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Breast health education promotion through young children's theatrical performance

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Breast cancer is the most common cancer among Chinese American women in California, and previous data suggested nearly 40% of the Chinese American women over 40 years old had not have a mammogram in the past year. Studies revealed that underutilization of cancer screening services among ethnic minorities are often attributed to factors such as language difficulties, cultural values and beliefs, and fear of cancer.

The study was designed to investigate if young children's theatrical performance is an effective venue in delivering health messages to the Chinese immigrant community. The Health Belief Model was employed as the theoretical framework for the intervention. A total of 177 pre- and post-performance surveys were collected at four San Francisco preschools. The participant's age ranged from 25-77 years. Approximately 70% of participants' relationships to preschoolers were mothers. Participant's length of stay in the United States ranged from 3 days- 68 years. About half of the participants have college and graduate degrees (51.5%) and 43.0% reported an annual household income <\$30,000. Data analyses will be performed to examine the impact of young children's performance by knowledge gain before and after the performance using dependent sample t-tests, and to examine associating factors of knowledge gain using multiple logistic regression.

The learning objectives for the presentation are (1) to identify at least one culturally appropriate method and tool in conducting research tailored for the Chinese immigrant community. (2) To gain skills in designing and conducting a culturally appropriate intervention for a targeted population.