

S15 - Development of Multimedia Interventions to Promote Breast Cancer Prevention among South Asian Women in Hong Kong

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Introduction and Project Objectives: Breast cancer is the most common cancer in the female population. Early detection of the disease allows more treatment options and leads to improved survival rates. However, the findings of our research study reported that the uptake rate of breast cancer screening among South Asian women was much lower than that of the Chinese population in Hong Kong. Health literacy, language, access to information on health and cancer preventive services, and cultural issues were the identified barriers to screening. Thus, develop culturally sensitive and linguistically appropriate multimedia health promotion interventions for these minority women is essential to increase their awareness of breast health. The aim of the project was to develop a multimedia intervention to promote breast health among South Asian women and to evaluate its outcomes, using the **Reach-Effectiveness-Adoption-Implementation-Maintenance** (RE-AIM) framework.

Methods/Implementation: The project was composed of three phases. The preparation phase involved identifying the themes and format for the intervention. The production phase was to develop a multimedia design. The implementation dealt with delivering the intervention to community partners.

Results/Outcomes: A culturally sensitive multimedia intervention had been developed and 54 community partners engaged in the project. A total of 1,067 South Asian women via conduction of 52 health talks and 3,237 health booklets were distributed. The majority were satisfied with the intervention (96%), and agreed that it was effective in increasing their knowledge of cancer (95%) and screening (93.8%), and how to access such services (93.7%). All the partners agreed to continue their support for the intervention in the future. All outcome indicators far exceeded expectations with range from 13.7% to 671.4% increase.

Conclusions and Discussion: The findings supported the intervention was effective to promote breast health among South Asian women in Hong Kong. By using the multimedia approach, information related to cancer and accessible preventive measures for breast cancer was disseminated more effectively to South Asian women, who are generally underserved and of lower literacy levels. Successful engagement of community partners also enhance the future sustainability of the project.

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