

**COMMUNITY-UNIVERSITY PARTNERSHIP: BRING GLOBAL PERSPECTIVES TO LOCAL ACTION  
MAY 10-14, 2011, WATERLOO REGION, ONTARIO, CANADA**

**CHINESE COLORECTAL CANCER (CRC) RESEARCH PROJECT:  
PHYSICIAN INITIATED INTERVENTION PROJECT**

The Chinese Community Health Resource Center (CCHRC), a non-profit organization established in 1989, with the mission to build a healthy community through culturally and linguistically competent preventive health, disease management, and research programs. CCHRC has a long-standing history in partnering with academics in conducting community based participatory researches since year 2000.

Recently, CCHRC in collaboration with its academic partner-UCSF, and its community members, Chinese Community Health Plan and Chinese Hospital, designed and conducted a physician initiated colorectal cancer (CRC) education and research project aimed to raise colorectal cancer-screening rate. Late diagnosis of CRC observed in patients of a local community hospital, namely Chinese Hospital, as well as the desire to achieve the CRC screening goal set by the American Cancer Society and the national statistics available on CRC screening, morbidity and mortality related to CRC among Chinese Americans were the driving force behind the study. To achieve the objectives of the study, the community provided cultural competency and skills in outreaching to physicians and study target population. The academia partner provided expertise on research design, data analyses and interpretation.

The study lasted two years, and the collaboration was successful in achieving its objectives because the community and academic partners were both aware of and practiced the essential keys to collaboration (David et al., 2000), which encompassed shared common vision, balanced power and visibility, recognition of difference in strength and resources, well-defined responsibilities, as well as flexibility.

The result of the 2-years study indicated a statistically significant increase in CRC screening among study participants. Because of the positive impact of the CRC screening rate, the community organizations involved are considering to implement new policy involving physicians in CRC screening.