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Title: How do Chinese male perceive colonoscopy?

ABSTRACT

This was a qualitative study to explore the perceptions among Chinese male on colonoscopy with the Health Belief Model as the framework. Nowadays, there has been an increased awareness on colorectal cancer (CRC) among the public. Different advertisements have been publicizing the early diagnosis of CRC, with colonoscopy as the commonest diagnostic tool for CRC. It was shown in the literature that men have a higher probability of having CRC than women. The mortality rate is also higher for men and the incidence rate of CRC is 15 times higher in adults aged 50 or above. Little attention has been paid on exploring the perception of colonoscopy among Chinese men by using qualitative studies. Exploring the perception among Chinese male on colonoscopy help to understand decisions around the use of preventive services and guide the development of messages to persuade individuals to undertake health preventive actions.

In light of the information above, a descriptive qualitative design with a semi-structured interview was selected for this study. There were nine participants who were Chinese male and aged 50 or above were interviewed. The questions covered all six aspects of Health Belief Model (HBM). Content analysis was used to identify the theme.

Six themes were identified from the data based on the HBM. They were perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action and self-efficacy. The utility of Health Belief Model as the framework helped to understand individual differences in health behavior, and designing interventions to change behavior.

The result in the study suggested that further promotion of colonoscopy is necessary. By using HBM, a picture of the perception of colonoscopy among Chinese male in HK has been discovered.