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**Issues Related to Us Chinese Women with Breast Cancer
And Outreach Methods**

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Cancer myths, language and cultural barriers contribute to late detection of many cancers in Chinese Americans and compromise their quality of life. In 2003, Chinese Community Health Resource Center (CCHRC) conducted a qualitative study funded by the National Cancer Institute. Thirty face-to-face interviews were conducted with Chinese breast cancer patients. Data analysis suggested that there are important differences between American-born and foreign-born Chinese women in their beliefs about, perceptions of, and experiences with breast cancer. To encourage early detection of breast cancer and lessen the stigma associated with cancer, CCHRC identified women's health days and media campaign as effective outreach methods targeting monolingual Chinese American women. Since 1999, the annual Women's Health Day project has drawn a total of over 3,600 women in the San Francisco Bay Area. During the past three Women's Health Days, over 170 clinical breast exams were performed and mammograms were ordered for those who have no health insurance and have not had a mammogram within a year. Five patients were identified with possible breast cancer, of which all cases were diagnosed at an earlier stage (Stages I & II) and followed up by oncology clinicians. Media has been widely used in the area of health education and promotion. In 2000, CCHRC conducted an impact study funded by the Komen Foundation to evaluate 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 findings of the study indicated that utilizing local Chinese media is effective in promoting breast health practices.