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An Effective Way in Promotion of Message on Breast Health to The API Community

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Objectives: Participants will be able to identify strategies that are culturally sensitive in promoting breast health messages to the API community.

Abstract Text: This study evaluates the effectiveness of using local Chinese media in promoting message on breast health. The study surveyed 710 Chinese women through individual face-to-face interviews. The interviews were conducted after 6 months of airing and/ publishing public service announcements through Chinese media on breast health guidelines and breast self-exam techniques. Chinese media used included television, radio station, and newspaper. The interviewers collected a convenient sample of Chinese-speaking women at various locations such as sewing factories, day-care centers, English as Second Language classes, and on the streets of Chinatown in San Francisco. Each interview was conducted in English, Cantonese, or Mandarin depending upon the participant's preference. All data analyses were conducted using SPSS 10.0 to compare the outcomes of those who viewed the announcements to those who did not. The analyses performed included descriptive statistics, Pearson chi-square tests of independence, analysis of variance, and multiple logistic regression. The findings of the study showed that using the local Chinese media to promote message on breast health was effective in improving knowledge of breast health guidelines, teaching viewers how to perform breast self-exam, and increasing breast health practices.