



### S12 – Every Women Counts - Cancer Prevention amongst Ethnic Minority Women

**Administering Institution:** United Christian Nethersole Community Health Service

**Co-organisations:**

1. Link Center
2. Integrated Service Centre for Local South Asians (ISSA)
3. Yuen Long Town Hall
4. Christian Action

**Project Team Members:**

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**Project Start Date and End Date:** 1 April 2015 to 31 March 2016

**Purposes/Objectives:**

- 1) To raise cancer (cervical and breast cancer) awareness amongst ethnic minority women.
- 2) To increase uptake of Pap smear screening amongst the ethnic minority women
- 3) To increase uptake of healthy lifestyle (healthy diet, physical activity, quit smoking and reduction of alcohol intake)

**Activities/Programmes:**

- Peer educator training
- Health talks
  - Community based roadshows
  - Multilingual educational booklet
  - Health souvenir with health message
  - Media promotion, peer education.

**Targets/Recipients:**

- Ethnic minority women of Hong Kong
- Age=>18 yrs.

**Expected and Actual Participation:** Expected participants reached by peer educator 600, actual participants 803

**Benefits Derived:**

- Formation of 21 peer educators women from different background, nationality, religion and age groups.
- A multilingual booklet on cervical cancer and breast cancer, which could be utilized in future too.
- Increase knowledge and uptake of Pap smear test.

**Conclusion:** Ethnic minorities are often vulnerable Hong Kong residents thus there is a need to emphasize on the health need of this population. Our peer education method was indeed effective in increasing knowledge on cancer prevention, there was even change in health behaviors such as uptake of Pap test, exercise habit and consumption of vegetables. In addition 86% of the participants shared the message with 1-3 friends, which is effective as it was observed that snowball effect works well within the ethnic minority community.

There is a need of sustaining such comprehensive health promotion and services for ethnic minority women to improve their health profile.

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