

Title of Intervention: Colorectal Cancer Screening in Chinese Americans Project

Title of Website: <http://rtips.cancer.gov/rtips/programDetails.do?programId=297357&topicId=102265&cgId=>

Intervention Strategies: Supportive Relationships, Environments and Policies

Purpose of the Intervention: To promote colorectal cancer screening through a tri-lingual (English, Cantonese and Mandarin) and bi-cultural Chinese American health educator

Population: Chinese Americans aged 50 and older

Setting: Community clinics in the Seattle, Washington, metropolitan area; health care facility-based, home-based

Partners: International Community Health Services

Intervention Description:

- Supportive Relationships: The intervention group participants received colorectal cancer screening education from the tri-lingual health educator. The education session included a motivational video, a bi-lingual colorectal cancer motivational pamphlet from the Federation of Chinese American and Canadian Medical Societies and a bi-lingual information pamphlet. Health education occurred either before or after the participants' medical visit. Participants had the option to take the video home to review.
- Environments and Policies: Participants received a non-invasive home screening kit with instructions in Chinese and English.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Health educator
- Training: Training for health educator
- Technology: Not mentioned
- Space: Space for health education sessions
- Budget: Not mentioned
- Intervention: Motivational videos, multi-lingual motivational and informational pamphlets, screening kits with instructions, educational materials
- Evaluation: Statistical software, chart audit protocol

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures: Chart audits assessed the number of completed screenings.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Screening significantly increased in the intervention group.

Maintenance: Not mentioned

Lessons Learned: Participants generally believed in a cultural health belief model in which primary disease prevention was more important than secondary disease prevention. Screening for disease is believed unnecessary by some of these Chinese Americans in the absence of outwardly obvious symptoms. Intervention programs to improve colorectal cancer mortality in elderly Chinese immigrants should continue to emphasize regular physical activity, eating diets rich in fruits and vegetables and receiving regular screening tests.

Citation(s):

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Tu SP, Yip MP, Chun A, Choe J, Bastani R, Taylor V. Development of intervention materials for individuals with limited English proficiency: lessons learned from "Colorectal Cancer Screening in Chinese Americans". *Med Care*. Sep 2008;46(9 Suppl 1):S51-61.