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Oral Presentation – Session H: Emergency Disaster Preparedness in Public Health

**Suitable Channels for Weather Information Receiving: A Cross-sectional
Study in Hong Kong Community**

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Extreme weather events are expected to increase in incidence, severity and duration worldwide, which brings higher risks of mortality and morbidity. Hong Kong is one of the most densely populated cities in the world, taking higher risk of health-related impacts from extreme weather. A suitable weather information channel helps strengthen community resilience and promote disaster awareness in Hong Kong. Our study aims to find out how people receive weather information and explore related factors among general Hong Kong population.

A cross-sectional, randomized population-based telephone survey study was conducted among Hong Kong Cantonese-speaking population aged over 15 years between January and February 2016. Information on general socio-demographic background, ownership of smartphone, as well as habit and preference of channels for weather information were solicited and analyzed.

Study sample consisted of 1,017 respondents (Response rate of 63.6%) and was comparable to the age, gender and district distribution of the 2011 HK general population. Television (50.1%) and smartphone apps (31.7%) were the two most important channels for weather information receiving. Socio-demographic predicting factors were found for preferred information access channel. Of note, older age were less to use smartphone technology (Chi-squared Test for Trend, $p < 0.01$) whereas the smartphone penetration among respondents aged 15 to 34 were 100%. More than 70% of the respondents were using their preferred channel to receive weather information, while around 16% considered switching to smartphone app.

A satisfactory channel for information receiving is one of prerequisites for public health prevention. Relevant public health strategies should tailor according to pattern of technology use and tendency.