



基督教聯合那打素社康服務
UNITED CHRISTIAN NETHERSOLE COMMUNITY HEALTH SERVICE

Every Woman Counts!

Cancer Prevention Amongst Ethnic Minority Women

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Funded by the Health Care and Promotion Fund, Hong Kong.

Objectives

- To raise cancer (cervical and breast cancer) awareness amongst ethnic minority women.
- To increase uptake of Pap smear screening amongst the ethnic minority women.
- To increase uptake of healthy lifestyle (healthy diet, physical activity, quit smoking and reduction of alcohol intake).

By the end of 12 months programme period:

- To train **20 peer educator** on cancer prevention
- To provide **600 face to face peer education** to ethnic minority women
- To provide **4 road show exhibition** related to cervical and breast cancer prevention reaching out to **at least 16,000 ethnic minority women**
- To have produced **3,000 piece of multilingual booklet**
- To have produced **3,000 health souvenir.**

Target group:

- Ethnic minority women of Hong Kong
- Age => **18 yrs**

Tertiary wide in Hong Kong

1st April 2015: End Date: 31st March 2016

Methods

- Peer educator training
- Peer education with pre and post questionnaire
- Health talks
- Roadshow
- Educational booklet
- Souvenir with health message
- Evaluation.

Peer educator training



21 peer educator/ambassadors

Peer education with pre and post questionnaire

Peer education questionnaire

Every women counts- Cancer prevention amongst ethnic minority women

To improve cancer awareness amongst the ethnic minority women in Hong Kong, United Christian Nethersole Community Health Service initiated this project funded by the Health Care and Promotion Fund

This questionnaire aims to study cancer prevention health knowledge among the ethnic minority women in Hong Kong. All information collected will be kept strictly confidential and will be used only for evaluation and analysis of the project.

1. Name -----?
3. **Nationality:** Indian Nepali Pakistani Indonesian Other Asian
4. **Age:** 16 – 25 26-34 35-44 45- 54 55 and above
5. **Occupation:** Housewife Unemployed (looking for job) Administration (Manager)
 Professional (Doctor, Lawyers, Teacher, Nurse)
 Service industry (Catering, Hotel) Other Please specify
6. No. of household family member-----
7. Marital status: Single Married Separated Widowed
8. Have you heard of Cervical cancer prevention before **Yes/ No/ Not Sure**
9. Have you heard of Breast cancer prevention before **Yes/No/Not Sure**
10. Have you ever done Pap smear before? **Yes/No**
11. Have you ever hear of mammogram before? **Yes/No/Not Sure**
12. Do you eat 3 portion of vegetable per day at present: **Yes/No**
13. Do you exercise regularly i.e. 3 times per week for about 30 minutes each time? **Yes/No**
14. Knowledge based questions:

- Cervical cancer and breast cancer are the most common cancer amongst women
 Yes No Don't know
- Pas smear/cervical smear can detect early signs of cervical cancer
 Yes No Don't know
- Mammogram is a screening test for breast cancer
 Yes No Don't know
- Healthy lifestyle such as physical activity, healthy eating, refraining smoking and alcohol can reduce risks of cervical and breast cancer.

Every women counts- Cancer prevention amongst ethnic minority women

Thank you for your participation in the peer health education. To help us evaluate the effectiveness of the peer education, we would be most grateful if you could spare a few minutes to complete the following questions. Please put a ✓ in appropriate box.

1. The peer education increased my knowledge on cervical and breast cancer and its preventive measures
 Strongly agree Agree Disagree Strongly Disagree
2. Knowledge based questions:
 - Cervical cancer and breast cancer are the most common cancer amongst women
 Yes No Don't know
 - Pas smear/cervical smear can detect early signs of cervical cancer
 Yes No Don't know
 - Mammogram is a screening test for breast cancer
 Yes No Don't know
 - Healthy lifestyle such as physical activity, healthy eating, refraining smoking and alcohol can reduce risks of cervical and breast cancer.
 Yes No Don't know
3. Will you tell your friends or family members regarding cancer prevention and healthy lifestyle?
 Yes No
4. Your overall comments on the peer education
 Very satisfied Satisfied Dissatisfied Very Dissatisfied



Roadshows



18 roadshows with **2930** participants

Peer education



803 women reached through peer education

Radio announcements

- **6th March 2016 (RTHK)----- Nepali Version**
 - http://programme.rthk.org.hk/channel/radio/player_popup.php?pid=4212&eid=&d=2016-03-06&player=mp3&type=archive&channel=radio3
 - **6th March 2016 (Metro Plus)-----English Version (Instead of Hindi)**
 - http://www.metroradio.com.hk//1044/media/wmpopup_DesiTadak.asp?http://testmp3.http.akamai-trials.com/campaign/1044/DesiTadka/desi_160306_1.mp3
 - **6th March 2016 (RTHK)-----Urdu Version**
 - http://programme.rthk.hk/channel/radio/player_popup.php?pid=4211&eid=&d=2016-03-06&player=mp3&type=archive&channel=radio3
 - **6th March 2016 (RTHK)-----Bahasa Version(Part 2)**
 - http://programme.rthk.org.hk/channel/radio/player_popup.php?pid=3435&eid=&d=2016-03-06&player=mp3&type=archive&channel=radio2
-
- Promotion was done near the International Women's Day time

Collaboration organization and roadshow / exhibition

No.	Date	Venue	Collaborating organizations
1	12/04/2015	Sikh Temple	Khalea Dewan (Sikh Temple)
2	22/04/2015	Catholic Diocese of HK Diocesan Pastoral Centre for Workers, Yau Ma Tei	Catholic Diocese of HK Diocesan Pastoral Centre for Workers
3	11/05/2015	Muslim Community Kindergarten Wanchai	Muslim Community Kindergarten
4	17/05/2015	Kowloon Park	Yang Memorial Methodist Social Service
5	31/05/2015	Henry G. Leong Community Center	United Christian Nethersole Community Health Service
6	21/06/2015	Charter Garden, Charter Road, Central	Mission for Migrant Workers
7	08/07/2015	Caritas Tuen Mun Marden Foundation Sec. School	Caritas Tuen Mun Marden Foundation Sec. School
8	26/07/2015	Indonesian Consulate, Causeway Bay	Consulate General of the Republic of Indonesia Hong Kong - Immigration.
9	28/07/2015	Jordan Christian Action	Christian Action
10	29/08/2015	Link Center , Kwai Chung	Link Center
11	06/09/2015	Hong Kong Integrated Nepalese Society (HINS) Center,	Hong Kong Integrated Nepalese Society (HINS) Center
12	26/10/2015	Integrated Service Centre for Local South Asians (ISSA)	Integrated Service Centre for Local South Asians (ISSA)
13	28/10/2015	Tuen Mun, SHINE Center	Services for Harmonious Integration & Neighborhood Empowerment(SHINE Centre)
14	30/10/2015	Yeung Long Town Hall, Yeung Long	Yeung Long Town Hall
15	01/01/2016	Ma On Shan	Tamu Association
16	29/01/2016	Islamic Primary School, Tuen Mun	Islamic Primary School
17	05/02/2016	Li Cheung Uk Primary School	Li Cheung Uk Primary School
18	07/02/2016	Ma Lau Shan	Hong Kong Tamang Ghedung

Multilingual booklet and Souvenir with health message



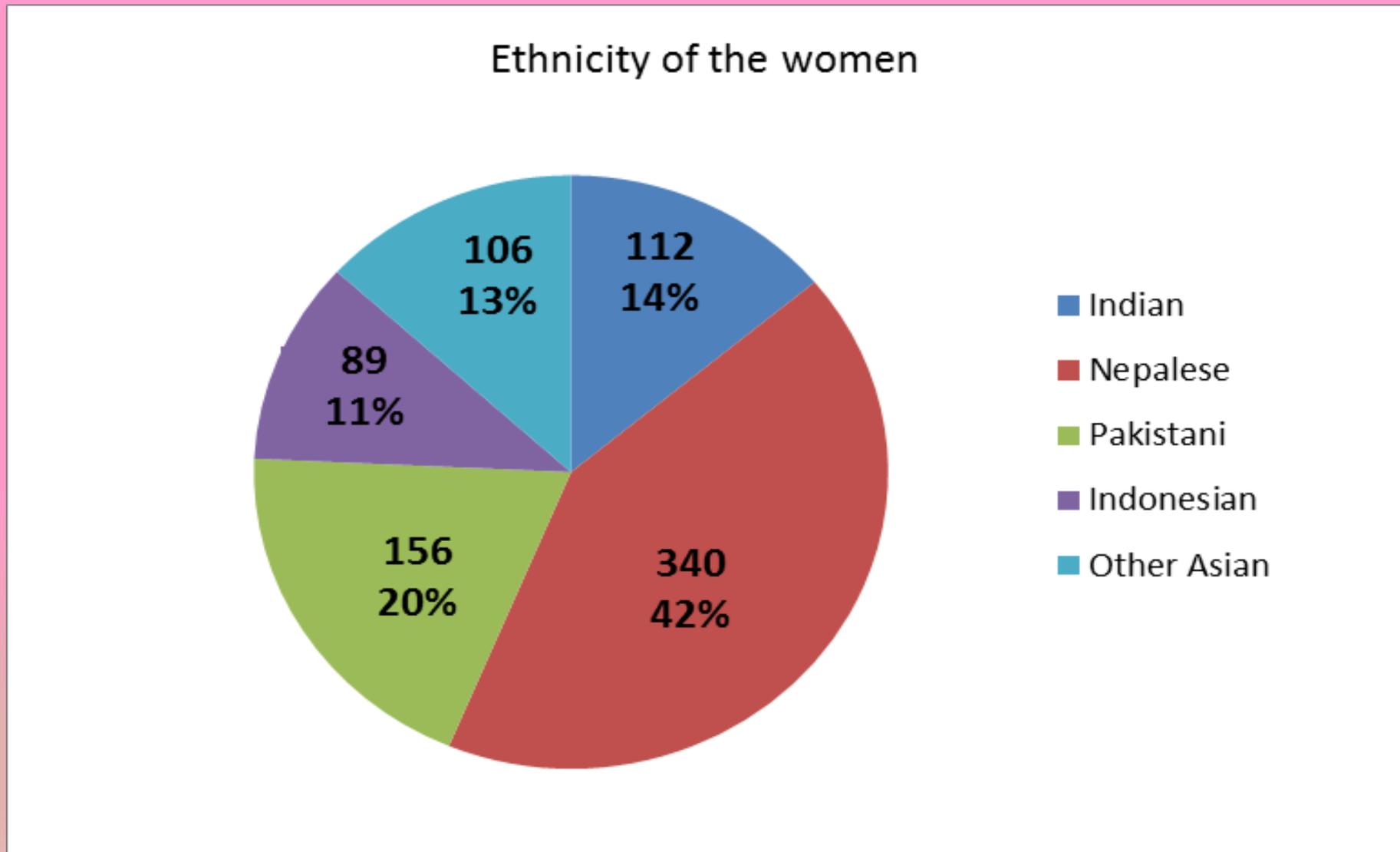
2,000 pieces of souvenir

3500 copies of Multilingual booklet
(Nepali, Hindi, Bahasa, Urdu, Punjabi)

Proposed outcome measure and actual outcome compared to baseline

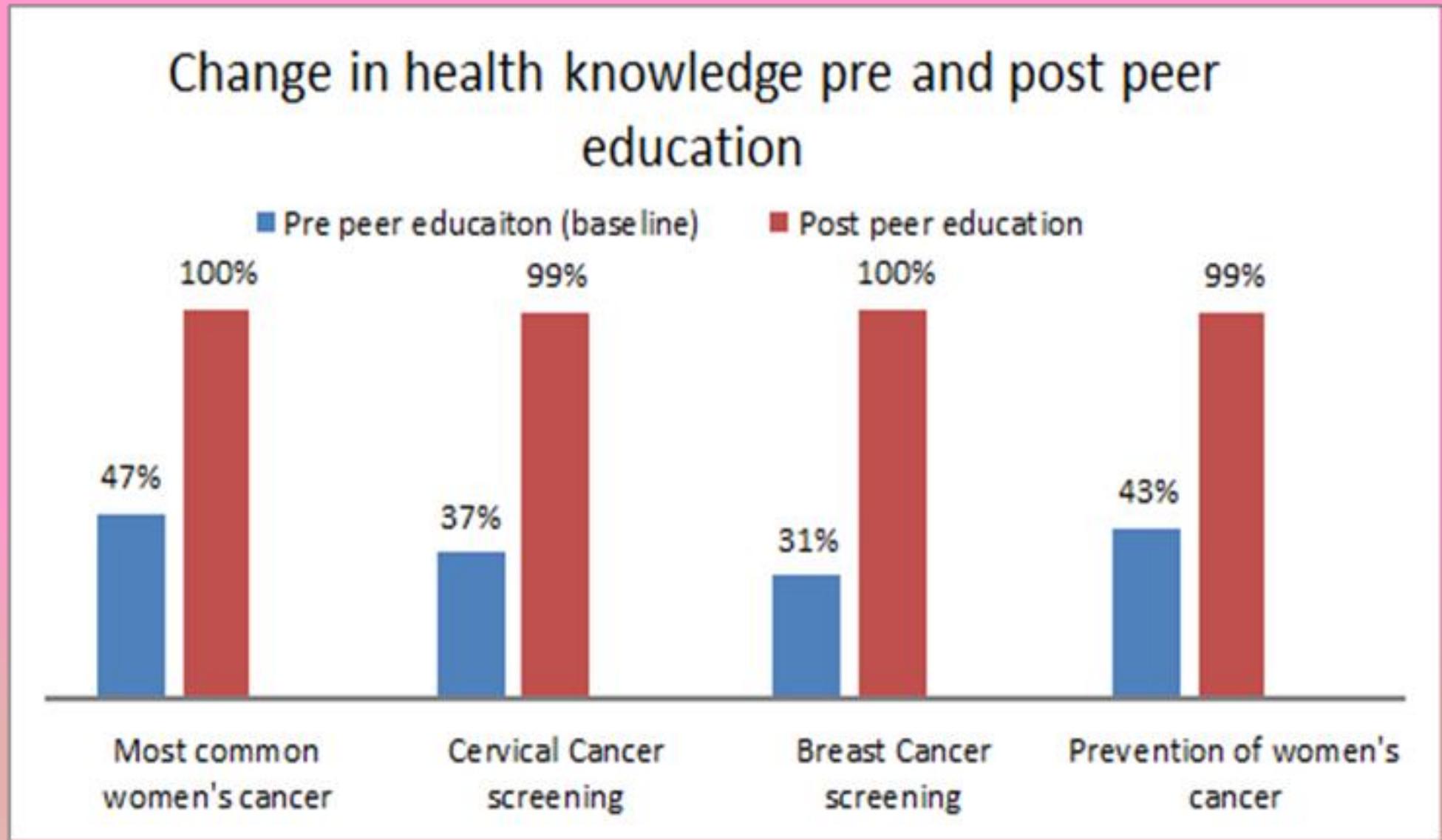
	Health Activities/interventions	Pledged	Actual	Variance (+/- %)
1	• Number of peer ambassadors	• 20	• 21	• +5%
2	• Number of participants reached by peer educator	• 600 participants	• 803 participants	• +34%
3	• Roadshow/exhibition	• 4 with 1600 participants	• 18 with 2930 participants	• +85%
4	• Multilingual booklet (Nepali, Hindi, Bahasa, Urdu, Punjabi)	• 3,000	• 3,500	• +16%
5	• Knowledge level Enhancement post individualized peer education	≥ 30% knowledge on preventive measure for cervical and breast cancer	• 59.2%	• +29.2
6	• Uptake of pap smear post peer education	• ≥20% (120/600 women) of participants uptake pap smear test	• 30.5% (245/803 women)	• +10.5%
7	• Adopting healthy lifestyle measures	• ≥20 % of participants will uptake healthy lifestyle measure such as 3 times a week exercise	• 33.4%	• +13.42%
8	• Adopting healthy lifestyle measures	• ≥15% will consume 2-3 portion of vegetable per day	• 68.6%	• +53.62%

Women reached and their ethnicity



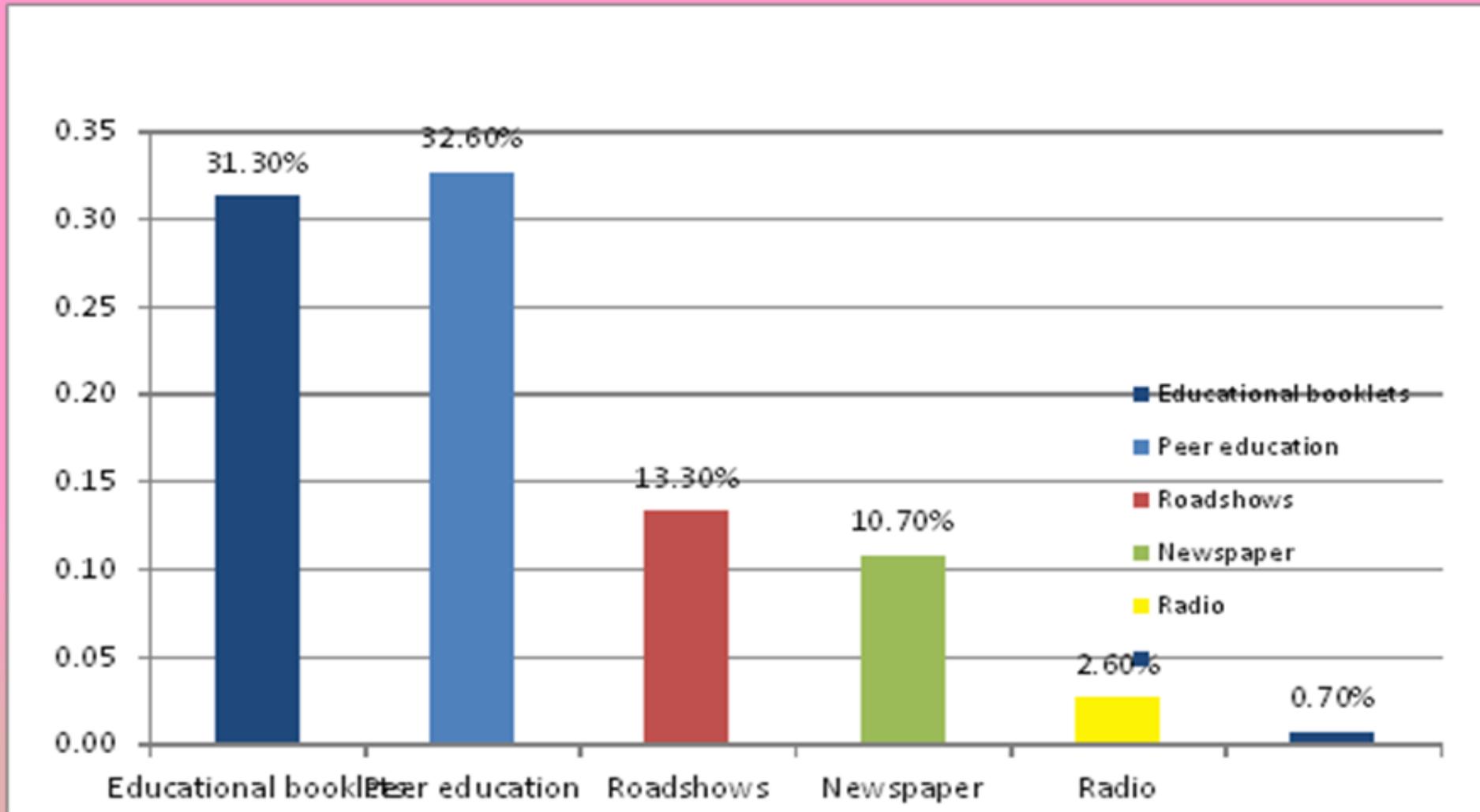
N= 803 women

Evaluation of knowledge enhancement



N= 803 women

Health message delivery mode



N= 803 women

Major milestone and accomplishments

- Formation of peer educators 21 women from different background, nationality, religion and age groups.
- High satisfaction rate from the participants of peer education 99%
- A multilingual booklet on cervical cancer and breast cancer, which could be utilized in future too.
- Increased uptake of Pap smear test, post peer education.

This project highlights

- Need for cancer prevention awareness health promotion amongst the Ethnic minorities women.
- Training health volunteers, particularly women in the form of peer educator is effective and can be sustainable means of community health advocates.
- Need for more tailor made health services to address chronic disease amongst the ethnic minority community
- Multidisciplinary and multilingual approach
- Strategic intervention to increase community participation.

Acknowledgement

- Dr. Joyce Tang
- Community Nutrition Team of UCN
- All the peer educator
- The participants

Thank you

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