

Bridging silos: A multi sectoral approach for effective community based cancer awareness programs

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Track: Diseases of Skin / Other NCDs

Theme: Advocacy, Policy and Collaboration

ABSTRACT

In the face of rising cancer incidence, enhancing public awareness is a critical public health objective. This abstract presents a collaborative project by KanWork Cancer Society, focused on promoting a healthy lifestyle and facilitating cancer early detection. Recognizing the vital role of cross-sectoral partnerships in public health, this initiative was carried out in collaboration with local communities, hospitals, and government agencies. The primary aim of this program was to determine the relationship between program strategies and the overall effectiveness of a cancer awareness program. A secondary objective was to identify the key predictors that contribute significantly to the program's effectiveness, highlighting the value of a multi-agency collaborative approach. A customized instrument to measure a program effectiveness constructs guided by The Interactive Model of Program Planning was developed. The questionnaire was administered to 120 participants from the most recent community cancer awareness program in October 2024, and a 60% response rate was achieved. Participants learned about the program primarily through community networks (66%). The findings revealed positive and moderate to strong relationships between several program strategies and overall cancer awareness program effectiveness. Significant correlations were found with short lectures ($r=0.655$, $p<0.001$), sharing sessions with cancer survivors ($r=0.456$, $p<0.001$), awareness exhibitions ($r=0.352$, $p<0.001$), program facilities ($r=0.246$, $p<0.001$), and health screening ($r=.592$, $p<0.001$). Short lecture is a significant predictor and the greatest contributor to the program's effectiveness ($\beta=0.773$, $p<0.001$). In summary, five key factors were found to be instrumental in contributing to the cancer awareness program's success. This program demonstrates that collaboration across multiple sectors is a key factor in developing effective cancer awareness programs. The findings underscore the importance of integrating evidence-based program strategies within a collaborative framework to enhance public health advocacy. This model provides valuable insights for policy development aimed at expanding cancer prevention efforts through multi-sectoral partnerships.

Keywords: Cancer Awareness Program, Collaboration, Program Effectiveness, NGO