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The Effectiveness in Utilizing Chinese Media to Promote Breast Health among Chinese Women

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To increase the awareness and practice of breast health guidelines, a media-based education campaign on breast health was launched among monolingual Chinese-speaking community in San Francisco. The campaign utilized Chinese media to promote breast health during 2000. The media campaign included airing two public service announcements (PSA's) on major Chinese television stations and Chinese radio station and publishing the same message in major Chinese newspapers for six months. Seven hundred and ten face-to-face interviews were conducted with women who were recruited from various settings in the city of San Francisco where a large number of Chinese immigrants congregated, and where the impact of the campaign was evaluated. Survey participants were asked to describe the content of the PSA's. Viewers were defined as those who could identify at least one element in the PSA. Having viewed the PSA was significantly associated with the ability of identifying all four guidelines (OR = 1.96; 95% CI: 1.35 – 2.85), a significant predictor for knowing how to perform BSE (OR = 2.25; 95% CI: 1.53 – 3.29), a significant predictor associated with performing BSE within the past month (OR = 3.12; 95% CI: 2.05 - 4.74), was significantly associated with having a CBE in the past year (OR = 2.98; 95% CI: 1.82– 4.90), and was significantly associated with having a mammogram in the past year (OR = 1.97; 95% CI: 1.16 – 3.36). Study findings supported that media campaigns utilizing PSA's was effective in improving knowledge of breast health guidelines, teaching Chinese women how to perform breast self-exam, and increasing breast health practices.