

Abstract Form

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Title of abstract: Cultural beliefs affecting access to cancer information for Arabic, Chinese and Vietnamese speaking communities

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Background: Patients affected by cancer from culturally and linguistically diverse (CALD) backgrounds generally have poorer health outcomes than the Australian population. To address these inequities, CCA undertook a project to assess the cancer information needs, cultural barriers and support requirements of Arabic, Chinese, and Vietnamese speaking communities. . In language focus groups and service provider interviews confirmed previous research that fatalistic cultural beliefs, shame, stigma, language barriers and low health literacy may detrimentally affect help seeking and treatment. Communities also provided recommendations about the way that information could be provided.

Aims: The project aimed to develop web-based culturally appropriate resources for CALD communities affected by cancer. This would increase their access to cancer prevention information, early detection and support provided through the health sector. Providing resources to engage communities from CALD backgrounds increases the capacity of the health system to reduce the burden associated with

later stages of the disease and significant health literacy barriers. Providing co-designed in-language web resources in culturally appropriate and accessible ways raises hope, builds health literacy and enhances support. Communities are empowered to discuss sensitive health issues with their health professionals and participate in prevention and early intervention.

Method: Web based resources were workshopped and co-designed with targeted communities, health professionals and cultural experts to ensure key messages were culturally appropriate and resonated with communities. Resources included:

- 4 in language web-based factsheets which promote key messages which raise hope and diminish shame and stigma.
- 4 videos (in-language with English subtitles) to support the factsheets and overcome literacy barriers. The videos feature community health workers and survivors from the relevant communities telling their stories.

Results: 4 in language factsheets and videos were effectively co-designed with communities based on previous research and ongoing engagement

Elements of the videos included;

- Clear and concise key culturally appropriate messages to build health literacy
- Stories of survivors to bring the key messages to life about cancer survival

Implications that impact on your project: Prior to the project's commencement, there were no in-language or translated resources for the community that were specifically co-designed to raise hope, diminish shame and stigma and build health literacy. The resources are the first of their kind in Australia. Resources have empowered community members to become champions in their communities.