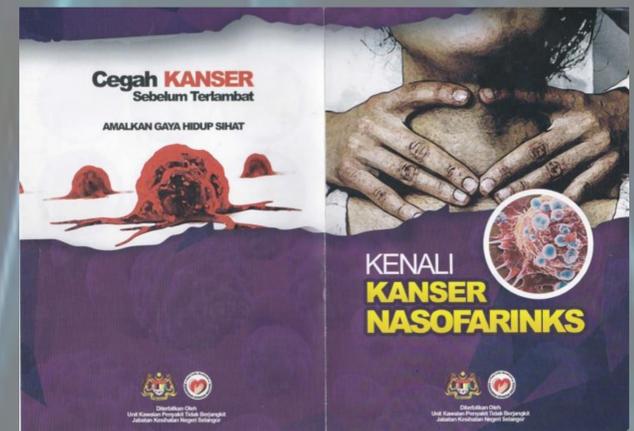


Introduction

Nasopharyngeal cancer (NPC), also known as nose and throat cancer, is among the top five cancers in Malaysia (Omar & Tamin, 2007). The public needs to be aware of NPC so that they can take preventive measures or undertake early detection. If NPC is diagnosed earlier than the third stage, the treatment outcomes and survival rates are better. This study examined how communication of NPC risk information in a brochure influenced knowledge of the cancer.

NPC Brochure



Methodology

- ❑ 65 participants (28 females, 37 males) were interviewed in Kuching.
- ❑ For this poster, the results from the analysis of 20 interviews are presented.
- ❑ Instrument: Semi structured interview.



Findings

Knowledge before reading brochure

- ✓ No idea/ Don't know (11)
- ✓ Breathing difficulties (5), lump (2), pain (3), increased body weight (1), unclear speech (1)
- ✓ Serious (20)
- ✓ "It's cancer" (8), causes death (5), affect organ to breath and eat (5)
- ✓ No idea/ don't know (8)
- ✓ Food (14), smoking (8), air pollution (5), genetics (2), stress (2).
- ✓ Not at risk (10), moderate (7), high risk (3)
- ✓ Reasons: air (6), smoking (2), food (1)
- ✓ Consult doctor (8), healthy food (6), exercise (5), wear mask (1), can't do anything (1)

Symptoms

Severity

Causes

Risk

Recommendations

Knowledge after reading brochure

- ✓ Face numbness (12), ringing sound (10), double/blurring vision (9), headache (9), mucous (9), nose bleeding (8), lump (8)
- ✓ Serious (20)
- ✓ Causes death (3), 4th most common cancer in Malaysia (2), choking (1), blood in sputum (1).
- ✓ Preservatives (13), smoking (9), betel leaves (8), Epstein Barr Virus (8), genetics (4)
- ✓ High risk (8), not to low risk (6), moderate (6).
- ✓ Consume preservatives (4), smokers (3), genetics (3).
- ✓ Healthy lifestyles (19), could not find recommendations in brochures (7), consult doctor (2)

Conclusion

The study shows that the NPC brochure increased knowledge of NPC causes, symptoms and risk. In Ting, Ho, and Podin's (2018) study, the women were more receptive towards breast cancer leaflets with susceptibility and self-efficacy messages compared to leaflets with only recommended actions. Besides content, communication of cancer risk messages need to take account of the wordings of information to increase intention to take health protective actions.

References

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