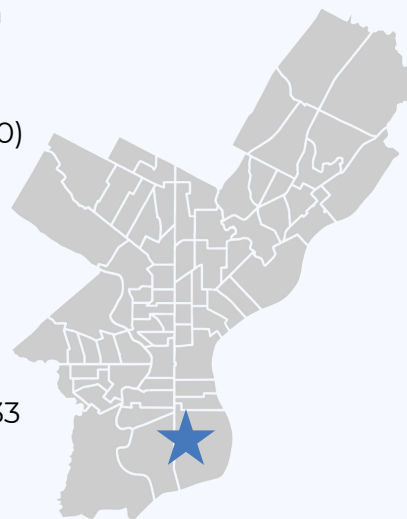


## Asian Community

### Cambodian Association of Greater Philadelphia

The listening session was conducted at a temple in South Philadelphia, in partnership with the Cambodian Association of Greater Philadelphia. (n=20)  
Participants were...

- Average age: 69 years
- 18 females, 2 males
- All spoke Cambodian and self-identified as Asian
- 95% were born outside of the U.S.
- Average time living in Philadelphia: 33 years
- ~90% had less than a high school education



### When hearing the word 'cancer'

- People associated 'cancer' with specific types of cancers that they are familiar with, such as stomach, breast, liver, and uterine cancer
- People were frightened when they heard the word cancer
  - This fear of the word came from hospitals, advertisements, and personal experience with loved ones diagnosed with cancer

### When asked about cancer research

- Participants disclosed their limited knowledge of cancer research
- Participants suggested researchers in Philadelphia to focus on
  - Cancers in women
  - Liver cancer
  - Ways to best prevent and treat cancer
- Participants also felt optimistic about cancer research

*"I feel happy. When they do cancer research, a cure will be discovered."*

### When asked about how to talk about cancer and cancer research

- Participants expressed interest in learning more about cancer and cancer research to then inform their families, friends, and neighbors
- Participants suggested community training programs to be:
  - In-person
  - One hour long
  - Providing transportation assistance

Philadelphia Communities Conquering Cancer (PC3) is a newly formed coalition. Mission: To listen to and engage and empower communities, organizations, and individuals to reduce cancer disparities by aligning resources, sharing information, inspiring research, and reducing barriers to the prevention, early detection, and treatment of cancer for all Philadelphians.

