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Education Resources Program
ICC- Intercultural Cancer Council

Recruitment of Screening Mammography for Underserved Chinese Women in San Francisco

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Abstract

Economically poor immigrant Chinese women in the San Francisco Bay Area are less likely to obtain mammograms than any other ethnic group. Many Chinese individuals believe that cancer is contagious and fatal. Studies revealed that cultural, financial, and language barriers contributed to the low mammogram screening rate among immigrant Chinese women. The Chinese Community Health Resource Center (CCHRC) is conducting a campaign to increase screening mammography for underserved Chinese women in San Francisco.

Our project goal is to increase the enrollment of immigrant, economically poor Chinese women in the Cancer Detection Program (CDP): Every Woman Counts (EWC), or the Family-Planning Access Care Treatment (P.A.C.T.) programs to obtain a mammogram.

Methods to achieve the project goal are:

- Conducting a Chinese (Cantonese and Mandarin) radio campaign containing focus group tested message about mammography.
- Recruitment of eligible women to enroll in the CDP: EWC or the PACT program from community health fairs, grocery stores, and restaurants.
- Placing follow-up calls to facilitate the program participants in obtaining a mammogram.