



Cancer Screening Beliefs among Older Asian-American Immigrants in Chicago

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Partnership for *Healthier* Asians
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Presenter Disclosures

Michael T. Quinn, PhD

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No personal financial relationships to disclose

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Background

- Asian Americans are the only racial/ethnic group in the US to have cancer as the leading cause of death
- Despite high mortality, Asian Americans have the lowest cancer screening rates
- Asian American immigrant groups have especially low cancer screening rates

Background

- Little is know about the factors that drive these disparities
- Purpose was to identify colorectal cancer screening beliefs of Asian-American immigrants in Chicago
 - To inform a tailored, educational intervention to increase colorectal cancer screening rates

Methods

- Conducted a series of focus groups at community-based organizations (CBOs)
 - Chinese, Korean, Cambodian, Vietnamese, Laotian, Filipino
- Community residents (40-60 yrs old) recruited by agency staff
- Focus groups conducted by trained, bi-lingual agency staff

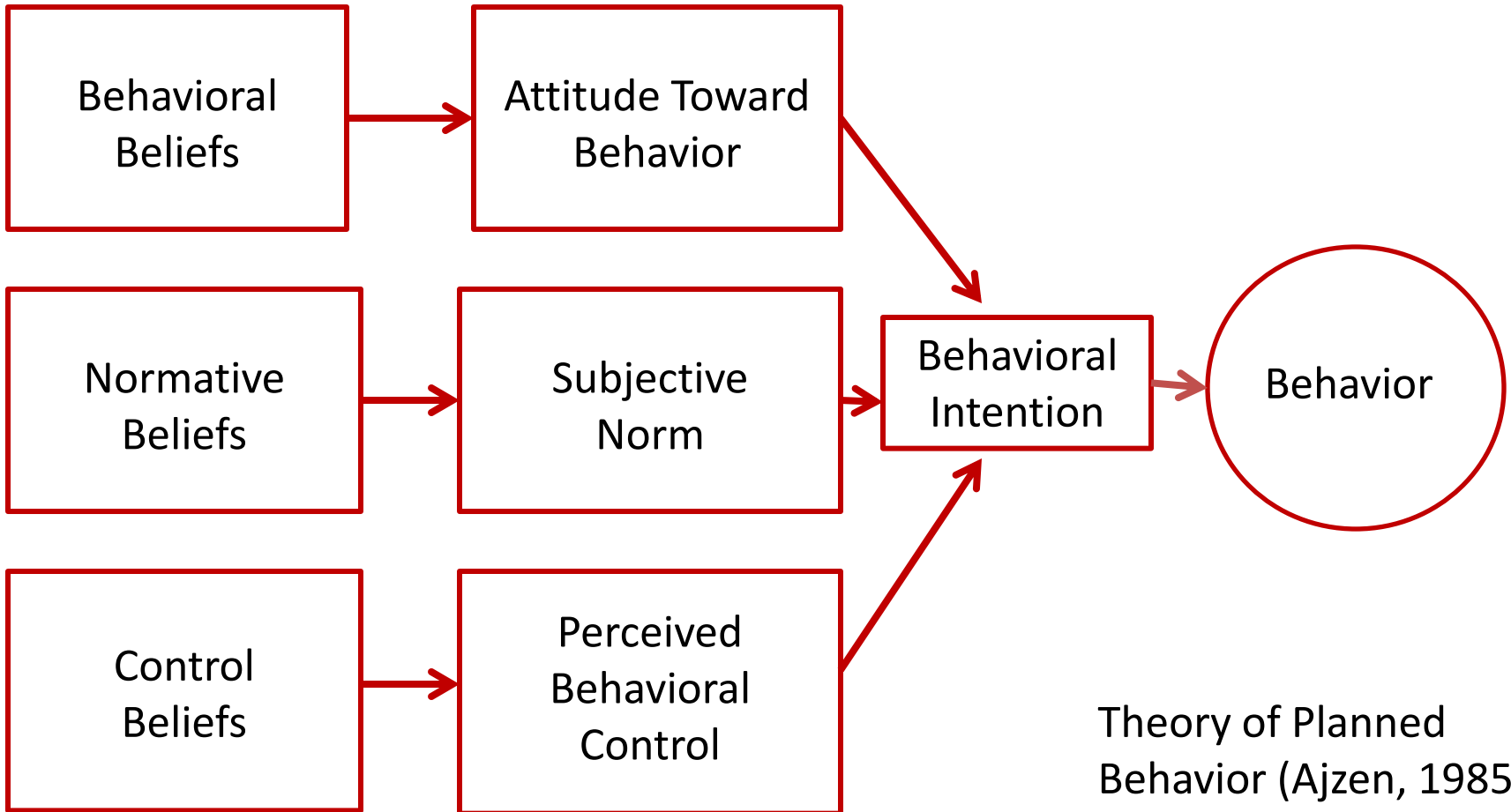
Methods

- Focus group discussion guide designed to elicit:
 - awareness of colorectal cancer risk
 - perceived screening benefits and costs
 - informational influence
 - access to care

Methods

- Focus groups audio-taped and transcribed, translated to English, and back-translated
- Content analysis with modified template approach, guided by theoretical model
- Transcripts reviewed by research team pairs, independently coded, discussed to agreement

Conceptual Model



Results

- 7 focus groups conducted across 7 CBOs
- Average focus group size = 9 (range = 7-10)

Results

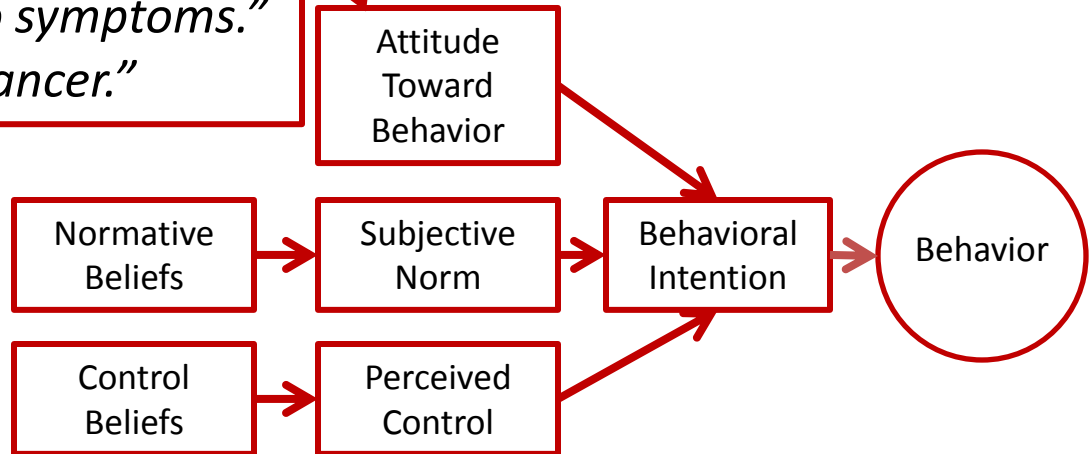
Total Sample	66
Female	65%
Age, mean (\pm SD)	55 yrs (\pm 8 yrs)
Born in Asia	100%
Years in US, mean (\pm SD)	21 yrs (Range = 1-38 yrs)
Education \leq 12 years	63%
No current insurance coverage (2013)	36%
No regular place for health care	41%

Results

Behavioral Beliefs -- Relevance/Risk

Health Literacy & Trust

- “Because of stress on immigrants, a lot of Asians in the US get cancer.”
- “I will not screen if I have no symptoms.”
- “There is no prevention of cancer.”



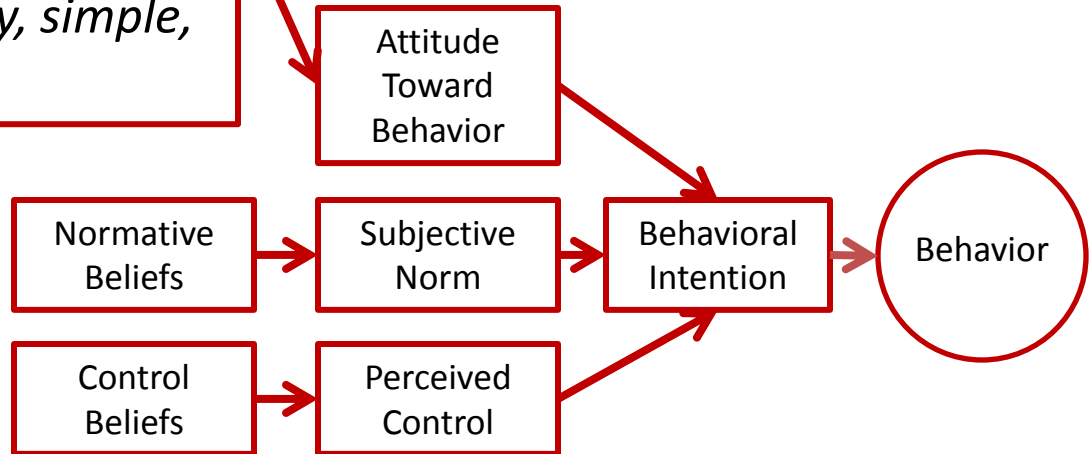
Theory of Planned Behavior (Ajzen, 1985)

Results

Behavioral Beliefs – Benefits

Prevents Cancer, Simple Procedure

- *“If you find cancer early, you can prevent it from getting worse.”*
- *“Screening itself is very easy, simple, and short.”*



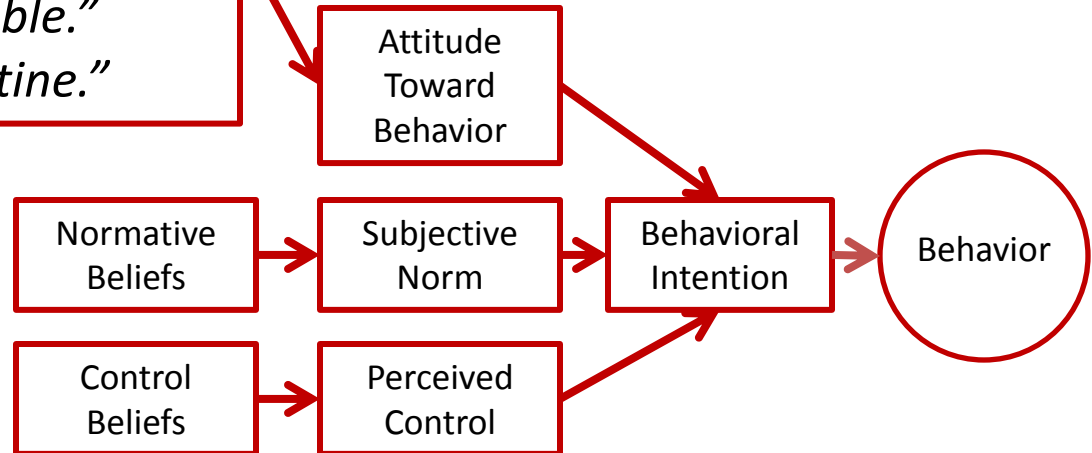
Theory of Planned Behavior (Ajzen, 1985)

Results

Behavioral Beliefs – Costs

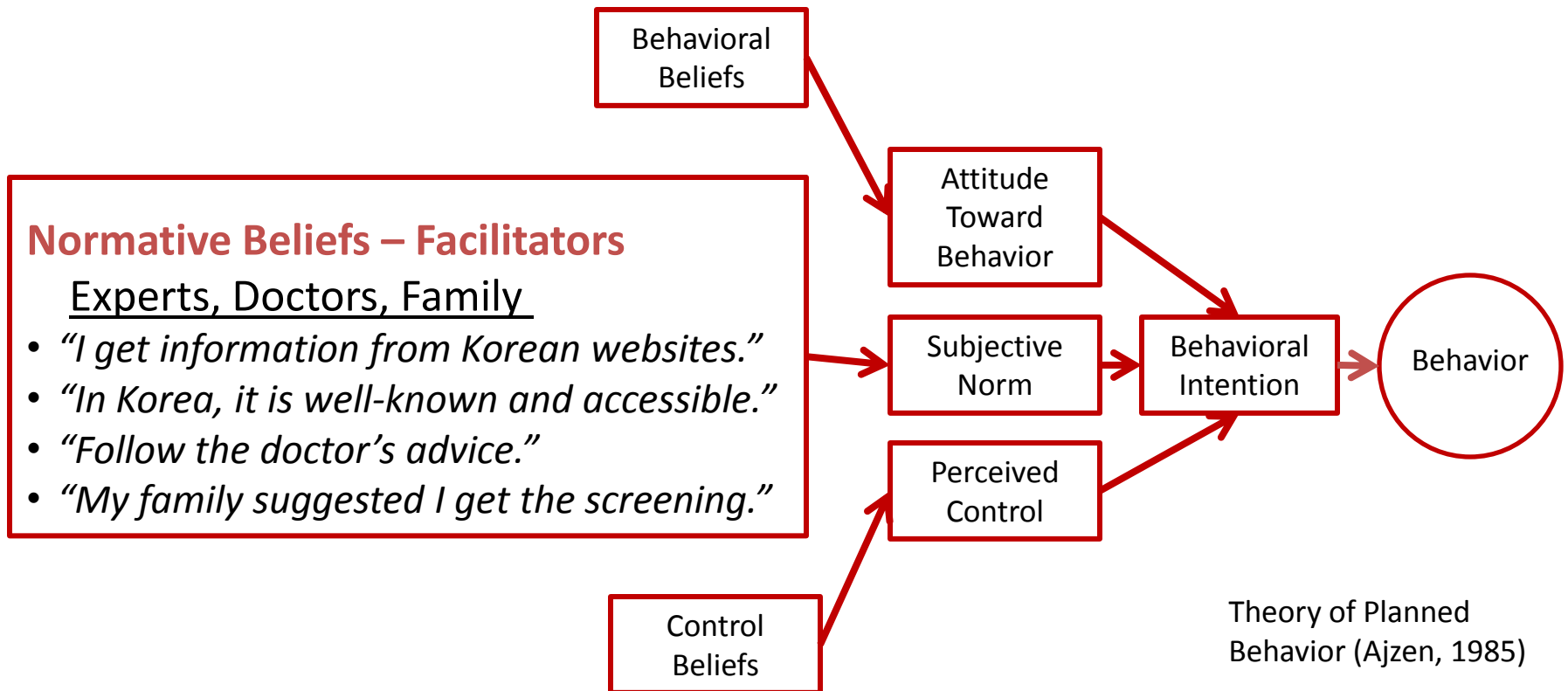
Difficult, Dangerous Procedure

- *“It is a very difficult procedure.”*
- *“The process is uncomfortable.”*
- *“It can perforate your intestine.”*

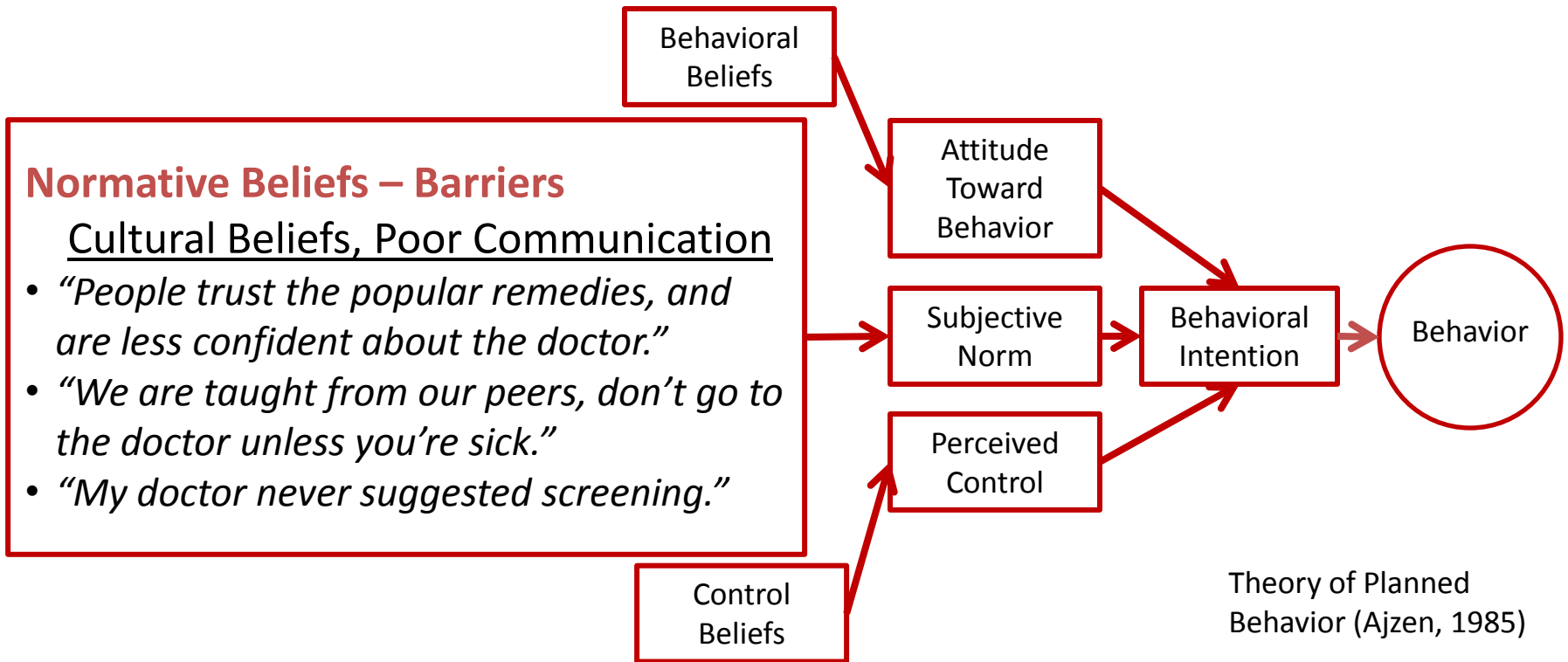


Theory of Planned
Behavior (Ajzen, 1985)

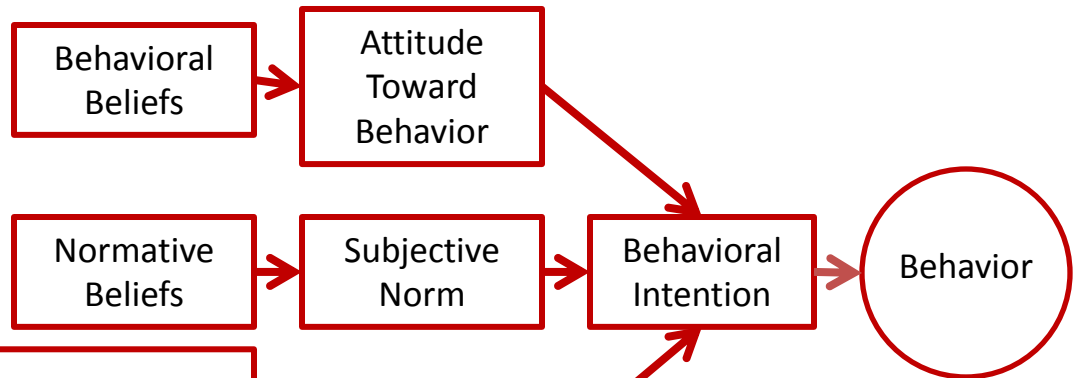
Results



Results



Results



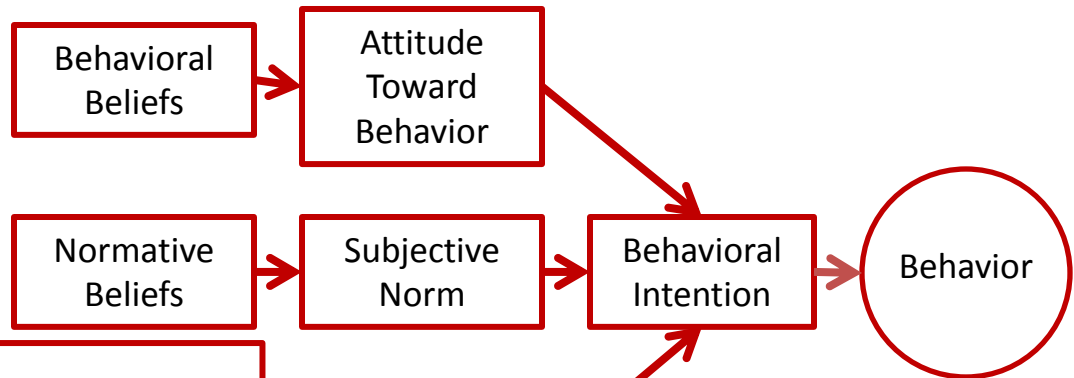
Control Beliefs -- Facilitators

Manageable Cost, Navigated System

- *“The government helps with medical bills. It’s up to 80%.”*
- *“It’s easy to go to the doctor now, because they have people on the phone who speak Lao.”*

Theory of Planned Behavior (Ajzen, 1985)

Results



Control Beliefs -- Barriers

Expensive, Confusing System

- *“It is very expensive.”*
- *“The American healthcare system is very new and uncomfortable.”*
- *“You don’t have money, language, or transportation.”*

Theory of Planned Behavior (Ajzen, 1985)

Discussion

- Focus groups with elderly Asian immigrants
- Identified common facilitators and barriers to colorectal cancer screening
- Specific to 3 key domains of behavior change:
 - Behavioral beliefs
 - Normative beliefs
 - Control beliefs

Discussion

- Observed differences in awareness of cancer risk, health literacy, and trust in Western medicine
- Differences appear associated with country of origin
- Immigrants from more medically advanced countries demonstrate greater awareness of risk, understanding of prevention, trust

Limitations

- Relatively small sample size, with 1 focus group per community, limits between-group comparisons
- Convenience sample, may not represent larger Chicago Asian immigrant community
- Midwestern sample, may not generalize to East Coast or West Coast Asian samples

Implications for Practice

- Identification of common themes allows for culturally targeting messages to modify beliefs and increase colorectal cancer screening
- Targeted messages to include:
 - Social Marketing (risk awareness and relevance)
 - Peer Testimonials (myths, normative support)
 - Dr-Pt Communication (behavioral, normative)
 - System Navigation (control)

Partnering Community Agencies

- Hanul Family Alliance
- Korean American Community Services
- Lao-American Organization of Elgin
- Cambodian Association of Illinois
- Chinese American Service League
- Chinese Mutual Aid Association
- Alliance of Filipinos for Immigrant Rights and Empowerment

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Thank you

Questions?

Comments?

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