

Colon Cancer Awareness in the S.F. Chinese Community

Cindy Liang
NICOS Chinese Health Coalition



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Background

- ❖ Through the Chinese LHW project, we saw a lack of awareness and resources in the community.
- ❖ AANCART sponsored our colon cancer awareness and prevention outreach.
- ❖ We leveraged the NICOS annual health fair to conduct an outreach.

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Goal

- ❖ To educate community members about colon cancer and prevention.
- ❖ To encourage more people to get screened.
- ❖ To provide free FOBTs to a few selected individuals.



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Obstacles to Screening

- ❖ Lack of awareness.
- ❖ Long work hours.
- ❖ Unfamiliarity with the health care system.
- ❖ Insufficient insurance coverage.



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Outreach Activities

- ❖ Quiz
 - ☞ Five question quiz. (125 out of the 670 attendees participated).
 - ☞ One on one education with a LHW.
 - ☞ Gift bag.
- ❖ Free FOBT drawing.

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Quiz

1. Colon cancer is the _____ most common cancer among Chinese American.

- a. 2nd
- b. 5th
- c. 10th
- d. 32nd
- ※ 1st 4

59%

※ add-on response

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Quiz

2. At what age should people receive screenings?

- a. Anyone 40 or above with a family history.
- b. Anyone 50 or above.
- c. All of the above.
- d. It's not as prominent in the Chinese community, therefore it's not a concern.

※ 60+

32%

※ add-on response

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Quiz

3. True or false: Although the American Cancer Society estimated 148,610 colon cancer cases in 2006, nonetheless, it's easily preventable.

True

82%

4. True or false: "With regular exercise, adequate fruits and vegetables intake, and good genes, I don't need to worry about getting colon cancer."

False

27%

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Quiz

5. Which of the following is NOT a type of colon cancer screening?

- a. Fecal Occult Blood Test (FOBT)
- c. Gastroscopy
- d. Sigmoidoscopy
- e. Colonoscopy

63%

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Survey

1. I obtain colon cancer screening on a regular basis.	41%
2. I've had a colon cancer screening before, but may or may not get another one.	11%
3. I've never had a screening because of my good health.	17%
4. I've never had one but plan to get one.	14%
5. I work 6 days a week and do not have time to get screened .	4%
6. I've never had a screening done because I don't know where to go.	12%
※ Afraid	1 person
※ add-on response	10

FOBT Drawing

- ❖ The drawing targeted participants with the most needs by using these criteria:
 - ☞ Aged 40 or above with a family history
 - OR
 - ☞ Aged 50 or above
 - ☞ Medically uninsured or partially insured
 - ☞ Interested in obtaining a FOBT
- ❖ 3 individuals received free FOBT from us.

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Conclusion

- ❖ Continuous effort of colon cancer education and outreach are needed.
- ❖ Workshops are effective in providing greater depth on the subject.

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