10th Conference on Health Care of the Chinese in North America

Cancer Attitude Survey Among Chinese in San Francisco

Angela Sun, MPH, Evaon C. Wong-Kim, PhD, LCSW (San Francisco and Hawaii)

The Cancer Attitude Survey is being conducted by the Chinese Community Cancer Advisory Committee in collaboration with Berkeley University of California to assess attitude toward cancer of Chinese living in San Francisco.

It is a common assumption that stigma, myth, shame and embarrassment surrounding cancer have prevented many Chinese cancer patients and their loved ones from seeking the needed medical treatment and available social support.

The purpose of the study is to survey Chinese living in San Francisco, their attitude toward cancer. The survey is conducted through telephone interview. The data collected will give insight to Chinese attitude towards cancer and serve as a guide for local and national health organizations for future program planning in cancer education and prevention within the Chinese community.

Prior to starting of the project, human subjects approval was granted by the University of California at Berkeley and the questionnaire used for the interview was tested for its validity and reliability among twenty Chinese names randomly selected from the1999 San Francisco telephone directory. The subjects are randomly selected (by surname) from the 1999 residential telephone directory for San Francisco. A tested standardized questionnaire is used for the telephone interview.

Telephone survey has proven to be a cost effective research tool especially in assessing attitude toward a particular disease or in understanding health behaviors. It encourages participants to be more open and candid. By randomly selecting our telephone interview subjects, it allows the surveyors to collect information from subjects with various education, socioeconomic and health backgrounds. Therefore, the result of the study can be a better representation of the attitude toward cancer among Chinese population in San Francisco.