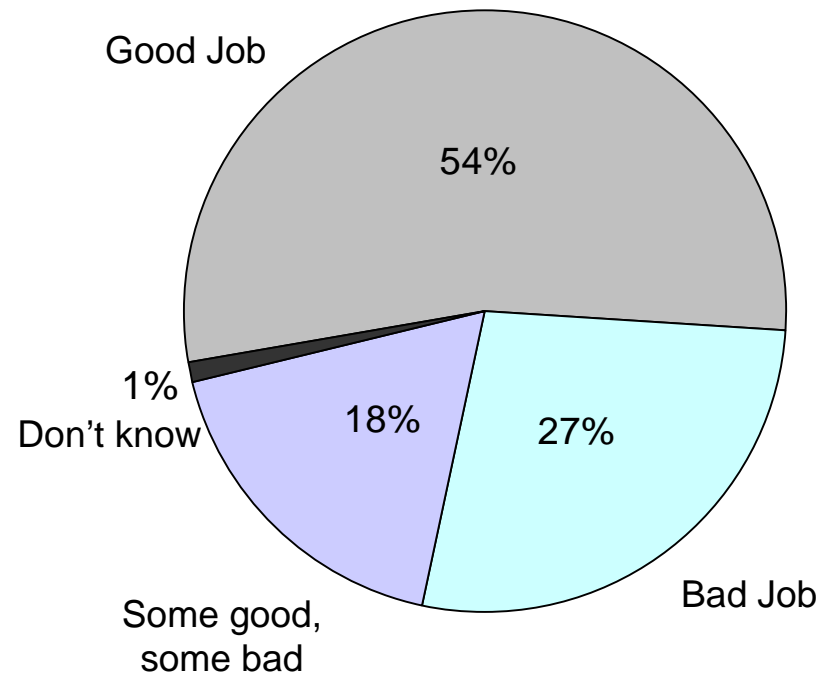
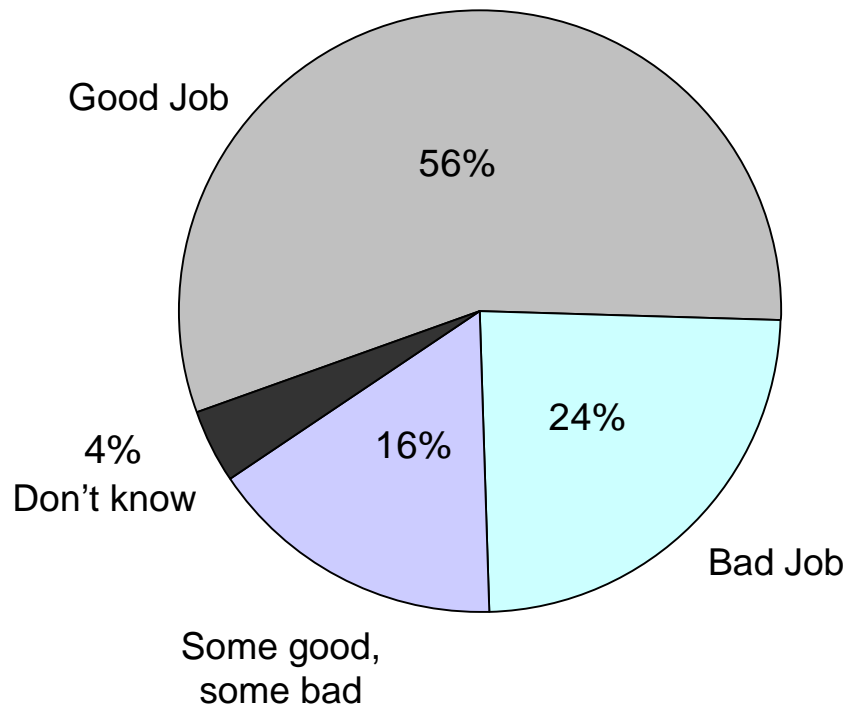


CHART 8

AFRICAN AMERICANS MORE POSITIVE ON BLACK MEDIA AS HEALTH INFORMATION RESOURCE

Percent of African Americans Who Say the Black Media Does a “Good” or “Bad” Job...

“...Telling Blacks in this country what they need to know about health and health care”



“...Telling you and your family in this country what they need to know about health and health care”

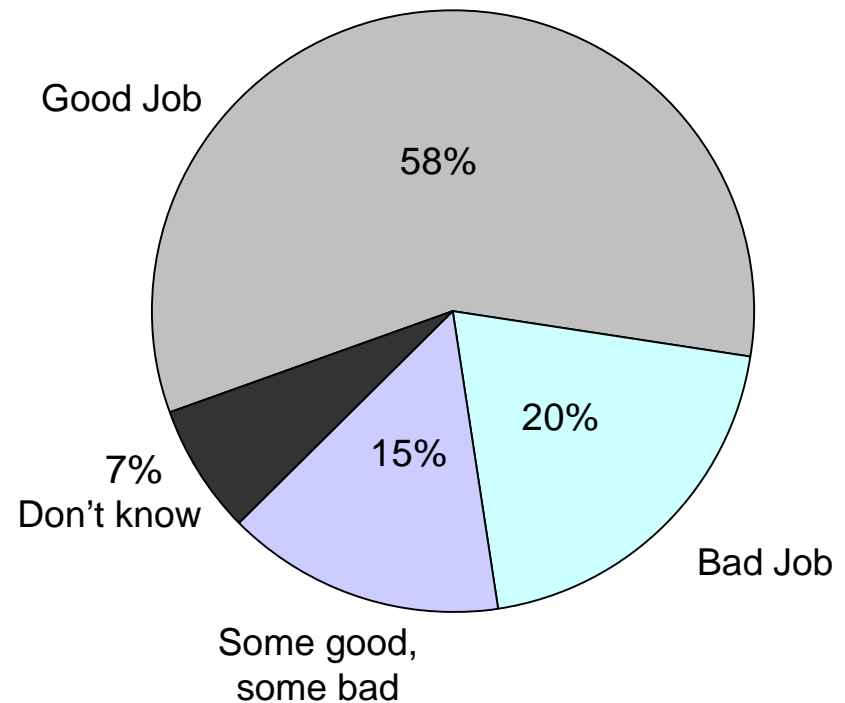
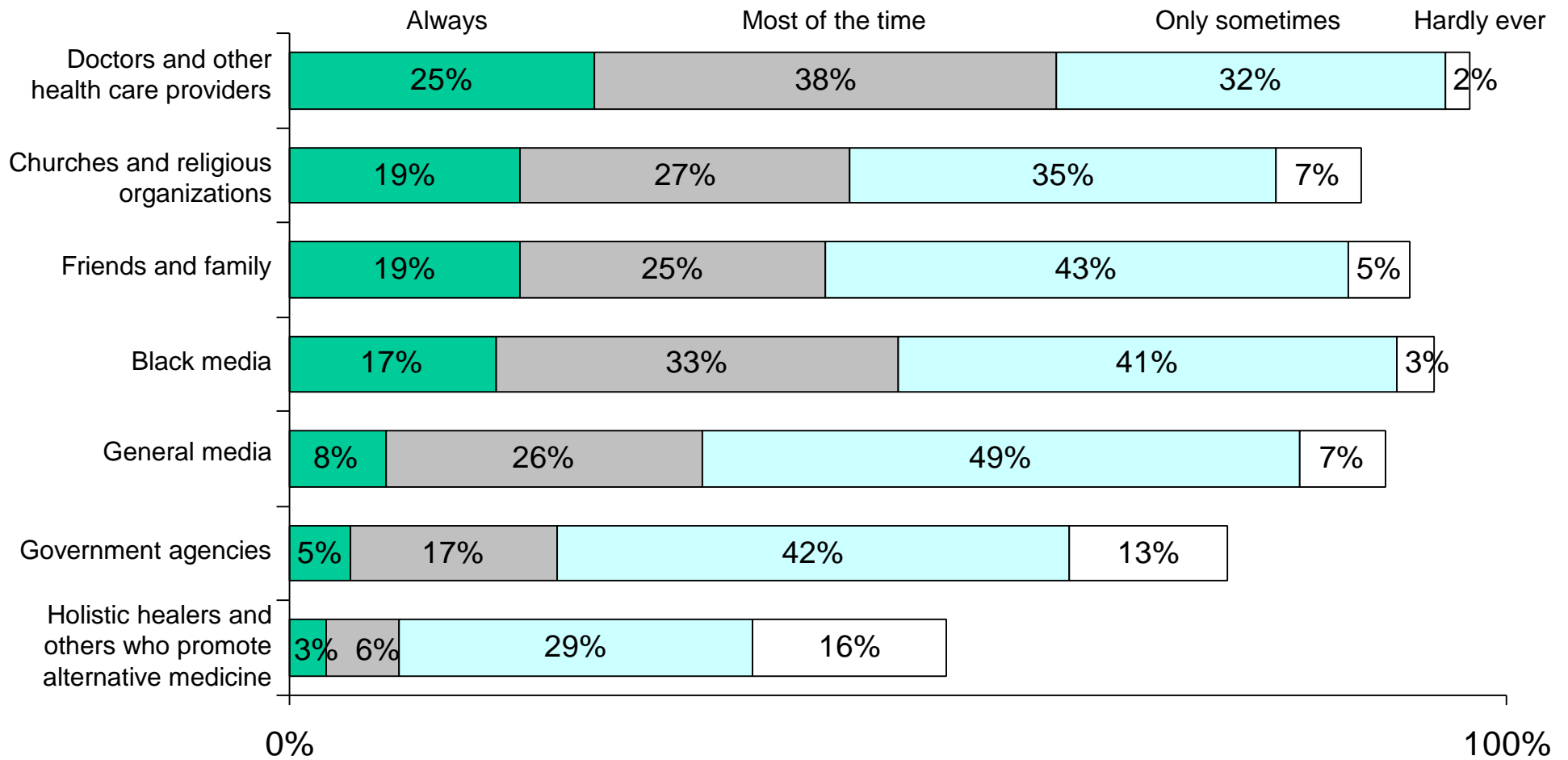


CHART 9

WHO DO AFRICAN AMERICANS TRUST FOR HEALTH INFORMATION?

Percent of African Americans Saying How Often They Trust the Health Information from Each Source



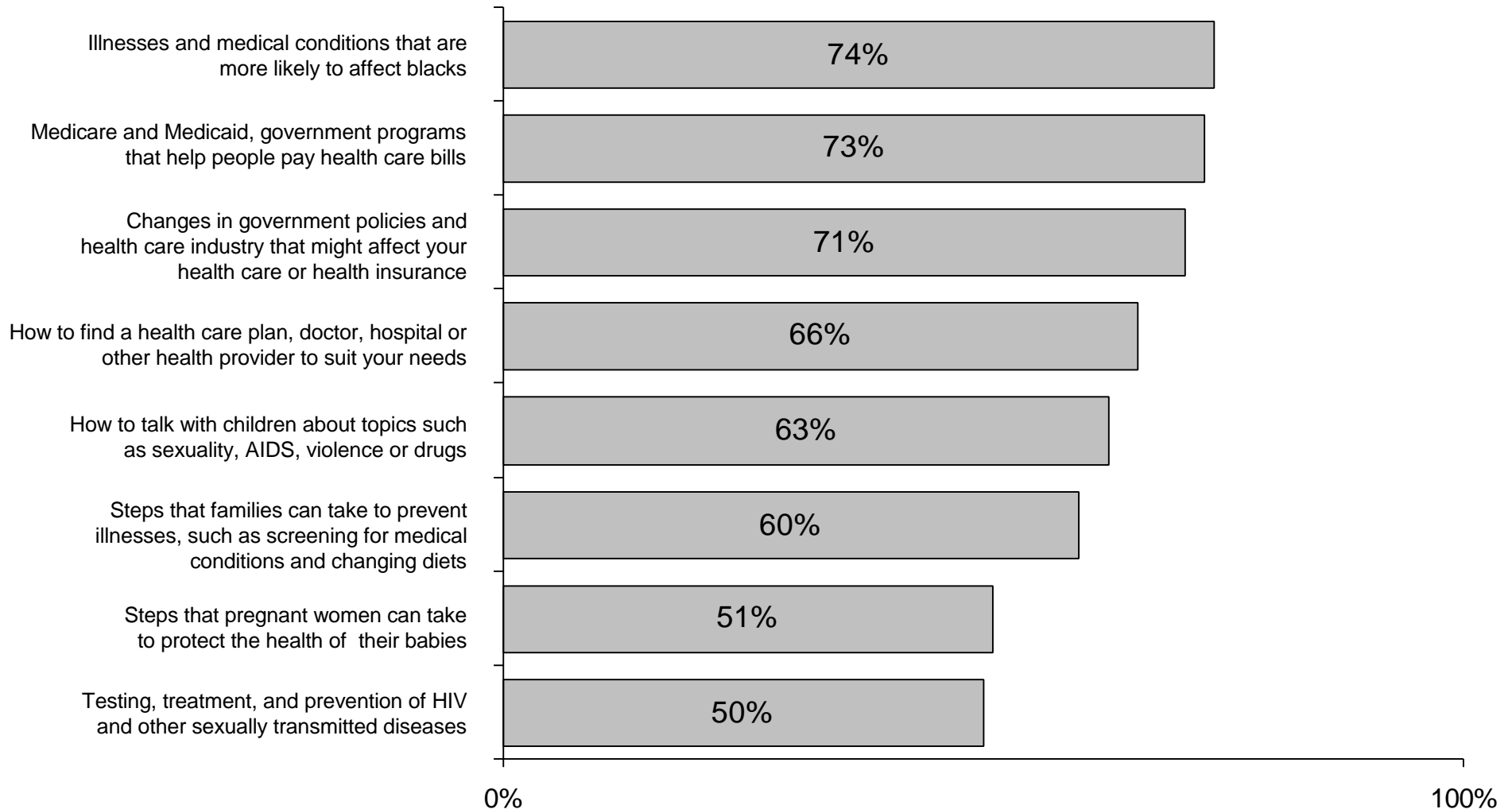
Note: "Don't Know" and "Never Used" not shown.

Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 10

AFRICAN AMERICANS SAY MEDIA COULD DO MORE COVERAGE OF HEALTH ISSUES

Percent of African Americans Who Say Media Not Doing Enough Stories About...

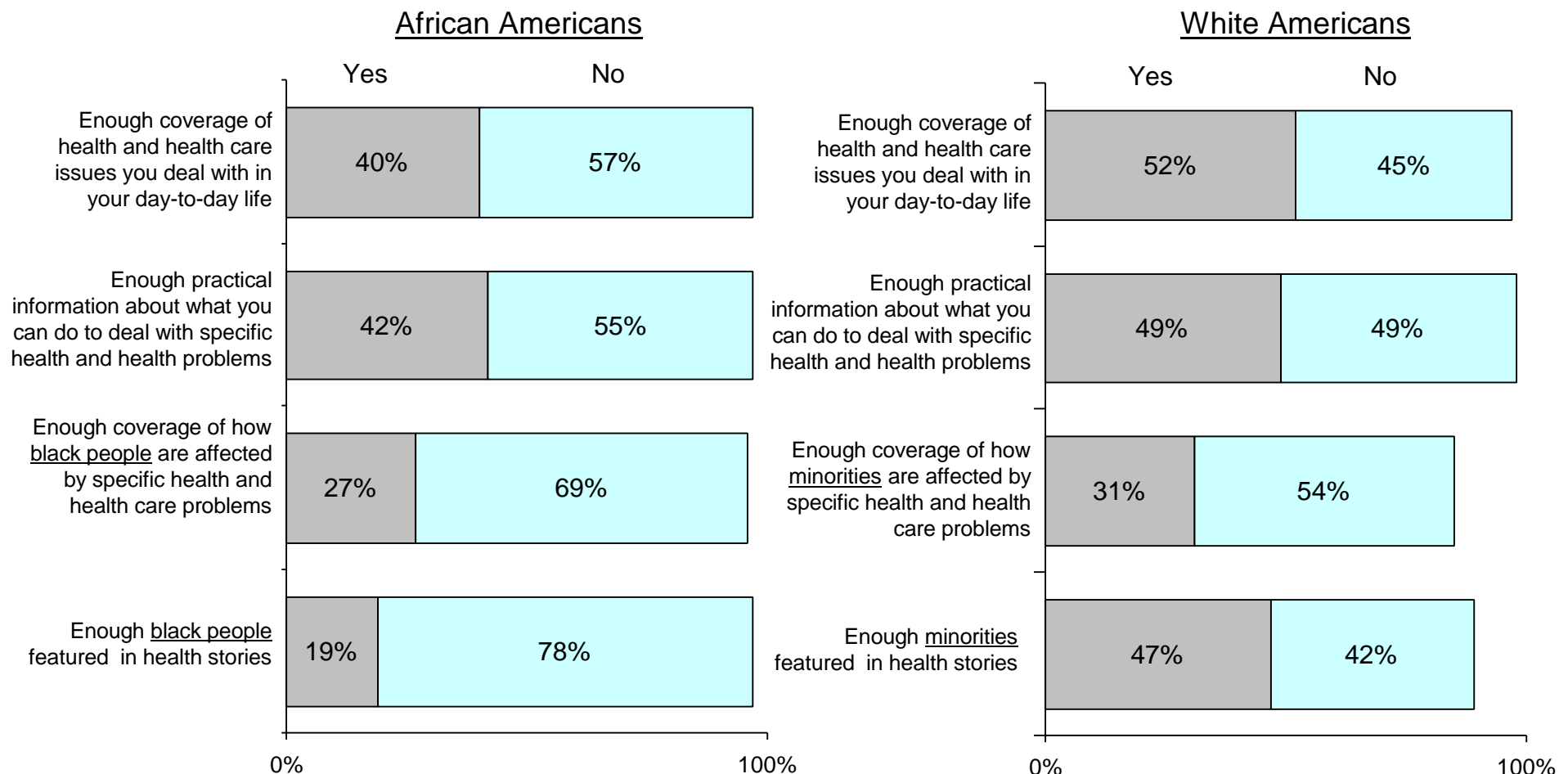


Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 11

AFRICAN AMERICANS SAY THERE IS NOT ENOUGH COVERAGE ACROSS ALL MEDIA OF THE HEALTH ISSUES THAT MOST CONCERN THEM

Percent of Americans Who Say in Media Overall there is...

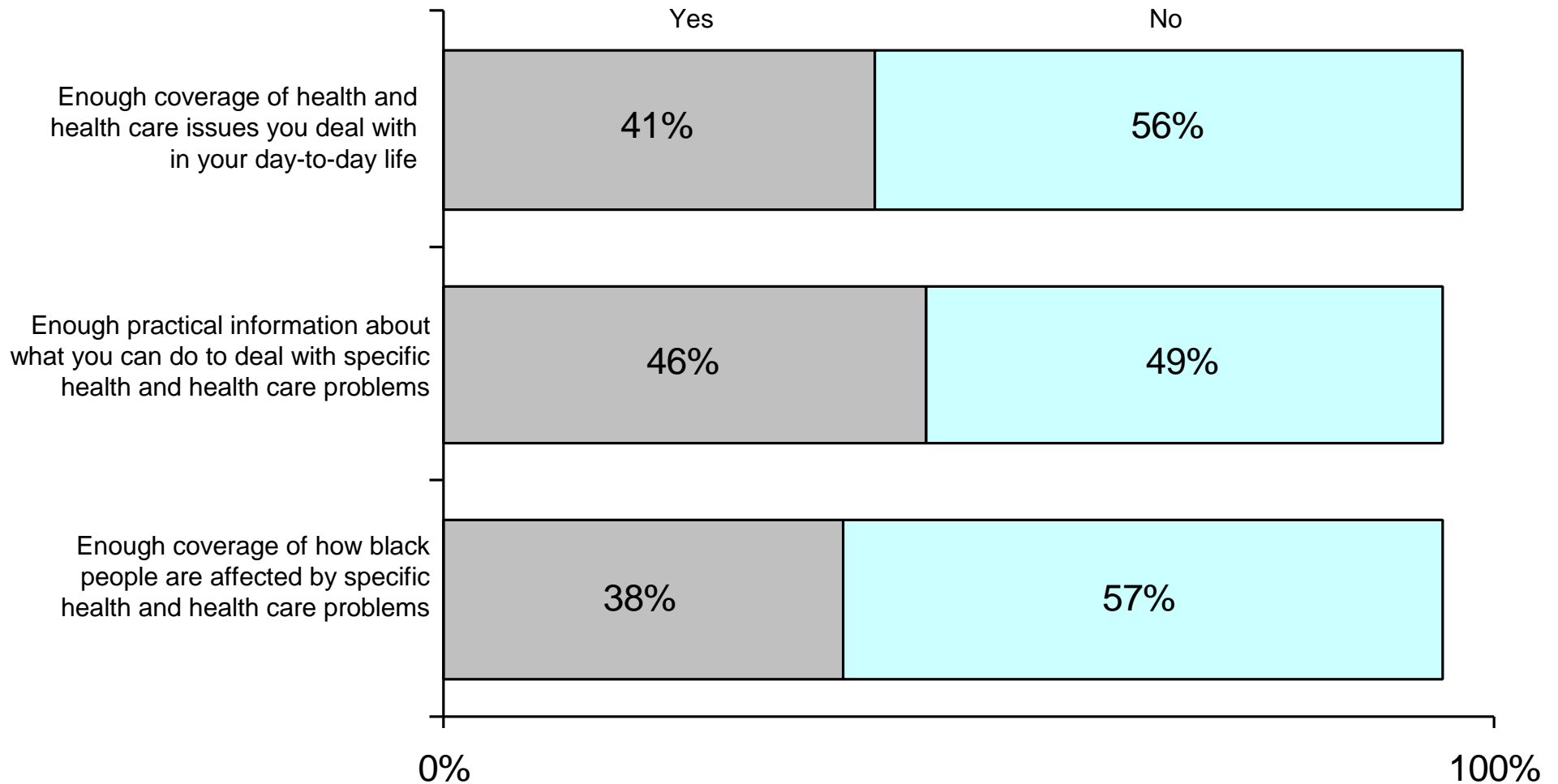


Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 12

African Americans Say Black Media Does Better Covering Health Concerns, But Could Do More

Percent of African Americans Who Say in the Black Media, There Is...



Source: Kaiser Family Foundation/National Association of Black Journalists National Survey on Blacks, Media, and Health; conducted June 9-July 2, 1998; released July 31, 1998.

CHART 13

LACK OF INTEREST, RESEARCH, AND MINORITY JOURNALISTS SEEN AS LIMITING COVERAGE OF MINORITY HEALTH CONCERNS

Percent Saying Each Is or Is Not a Reason for Limited Media Coverage of Health Problems Affecting African Americans

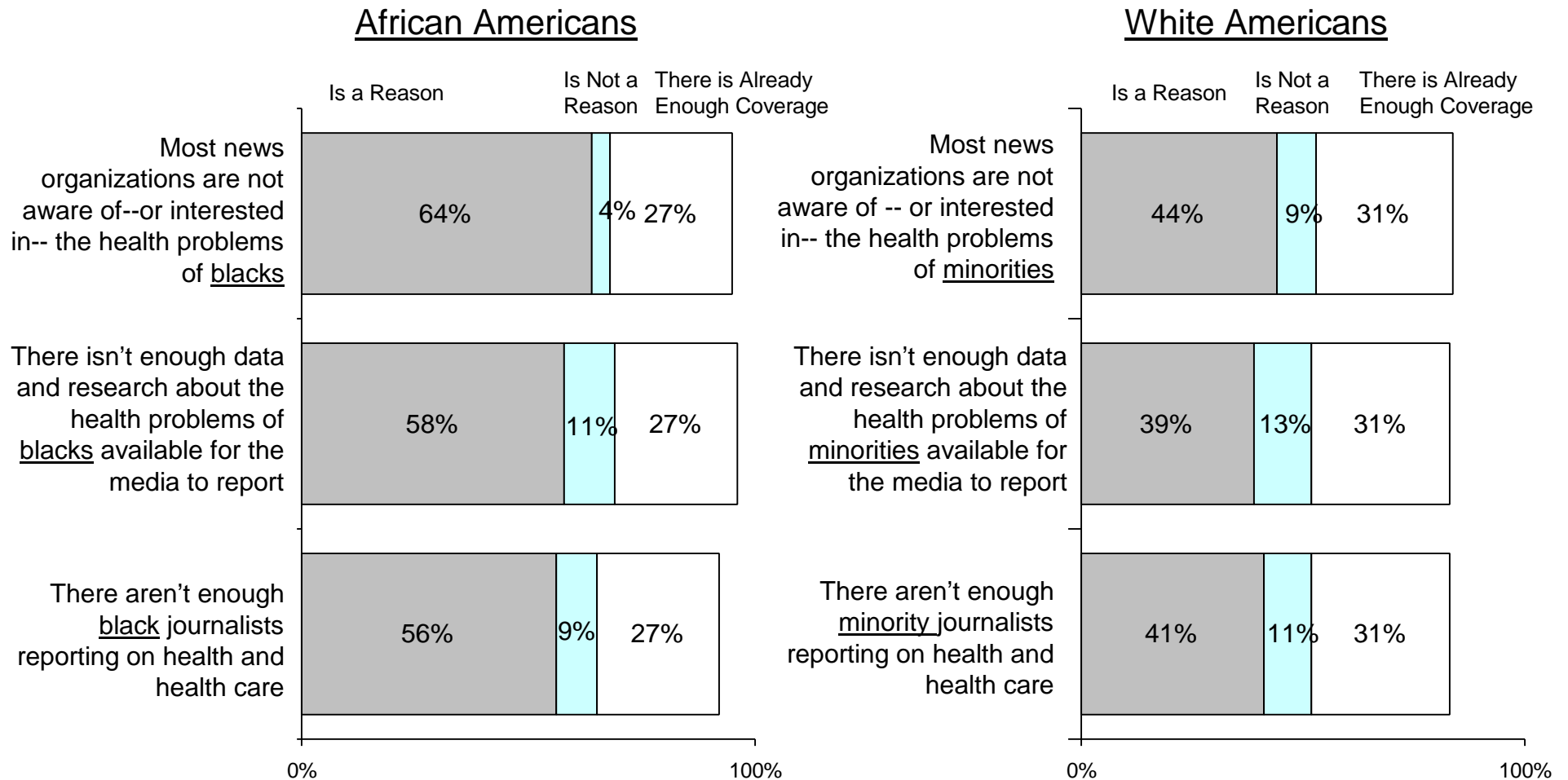
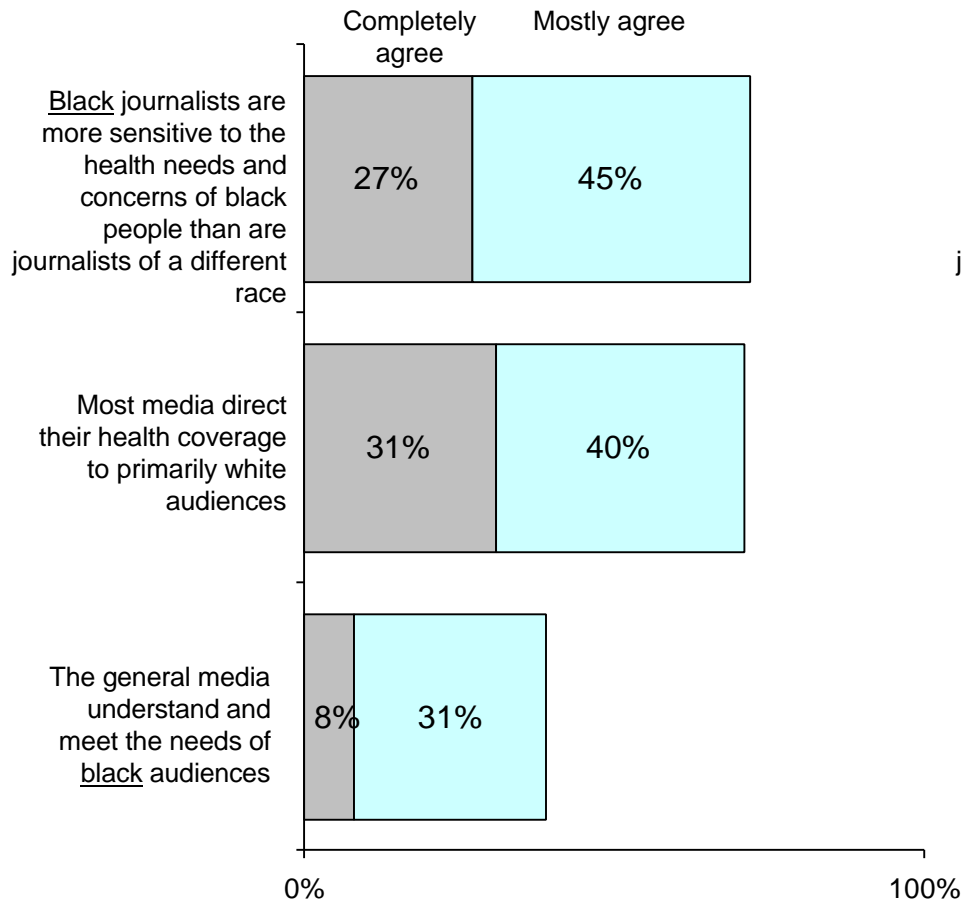


CHART 14

MEDIA NOT SEEN AS FOCUSED ON NEEDS OF BLACK AUDIENCES

Percent Who Agree That...

African Americans



White Americans

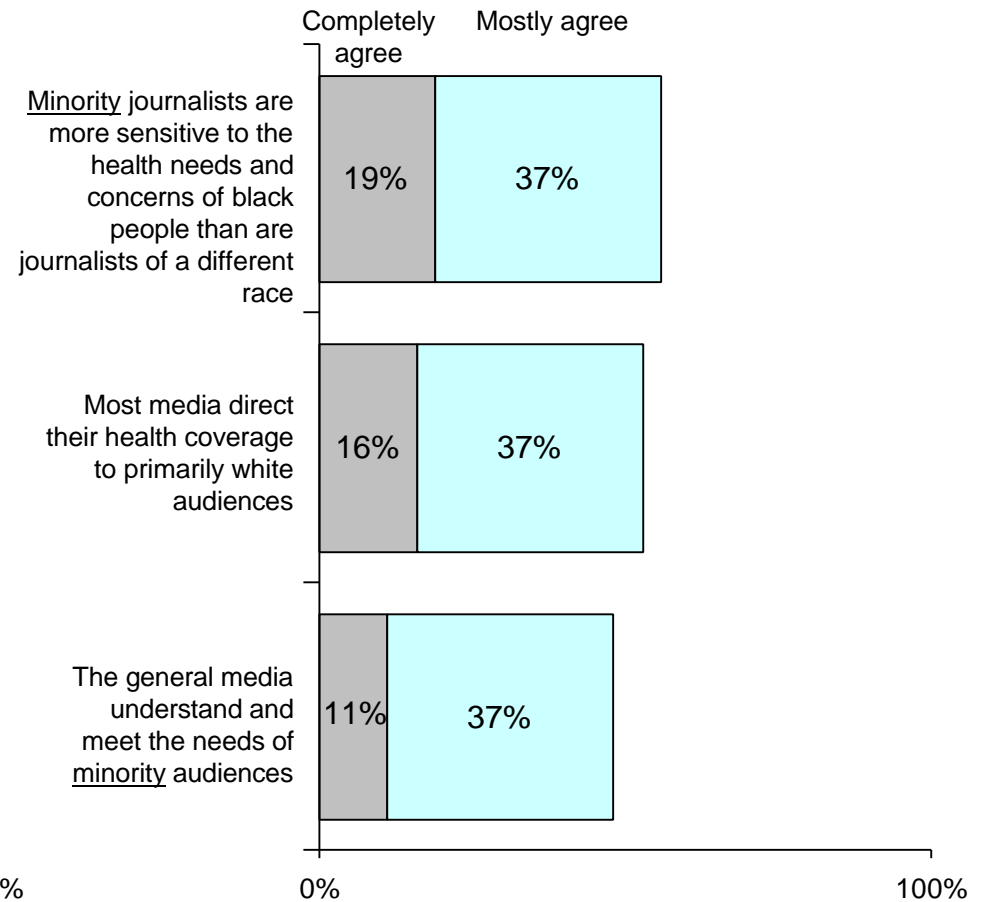


CHART 15

MEDIA SEEN AS OVER-REPRESENTING AFRICAN AMERICANS IN CRIME COVERAGE WHILE NOT GIVING ENOUGH VISIBILITY IN OTHER STORIES

Percent Who Say African Americans or Minorities in General, Get Too Much, Not Enough or About the Right Amount of Attention in the General Media's Coverage of Each Topic

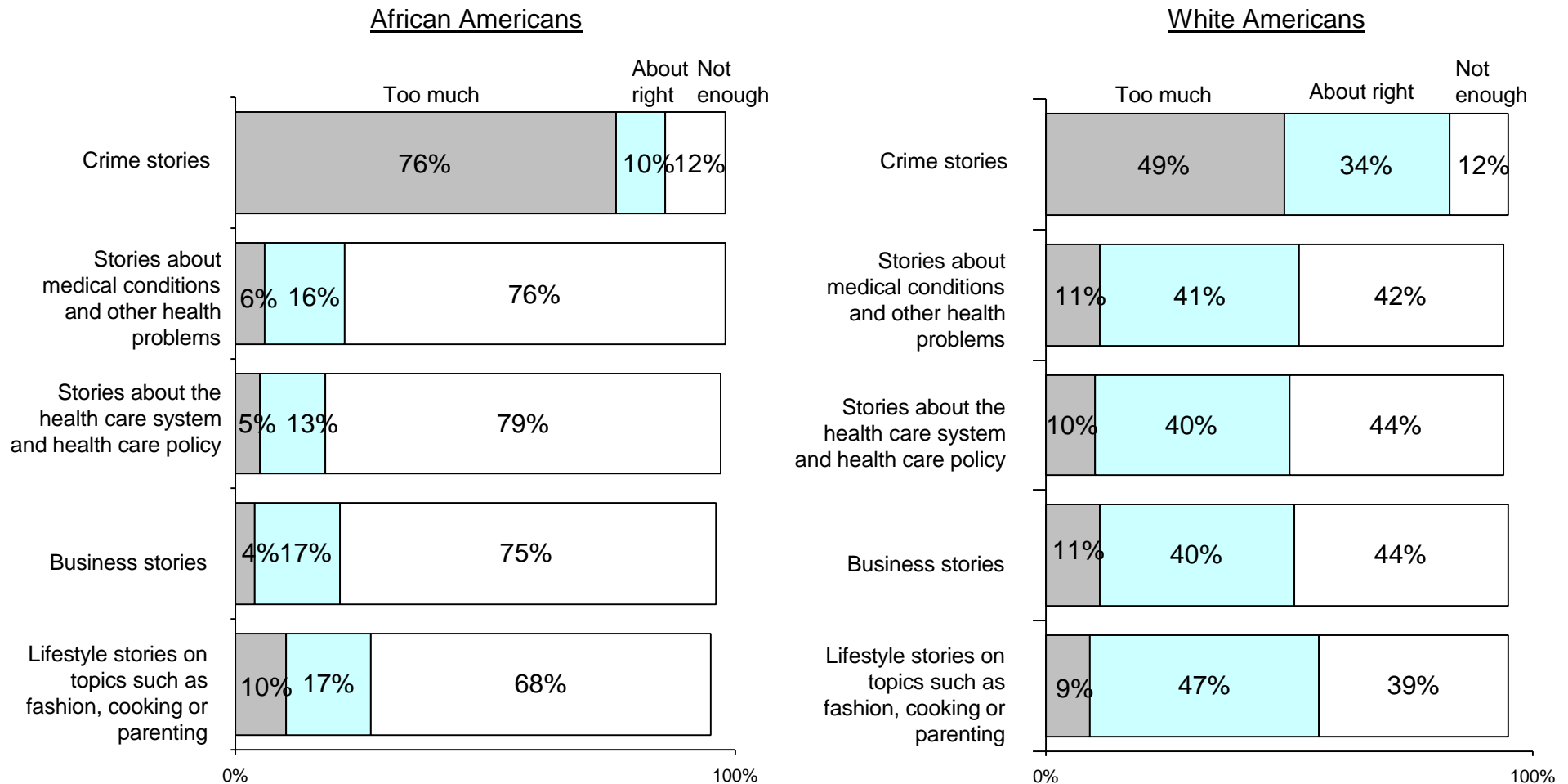
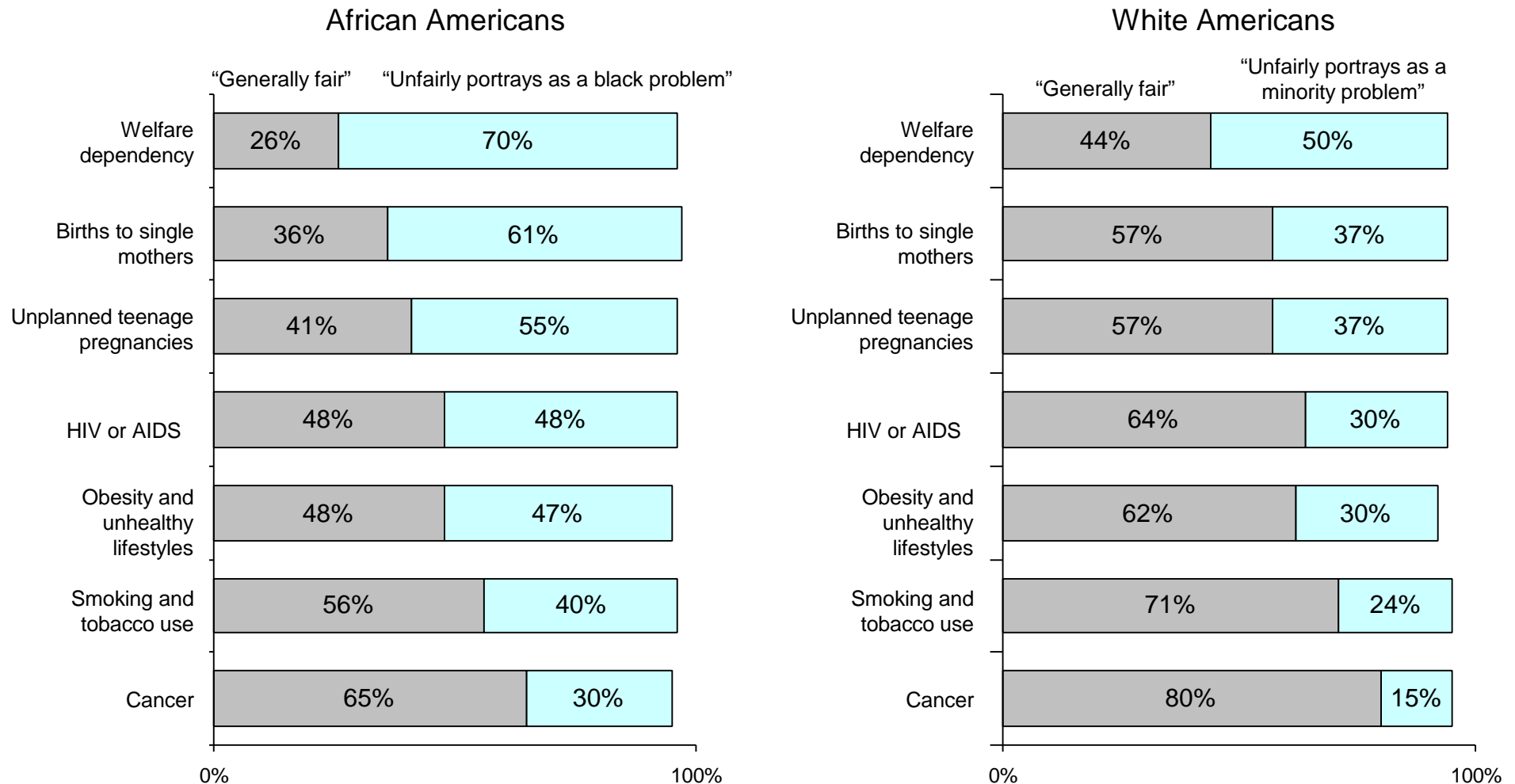


CHART 16

AFRICAN AMERICANS SAY MEDIA PLACES UNFAIR BLAME WHEN IT COMES TO UNINTENDED PREGNANCY AND WELFARE...

Percent Who Say General Media's Coverage of Each Topic Is "Generally Fair" or "Unfairly Portrays as a Black, or Minority, Problem"



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