

COMMUNICATION FOR BEHAVIORAL IMPACT: A COMBI
PLAN FOR CANCER PREVENTION IN TAIWAN

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The aims of this research were to evaluate the merit of a communication-based medical approach to cancer prevention in Taiwan and to give deeper understanding of whether physicians view this type of method as a possible solution to public health problems. It is also hoped that this research will be able to find out whether doctors support the use of COMBI for managing public health issues in Taiwan. The results show that Taiwanese physicians perceive communication-based approach and communication methods as a way for managing public health problems, and they also agree that COMBI can be used for cancer or other public health issues prevention. The World Health Organization has used COMBI to deal with public health issues and has made a huge impact in many countries, combating diseases such as dengue fever, leprosy, lymphatic filariasis, tuberculosis, malaria, and HIV/AIDS with successful results. There is also a large body of research indicating that there is a strong relationship between eating fruits and vegetables and cancer prevention. In Taiwan, cancer has been both the top cause of death for 18 years and one of the top ten causes of death for 30 years. However, more than 80% of people in Taiwan still do not consume enough fruits and vegetables daily.

Thus, this COMBI plan is hoped to help change these people's eating habits for cancer prevention. The plan is also evaluated by doctors from Taiwan in terms of its pros and cons in this document, and suggestions for changes are made. These doctors view communication-based strategies like COMBI as a key component for managing public health problems, and they also believe that this COMBI plan will accomplish its goal of increasing people's fruit and vegetable intake for cancer prevention in Taiwan. Up till now, only minimal research has been conducted on the use of COMBI in Taiwan. Therefore, this investigation is hoped to initiate this research and provide a guideline for future COMBI-based actions taken in Taiwan.

Dr. John Parrish-Sprowl, Chair

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INTRODUCTION OF LITERATURE REVIEW

Fruits, Vegetables, and Cancer

In Taiwan, Republic of China, also known as Formosa, cancer has been identified as the top cause of death for 18 consecutive years (Chen et al., 2005). In fact, cancer has been one of the top 10 causes of death in Taiwan for the past 30 years (Chen, 2012). According to Chen (2012), on average, at least one Taiwanese person is diagnosed with cancer every six minutes, and because of Taiwanese eating habits, people in Taiwan are 1.4 times more likely to get intestinal cancer than people in America. Moreover, in Taiwan, one person dies every 11 minutes and 44 seconds because of cancer (Kuo, 2014). In 2009, a total of 87,189 people in Taiwan were diagnosed with cancer. This number was an increase of 7371 from that of the previous year (Chen, 2012). Chen also mentions that according to the Ministry of Health and Welfare of Taiwan, on average, roughly 377.1 people out of every 1000 will be diagnosed with cancer. Unfortunately, this number is still increasing year by year (Kuo, 2014). In short, it is obvious that the problem of cancer cannot be ignored, and a way to prevent or reduce its prevalence in Taiwan must be found.

A large body of research indicates that there is a strong relationship between eating fruits and vegetables and cancer prevention. The research of Norat et al. (2014) states that

the World Cancer Research Fund and American Institute for Cancer Research suggests “eating at least five servings of a variety of non-starchy vegetables and fruits every day,” for cancer prevention. Norat et al. (2014) also indicates that the results of case-control studies conducted by the World Cancer Research Fund and American Institute for Cancer Research are evidence of the preventative effect of eating vegetable and fruits on cancer. The study of Tang et al. (2013) also points out the relationship between cancer prevention and vegetable and fruit consumption. According to Tang et al. (2013), the northwestern region of China has the highest prevalence of esophageal cancer, and the study also indicates that this is connected to the fruit and vegetable consumption of the local people. In this study, there were 359 participants with esophageal cancer and 380 hospital-based controls. Results showed that the patients with esophageal cancer consumed significantly less fruits and vegetables daily than those without it (Tang et al., 2013). The researchers also state that the nutrients contained in fruits and vegetables, including vitamin C, vitamin E, β -cryptoxanthin, potassium, and magnesium can reduce the risk of esophageal cancer (Tang et al., 2013). Thus, the researchers concluded that the consumption of fruits and vegetables can help fight or prevent esophageal cancer. Apart from esophageal cancer, Silberstein et al. (2013) also state that red fruits and vegetables, like tomatoes, can prevent or fight many other kinds of cancer as well, especially prostate cancer. Silberstein

et al. (2013) found that red fruits and vegetables contain a high amount of lycopene, which has significant anti-oxidative properties that reduce the risk of some forms of cancer. These studies show the importance of eating fruits and vegetables for cancer prevention. However, in addition to preventing cancer, many studies also indicate that fruit and vegetable consumption can also help fight existing cancer.

Many cancer related studies state that nutrient intake can influence a patient's condition significantly and that eating fruits and vegetables can help fight cancer (Huang, 2011; Wong, 2005; Zhang, 2001; Chao, 1997). According to Huang (2011), after cancer treatment a proper meal for a patient should contain at least a half plate of fruits and vegetables and a quarter plate of grains. Huang also states that eating five to seven cups of fruits and vegetables may also prevent or fight cancer because of the epigallocatechin gallate and antioxidants that these foods contain may have cancer fighting properties. Moreover, Wong (2005) shows that fruits and vegetables contain vitamin E, vitamin C, and carotene, which may help fight or prevent liver cancer, pancreas cancer, rectum cancer, gullet cancer, lung cancer, stomach cancer, and other forms of cancer. More specifically, a study done in Japan shows that the activity of cancer cells can be reduced or even destroyed within three hours of eating mixed vegetable soup (Zhang, 2001). The researchers state that the vitamins contained in fruits and vegetables, especially vitamin C,

can reduce the formation of N-nitrosamine, which is one of the major potential causes of cancer in the human body (Zhang, 2001). Moreover, the vitamins found in vegetables can also reduce the formation of free radicals, which can also cause cancer (Chao, 1997). All of this research indicates that eating fruits and vegetables can not only prevent people from getting cancer, but can also help fight existing cancer. However, even though there is a large body of research indicating the importance of eating fruits and vegetable, there are still many people in Taiwan who do not meet this standard.

Current Eating Behavior of People in Taiwan

Chen et al. (2005) state that Taiwanese eat too much fat protein while not ingesting enough fruits and vegetables, a norm which researchers hypothesize may be one of the causes of the high prevalence of cancer in Taiwan. Breast cancer, for example can be caused by ingesting large amounts of fat, and eating meats with high levels of animal fat, like pork belly (Chen, 2005), which is very popular in Taiwan. On the other hand, intestinal cancer can be reduced by ingesting fiber. Chen (2005) also states that nutraceutical supplements should be used either when a patient is diagnosed with cancer or after treatment. This is not a replacement of conventional western cancer treatment, but it can be an auxiliary treatment. In addition, these nutraceutical supplements should contain much more nutrition than normal nutritional or dietary supplements and can be

termed “clinical nutrition” (Chen, 2005). The author indicates that a lack of proper nutrition is one of the causes of cancer and that patients should primarily eat grains, fruits, vegetables, and beans before and after treatment (Chen, 2005).

People in Taiwan used to eat mostly fruits, vegetables, seafood, and only a few meats in their daily life (Hung, 2013). However, Hung states that because of economic growth, Taiwanese eating habits have changed. According to the study of Hung (2013), the intake of fruits and vegetables of people in Taiwan has decreased since 1980. Even though WHO suggests that people eat at least three different kinds of vegetable and two kinds of fruit, totalling 400 to 800 grams daily, Taiwanese males only eat about 323 grams, and females only eat 179 grams (Hung, 2013). Hung’s study indicates that 70% of people in Taiwan eat fewer than three servings of vegetables daily, 88.6% eat less than two servings of fruit, 0.6% do not eat any vegetables, and 4% do not eat fruits at all (Hung, 2013). Furthermore, Hung’s study also shows that fruit and vegetable consumption in Taiwan is consistently decreasing.

The Department of Health of Taiwan has researched the fruit and vegetable consumption of almost 20,000 Taiwanese people, concluding that more than 80% of people in Taiwan do not meet the standard of three servings of vegetables and two of fruit on a daily basis (Zhang, 2012). The student demographic has the lowest amount of fruit

and vegetable consumption, with only 11% of Taiwanese students meeting the aforementioned standard (Zhang, 2012). A second study indicates that 80% of people in Taiwan do not meet the standard of eating 5 servings of fruits and vegetables (Zan, 2013). In 2010, about 36% of children did not consistently eat vegetables, and close to half of the children did not eat fruits daily (Zan, 2013). In short, these studies show that people in Taiwan are not eating enough fruits and vegetables, a trend that may be one of the reasons why more people are getting cancer, which has been the top cause of death in Taiwan for the past 18 years.

Current Cancer Health Campaigns in Taiwan

Since 2004, the Vege Fruit 579 campaign has been promoted to help people in Taiwan prevent and fight cancer (Lin, 2005). The number “579” stands for the suggested vegetable and fruit intake amount for children, teenagers and adult females, and adult males (Formosa Cancer Foundation, 2013). According to the Department of Health of Taiwan, children should eat at least 5 servings of fruits and vegetables a day, teenagers and female adults should eat at least 7, and adult males should eat at least 9 (Jam, 2013). Events were held for this campaign, and both guidebooks and information sheets were distributed to elementary school students. Many speeches were given at different schools, and even a vegetable doll was designed for the campaign. Comics were also used as a

means of teaching children about the importance of eating fruits and vegetables to prevent cancer. The campaign was promoted by each city in Taiwan. However, there are no further data indicating the outcome of the campaign. Thus, further research is needed to analyze the effectiveness of the Vege Fruit 579 campaign. Communication for behavioral impact (COMBI) is considered as a way for health campaign. Therefore, it can also be used to promote the Vege Fruit 579 campaign. Even though there has not yet been any kind of COMBI plan conducted in Taiwan. However, the COMBI plans used in numerous locations such as Honduras, Brazil, Burkina Faso, Ukraine, Kenya, Malaysia, the Philippines, and Indonesia all made significant positive impacts on different health issues like those of lymphatic filariasis, dengue fever, leprosy, tuberculosis, malaria, and HIV/AIDS (WHO, 2011). COMBI has also become one of WHO's most cutting edge methods of dealing with health issues of various kinds in widespread areas. Therefore, a COMBI plan that can change people's vegetable and fruit eating habits in Taiwan may help people prevent or fight cancer, and it is hoped that this COMBI plan will lead to the end of cancer's being the top cause of death in Taiwan.

About COMBI

Communication for Behavioral Impact, also known as COMBI, was conceptualized by the World Health Organization (WHO) to create greater public awareness of disease

and develop steps to deal with it through communication-based strategies. According to Parrish-Sprowl (2014), “COMBI is a health campaign framework directed toward mobilizing all societal and personal influences on an individual or family to prompt a particular action designed to improved health.” It blends a variety of communication interventions strategically to adopt and maintain recommended healthy behaviors (Parrish-Sprowl, 2014, p. 212). Parrish-Sprowl (2014) also states that COMBI is a people-centered, communication-based health strategy that teaches large populations new behaviors to achieve a specific goal. The study of COMBI was initially based on the idea of “Integrated marketing communication for behavioral impact in health and social development,” and it was first offered at New York University in 1994 (WHO, 2012.; WHO, 2006). The program was coordinated by Dr. Everold N. Hosein at the School of Continuing Studies and Professional Education and Marketing Institute. The goal of the course was to educate people on actions leading to better health. In addition, the students were simultaneously taught about the communication planning techniques of Integrated Marketing Communication (WHO, 2012., WHO, 2006). After Dr. Hosein joined the World Health Organization (WHO), people at WHO adopted Dr. Hosein’s study of Integrated Marketing Communication (IMC) and reframed it with the name: Communication for Behavioral Impact (COMBI). Parrish-Sprowl states that “COMBI is

based on the IMC principle that behavioral impact will emerge only with an effort that involves participatory communication programs that are directed at a specific behavioral objective (Parrish-Sprowl, 2014, p. 212),” which summaries the connection between IMC and COMBI.

According to WHO (2012), in the year 2000, WHO began to use COMBI methodology to help people fight contagious diseases such as dengue fever, leprosy, lymphatic filariasis, tuberculosis, malaria, HIV/AIDS and more. For example, WHO initiated a COMBI program to combat dengue in Johor Baru in August of 2001(Murugiah, 2001). In this case, WHO stationed a Dengue Volunteer Inspection Team in each residential area in Johor Baru. At the same time, this program was also considered an awareness campaign (Murugiah, 2001). The members of these inspection teams rode their bicycles from village to village, educating the people in each one and checking for dengue breeding grounds. According to Murugiah (2001), the program was community-centered and involved more than 670 volunteers across the country. Moreover, the State Education Department was also involved in the program with more than 240,000 students participating. At schools, teachers were trained by professionals from WHO, and then they taught their students how to check their homes for dengue breeding grounds (Murugiah, 2001). After the program was completed, only 12 people

succumbed to the disease in Johor in comparison with 20 people the previous year.

Furthermore, after the action of WHO, only 6 people died of dengue fever compared to the 15 of the previous year. The result indicated that the program was an “overwhelming success” (Visvanathan, 2002).

In general, a COMBI plan should have four characteristics: it should be systematic, multidisciplinary, behavior oriented, and easily adaptable (Parrish-Sprowl, 2011, p. 5).

According to Parrish-Sprowl (2011), first, a COMBI plan should have clear, easy to follow steps based on evidence and actual practice. Second, it needs to include the fields of anthropology, mass communication, health education, and integrated marketing communication in its formation. Moreover, because a COMBI plan is behavior oriented, a behavior pattern that has the potential to be changed positively must first be identified, and the possibility of making an impact on this behavior must be ensured. Last, the creator of a COMBI plan should also make sure that the plan is applicable to a variety of health programs and settings.

In addition to the four general characteristics of a COMBI plan, there should also be five integrated agents of communication (Parrish-Sprowl, 2011). First, a plan needs a leader or decision-makers. The mobilizing decision-makers usually are organizations like health services, education institutions, family and community services, politicians,

response agencies, public awareness via the media, etc. Second, according to Parrish-Sprowl (2011), after the leader or decision-makers has been selected, the next priority is the communities. These communities include schools, religious institutions, special groups, small organizations etc. Interpersonal communication is the third communication action area, and it includes community volunteers, health workers, students, teachers, and other community members, all of whom will have the opportunity to be personally trained by professionals (Parrish-Sprowl, 2011, p. 6). After they are trained, they will convey the information to others. The fourth area is concerned with promotion and advertising. At this stage, materials such as leaflets, pamphlets, banners, flags, and radio or television advertisements can all be used as means of communicating messages to the public. The last action area is point-of-service promotion. In this area, service delivery points will be established, meaning that people can come to these specific locations to receive services from the COMBI program (Parrish-Sprowl, 2011, p. 6). For example, clinics, schools, workshops, or workplaces could be used for this purpose. Having multiple approaches and resources is very important for a COMBI plan's success. Therefore, in the behalf of ensure the success of a COMBI plan, not only should the four general characteristics (systematic, multidisciplinary, behavior oriented, and easily adaptable) be taken into account, but the five communication action areas of

mobilizing decision-makers, mobilizing communities, interpersonal communication, promotional materials, and point-of-service promotion should also be included when developing and running a COMBI plan.

Having only been in existence since 1994, COMBI does not have a very long history (WHO, 2012). Even though COMBI plans have been applied to many different parts of the world such as South America, Africa, Europe, and Asia, they are still a new development for WHO, and it may have never even been heard of in many countries. For Taiwan as well, one of the World Health Organization Observers, research on COMBI is a new field waiting to be explored and studied.

Health campaigns always play a significant role in public health management in Taiwan. Many of them, like those fighting SARS, dengue, enterovirus, and cancer have impacted many people over the years. One of the earliest health campaigns took place in 1946. According to Jian (2012), between 1946 and 1965, the government of Taiwan received help from WHO to begin fighting malaria. In 1948, the Taiwan Provincial Malaria Research Institute was established and began to educate Taiwanese people on malaria prevention. Schools educated students and others were educated at village meetings. People from different villages were instructed to assist the professionals coming to their homes in distributing DDT. As a result, in 1952, the number of the people

with malaria decreased from 1,200,000 to less than 1000. Moreover, there have been no cases of malaria found in Taiwan since 1960, and WHO proved Taiwan to not be a malaria risk area since 1965.

As noted above, combating dengue fever is one of the main focuses of WHO when applying COMBI plans in many countries (Murugiah, 2001; Visvanathan, 2002). There were some cases of dengue fever found in Taiwan between 2006 and 2007 (Taiwan CDC, 2006). As stated before, no COMBI plan or program has yet been used in Taiwan.

Therefore, Taiwan did not have a COMBI plan to deal with dengue fever. However, a few health campaigns have been done in Taiwan to combat the disease in the past. According to the Public Health Bureau Hsinchu City Government of Taiwan (2007), there were events held at Hsinchu by the department of health to deal with the dengue fever problem.

Their slogan was “Let’s work together fighting dengue fever.” The major goals of this campaign were to prevent the spreading of dengue from other countries, circulate information about proper responses to dengue reports, educate and work together with the populace to clean the environment, and use green methods of fighting dengue. As a result, Hsinchu City was rated the second best city at exterminating dengue fever in Taiwan (Chen, 2012).

Over the years, different health campaigns have been promoted in Taiwan. However, a complete COMBI plan has not yet been used to change people's behavior in regard to combating diseases or other health related problems in Taiwan. Moreover, because of cultural differences, the way COMBI worked in Johor Baru, Indonesia, Ukraine, Malaysia, or Kenya may not work in Taiwan. Therefore, more research on COMBI plans in Taiwan should be conducted by future researchers, paying special attention to the cultural idiosyncrasies of Taiwan. For example, questions related to communication media, interpersonal communication, governmental and NGO structure and function, and media strategies in Taiwan should all be discussed and studied in future research to understand the use of COMBI in Taiwan more completely. This investigation is hoped to help initiate the use of COMBI in Taiwan, following in the footsteps of WHO and bringing health awareness in Taiwan to a new generation. Therefore, the aim of this research is hoped to find out whether Taiwanese doctors support the use of COMBI for managing public health issue, do they perceive communication-based medical approach valuable, and do these doctors see communication method as a possible solution to public health problems.

METHODS

As mentioned in the literature review section on current health campaigns in Taiwan, there has not yet been any kind of COMBI plan conducted in Taiwan. Even though COMBI plans have been successfully used in numerous locations such as Honduras, Brazil, Burkina Faso, Ukraine, Kenya, Malaysia, Philippines, there is no guarantee that running one in Taiwan will be as successful (WHO, 2011). Therefore, before conducting an actual COMBI plan in Taiwan, it would be the best to plan one out first and let professionals in related fields examine it for aspects in need of change. By doing so, the final, adjusted plan, will be more likely to succeed a society like Taiwan's. Thus, surveying doctors from Taiwan is one of the best ways to make the necessary cultural adaptations. They are Taiwanese doctors, and they know what would be the most effective in Taiwanese culture. To collect the comments and suggestions from these doctors, a survey with ten qualitative questions was used.

Participants

A total of ten Taiwanese doctors participated in this study. These doctors were from both hospitals in Taipei and Taichung. They came from many different medical departments like family medicine, general medicine, urology, and thoracic oncology, etc. The snowball sampling method was used for doctor selection. One doctor from Taipei

and one from Taichung were asked to participate in the survey. They both accepted and were willing to pass the survey on to their co-workers. As a result, five doctors from Taipei and five doctors from Taichung participated in the survey. Because no COMBI plan has ever been conducted in Taiwan, these doctors may not have been familiar with COMBI. Therefore, there is a section that briefly introduces COMBI in the document on the Taiwan COMBI plan that was sent to the doctors.

Survey Design

The COMBI plan was translated into Chinese, and both Chinese and English versions of the COMBI plan were sent to the participating doctors. A survey with ten questions both in Chinese and English was also sent to them to ask for their thoughts on the plan. All ten survey questions are qualitative questions, because the survey is hoped to gather in-depth answers from the doctors regarding their thoughts on this COMBI plan. In addition to answering yes or no to questions, the survey also asks the participants to explain their answers, so as to gain as much valuable information as possible. All communication between the researcher and doctors was done through email. The reason email was chosen as the way to survey the doctors is because Taiwan is a country of high context culture; therefore, people in this culture may not express their true opinion as straightforward as people from a low context culture like America. Therefore, if doing a

face to face interview with the participants, it is more likely that the participants will only say the positive things. For example, if asking the participated doctors about is there any part of this COMBI plan should be improved or fixed during a face to face interview, even though they see some parts that need to be fixed, they may still say that the plan is perfect and no changes need to be made. Thus, email survey may be the best choice for getting the true opinion from the participants. The survey includes questions regarding the doctors' general impressions of COMBI, the doctor's thoughts' about the possibility of applying COMBI to solve health issues in Taiwan, their thoughts on cancer, their view of this COMBI plan in the context of cancer prevention, and the pros and cons of the COMBI plan.

Data Analysis

Because of the participating doctors' professional backgrounds, their responses provided many valuable suggestions for making the COMBI program more complete. These suggestions were used to evaluate the COMBI plan. The survey responses pointed out where the COMBI plan may need to be changed or improved. The surveys were reviewed carefully, and all responses were reorganized into different groups with the goal of evaluating the COMBI plan. Similar answers were grouped together, leading to a conclusion for their specific focus. For example, all the doctors mentioned the importance

of eating enough fruits and vegetables daily not just for cancer prevention, but also for maintaining good health in general. Moreover, the doctors view cancer as a serious health issue not only in Taiwan, but across the globe as well. They see and agree that communication can be an effective tool for solving public health problems, and the results show that all ten doctors believe that this COMBI plan can be used for cancer prevention in Taiwan. The answers from the doctors were also compared to one another to find all valuable suggestions for refining the COMBI plan as much as possible. The details and analysis of the doctors' thoughts on the COMBI plan can be found in the following "Results" and "Discussion" section.

RESULTS

The following sections are the summary of the data collected from the participated doctors. Their answers to the survey have been organized and used to evaluate the COMBI plan for Taiwan cancer prevention.

Do physicians think communication-based methods are valuable in the correction of public health problems of lifestyle?

According to surveys, doctors view communication-based methods as a possible way of helping solve public health problems of lifestyle. One doctor states that communication-based strategies may be one of the best ways to help keep people informed with important health information, even when they do not like going to the hospital for reasons like not wanting to waste time waiting or not wanting to get infected by other people's germs. Another doctor echoes this by suggesting that the use of different communication media like the Internet, television, or radio will definitely impact a variety of demographics. Due to the development of new technology, people have more options to communicate with one another in the current generation. A few doctors mention that the use of the new communication media will impact more people from many different demographics. More means of communication will lead to a wider range of people getting involved and being informed. The data show that doctors view

communication strategies as a possible solution to public health problems. In fact, all medical dealings require a certain amount of communication. For example, when physicians speak to their patients, interpersonal communication is applied. In addition, one doctor says that “a communication strategy such as COMBI will be an effective way to deal with public health issues.” Thus, it appears that doctors view communication strategies as one solution to public health issues.

As mentioned in the last paragraph, the participating doctors also state that not everyone is willing to go to hospitals. One doctor says that, “there are some people who may not like to go to the hospital even though they are ill, because they do not want to spend a long time in the hospital or because of other reasons.” Usually, when people fall ill, they go to the hospital. Therefore, some people may view the hospital as a home of disease, because patients who go there will bring germs or viruses with them. Therefore, some people do not like to go to the hospital, because they do not want to get infected there. Because of this, physicians are not able to talk to these people about their health issues or give them important, health-related information. Thus, this lack of the information may lead to possible negative outcomes. For example, even though people may know that eating fruits and vegetables is good for them, those who do not go to the hospital or meet with a doctor may not receive the proper information on how many of

them to eat a day. As a result, they may get cancer or other health issues because they are not eating right amount of fruits and vegetables daily. In this case, communication strategies like COMBI may be the best way to communicate health-related information to these people and impact their lives. Through the COMBI plan, the public will have the opportunity to receive information that they should be aware of in their lives outside the hospital. People can get this information by going to events, listening to speakers, or reading the information on the Facebook page. It is likely that a communication strategy such as this could help impact a wide range of people in a positive way in regard to their health issues. This kind of medical communication is known as “e-health.”

The medical field has been influenced considerably by the development of new technology in the current generation. The concept of “e-health,” in particular, has arisen and impacted medical service. In 1984, the author of the book, *The Third Wave*, proposes that in the future, doctors will be facing computer screens, receiving information about their patients from far away, and making long-distance diagnoses (Zhang, 2008). After 20 years, the age of e-health has come. According to Zhang (2008), today in the U.S., patients with asthma can record a video of how they use breathing equipment and send it to doctors at Tripler Army Medical Center, located in Hawaii. In Sweden, while a patient with external brain injury is transferred from Gotland to a major hospital in Stockholm

for treatment, the physicians in Stockholm have already started preparing all the necessary equipment, because all the information about the patient has already been sent to their computers from Gotland. Likewise, in Taiwan, in 2009, a doctor used a webcam to diagnose and then cure an inmate, who was locked in a prison in Lyudao, also known as Green Island. The prisoner suffered from severe testicle pain, but because Lyudao is an off shore island and the weather was too poor for air travel, the patient could not be transferred to Taiwan. As a result, the prison staff contacted a doctor from the Department of Urology in Hua Lien Hospital (Chuang, 2009). The doctor used a webcam to diagnose the patient with testicle torsion. The doctor told the patient to do jumping jacks to try to turn the testicle back to its normal position, and it worked. These stories are examples of how e-health can be used to help improve people's health and even save lives. Because most medical situations are very time-sensitive, losing time may be equivalent to losing lives. Therefore, by using e-health, the time taken transferring data can be decreased, and more patients can be saved. In the case of the Lyudao prisoner, the prisoner with testicle torsion did not need to be sent to a hospital at all, but was cured by the doctor over the webcam.

According to Xiao Shao Bo, the chairman of the Department of Medical Engineering at the Chinese Institute of Electronics, e-health can be used at an

international level by setting up electronic medical records (Xiao, 2010). Moreover, Xiao also states that this kind of record can be further developed into a huge health data network. The public would be able to reach more important health-related information by using this network, and people's medical records could be shared with hospitals national wide. The COMBI plan for cancer prevention in Taiwan can be viewed as a part of this e-health phenomenon, because doctors and professionals will write articles and spread awareness through the Internet about eating fruits and vegetables to prevent cancer. The public will be able to access the data provided by the COMBI team through Facebook or through other organizations and hospitals associated with the COMBI program. By doing this, even people who do not like going to the hospital will be able to receive important information about how changing their eating behavior can help prevent cancer.

Thus, to sum up this section, surveyed doctors agree that communication strategies may be one of the most effective ways of helping people combat public health problems. They also believe that COMBI is a perfect strategy to raise people's awareness of public health issues and change their everyday behavior in a positive way. According to Parrish-Sprowl (2014), a good COMBI plan always "include developing self-awareness and the capacity to listen to the whole body, as well learning a range of practices that evoke effective conversational patterns." Moreover, these doctors also state that the

information provided by the professionals on the COMBI team will strongly impact the public in a good way. Additionally, if there are well-known doctors or people on the team, the public will be more likely to view the program as trustworthy. Since the public already trusts these professionals, they will be more willing to accept information affiliated with them.

Do physicians view COMBI as a valuable approach to dealing with public health problems of lifestyle?

The last section dealt with doctors' views on communication-based methods in the correction of public health. This section covers the doctors' thoughts specifically on COMBI. The participating doctors perceived COMBI to be a valuable approach to dealing with public health problems of lifestyle. The doctors state, "because of the multiple channels, various platforms and participating groups, and the wide range of professionals from different fields, it is an effective way of dealing with health issues." Because a COMBI plan always requires a wide range of professionals and connections with many different communities, it has greater potential for reaching people and impacting the public. Moreover, from previous successes in many different countries, COMBI shows its ability to fight public disease effectively. Furthermore, one doctor mentions that by examining the use of COMBI in other countries, he believes that it

seems to work even better in smaller areas. For example, the COMBI plan was called an “overwhelming success” when fighting dengue in Johor Baru as mentioned in the literature review (Visvanathan, 2002). In this example, the program was implemented on a village-to-village basis to clean up the environment so that the mosquitoes would not survive. It worked well on multiple scales, helping not only Johor Baru as a whole, but individual villages and people as well. This instance illustrates that a properly functioning COMBI plan can change people’s lifestyles within a short period of time. Therefore, a society like that of Taiwan should be an ideal setting for using a COMBI plan to deal with public health issues. In addition, as mentioned in the last section, one doctor mentions that some people may not like going to hospitals because they do not want to waste time waiting in them, and others think that hospitals are dirty. However, in this case, as same as the doctors’ views about communication-based method in the correction of public health from the previous paragraph, with a COMBI plan, these people would still be able to receive proper and trustworthy information about their health because a COMBI plan always contains a various ways to send out messages to people. Of course, using the media or technologies in the current generation is one of these ways

The use of new technologies like the Internet, computers, or smart phones may also help solve health issues effectively. People in one place can contact distant professionals

in just seconds by using either a phone or the Internet. Moreover, information in the form of documents, pictures, or videos can also be sent to many different places, so people from different locations can all receive the information quickly and simultaneously. If there is an outbreak of a contagious disease such as swine flu, people at the affected area can communicate with professionals overseas to learn how to combat the disease. In addition, the use of social networking could also be an effective means of using technology to deal with health issues.

Facebook is one of the most popular social networks of the current generation. Every day, a great deal of health-related information is posted or shared on Facebook. If this information is correct and trustworthy, it can influence many people positively, because anything can spread very quickly through social networks like Facebook. Within just a few days or even a few hours, an article, photo, or video can easily be spread from one country to another. Thus, if all the health-related information on the Internet is accurate and can be proven by professionals, it will have a strong impact on people and possibly even save lives. A COMBI plan always requires various communication media, and the selections of these media may impact the success of the plan. The people involved with the plan should use these media properly and effectively to ensure that every part of the plan functions smoothly. A COMBI plan will also entail the use of many

different types of communication like interpersonal communication, organizational communication, intercultural communication, health communication, and media communication. With the rise of new technology, the ways that people communicate with one another have become more convenient and effective. Therefore, the use of these new technologies should support COMBI, making it a great way to deal with public health issues.

However, some doctors also point out that a COMBI plan requires the coordination of many different organizations and people of various professions. Therefore, it is important to ensure that all parties involved can work together smoothly and efficiently. Therefore, at this point, interpersonal, organizational, and intercultural communication must be emphasized because these kinds of communication can help maintain healthy ties between individuals, companies, and even cultures. The backgrounds and skills of the COMBI team members should also be considered carefully, because these people are the heart of a COMBI plan. It is important to make sure that each member is not only skilled and experienced in their field, but is also certified by a specific organization or government. Ensuring the quality of the team is one of the first priorities for running a successful plan. In addition, it may also take a long period of time to create a COMBI plan. Extensive training is often necessary as well, because a COMBI plan always

involves people from many different locations and professional fields. In behalf of ensure that all these people are effectively coordinated, and that each member has an equal ability to carry out the plan, this training cannot be omitted. For example, when a doctor writes an article about eating fruits and vegetables to prevent cancer, the team must be competent at advertising if it wants to put this article on Facebook and capture people's attention. Likewise, for making sure that all articles and advertisements are of the same quality, training is a necessary step, even though it may take some time to complete. Therefore, one of the doctors states that "it may be a great way to deal with many public health issues but may not be that effective at dealing with fast outbreaks of diseases like SARS or H1N1."

In the context of reducing cancer, do physicians view increased fruit and vegetable intake as helpful?

According to the surveys, all ten doctors believe that eating more fruits and vegetables will help prevent cancer. One of the doctors says that "eating fruits and vegetables has always been a suggestion of physicians to their patients, and it is very common that physicians suggest that their cancer patients eat a certain amount of fruits and vegetables daily." As mentioned in the previous section, a large body of research indicates that there is a strong relationship between cancer prevention and fruit and

vegetable intake. For example, the research of Norat et al. points out that The World Cancer Research Fund and American Institute for Cancer Research used case-control studies to find evidence of the protective effect of fruit and vegetable intake against cancer as mentioned in the literature review (Norat et al., 2014). Another study took place in north-western China, examining cases of esophageal cancer using 359 participants at 380 hospitals done by Tang et al. (2013) and finding that eating fewer fruits and vegetables leads to a higher chance of getting esophageal cancer. These studies show that vitamins, fiber, and other nutrients from fruits and vegetables can reduce the activity of cancer cells. More specifically, Tang states that vitamin C, vitamin E, β -cryptoxanthin, potassium, and magnesium in fruits and vegetables are key to reducing the risk of esophageal cancer. In addition, the study of Silberstein et al. (2013) indicates that red fruits and vegetables like tomato can reduce the activity of cancer cells. Because of their high levels of lycopene, some red fruits and vegetables facilitate anti-oxidative activity that can help control the growth of cancer cells. The ten surveyed doctors also state that currently, physicians, including themselves, usually tell their patients to eat more fruits and vegetables. The benefits of this habit are not limited to cancer prevention, but can also help people maintain physical fitness and general health. Furthermore, they also suggest that their patients eat multiple varieties of fruits and vegetables, preferably of

various colors so that health issues like colorectal cancer and cardiovascular system complication can be prevented. Different fruits and vegetables contain different nutrients and vitamins, so only eating a few varieties of them limits the intake of these beneficial substances. Therefore, it is best for people to eat various fruits and vegetables of different colors to receive more complete nutrition.

The doctors indicate that in the current generation, the awareness of eating healthily to prevent disease has risen, and that some of the promotions from the government and hospitals have helped people rethink their eating habits. For example, people who like to eat beef may decide to eat more white meat than red meat when they learn that medical evidence shows that red meat can cause more health problems. Many people who like to eat barbeque or hotpot may also change their eating habits in response to news reports on how eating like this may lead to a higher chance of getting stomach and gastric cancer.

When people receive a message that tells them how to have better health, it is likely that they will follow this message, because most people want to stay healthy and live longer.

However, because of resistance to lifestyle changes, constant business, or lack of money, some people may still not be able to eat enough fruits and vegetables daily, even though they know they should eat more. One doctor states that “people from the younger

generation tend to eat less fruits and vegetables, and it may be because they do not have the financial ability to buy fresh fruits and vegetables everyday.”

Another doctor mentions that one issue is that people nowadays like to eat at restaurants. This is especially prevalent in Taiwan, because and places like restaurants and the night market with very reasonable prices are ubiquitous. People usually like to eat at these places so that they do not have to spend time shopping, cooking, and cleaning. However, there are many health concerns related to eating at places like this, because it can be difficult to ensure how clean the food is. Moreover, many restaurants tend to use large amounts of oil, heavy seasoning, or grills when preparing food. The original nutrition of the food may be nullified by these cooking processes, which may also cause some other health issues. One doctor says, “these people may eat too much oil or salt, but not receive enough fiber and other nutrition from fruits and vegetables.” He also states that high oil consumption and fiber deficiency may lead to a higher risk of getting cancer. Thus, people who always eat in restaurants may have a higher risk of getting cancer, so even though people like to eat at restaurants, they should also eat enough fruits and vegetables to keep their body in good condition, as to avoid diseases like cancer.

In addition, many doctors mention that fruit and vegetable intake can not only help prevent cancer, but can also be beneficial to the body in other ways and prevent other

health issues as well. For example, diseases like cardiovascular system complication, constipation, and osteoporosis can also be prevented by eating fruits and vegetables (Zhang, 2009). Thus, in short, all ten doctors agree that fruit and vegetable intake can be beneficial for cancer prevention and could be very helpful in dealing with the current cancer situation in Taiwan.

Doctors' Views on the COMBI Plan in Taiwan

According to surveys completed by Taiwanese doctors, a COMBI plan in Taiwan will work and will advance cancer prevention in Taiwan. One of the doctors states that by using the COMBI plan with various media channels and people from different groups to raise cancer prevention awareness, “the most common causes of cancer like smoking, alcohol, betel nuts, radiation, and fiber deficiency in tandem with too much fat intake can actually be changed in a positive way.” Another doctor writes that “the idea that prevention is better than treatment has been commonly accepted by the people of the current generation. This COMBI plan will prove the information on eating fruits and vegetables to prevent cancer to people. Therefore, it should be used as a way to help prevent cancer in Taiwan.” This COMBI plan does not provide any kind of vaccine or instant cure for cancer, but rather aims to change people’s daily behavior to prevent cancer. In fact, impact and change people’s behavior is the spirit of COMBI. Thus, the

plan compliments the doctor's suggestion that "prevention is better than treatment."

Today, there are still no treatments guaranteed to cure cancer. Therefore, the best way of dealing with cancer is by preempting it. Prevention is, therefore, the first priority, and, as stated before, one of the best ways to avoid getting cancer is eating the right amount of fruits and vegetables. This COMBI plan is centered on the use of Facebook as a communication medium along with additional public events for informing people of the importance of eating fruits and vegetables. Because more than 70% of people in Taiwan still eat fewer than three servings of vegetables and two of fruit daily (Hung, 2013), this COMBI plan aims to raise these people's awareness of the importance of fruit and vegetable consumption and change their behavior accordingly. In addition, one doctor states that this COMBI plan will not only help cancer prevention, but will help prevent other health issues as well.

According to the participating doctors, because this COMBI plan emphasizes the cooperation of many different organizations such as hospitals, cancer foundations, and other communities, it will be able to impact a wide range of people. However, at the same time, it is important to ensure that the professionals from different backgrounds and organizations can work together smoothly. The doctors believe that "if any part is missing or ineffective, the result of the program will be affected," but "if everything works fine

and functions like it is supposed to, it will help prevent cancer in Taiwan.” The doctors see the inclusion of people from different backgrounds as a positive element of this COMBI plan, as long as they can be managed properly.

The doctors also mention that cooperating with well-known doctors, celebrities, and other famous people could help promote the COMBI plan and bring more credibility to the program. One of the doctors suggests that “the backgrounds and specific professional fields of the doctors should also be open to the public to gain more trust.” If there are no well-known or trustworthy people or organizations to support the COMBI plan, it may take a long time for the public to fully accept information from the program. On the other hand, if there is someone whom the public trusts involved in the program, it is likely that the people who trust this person will also trust the program.

As mentioned in previous sections, Facebook will be used as the main communication medium for this COMBI plan. The participating doctors see the use of Facebook as a potentially central communication method for the plan. The doctors believe that “it is a good way to reach the demographics of young and middle-aged people.” One of the doctors also describes the use of Facebook as the “mainstream social network of this generation.” Moreover, the other reason that doctors see Facebook as a good medium for the plan is that “if there is a budget or time limit, using Facebook will

save the most money and could also get the best results in a short amount of time.” Today, more than 60% of Taiwan’s population uses Facebook (*Chen, 2013, p.1*). This indicates that there is great potential for the use of Facebook as a means of both raising people’s awareness of cancer prevention through fruit and vegetable consumption and changing their eating patterns accordingly. One of the doctors believes that publishing information on Facebook could have a snowball effect. For example, if the COMBI team publishes an article on Facebook, and one person thinks it is trustworthy and valuable and shares it on his/her Facebook wall, then that person’s friends will see it too. If these friends like and share the article, the numbers of the people who see it could double, triple, and so on. As stated earlier, the development of new technology allows for more effective and convenient ways for people of the current generation to communicate and share information with one another. Thus, all the participating doctors believe that using Facebook as a communication medium for this COMBI plan will lead to a positive result.

Doctors’ suggested improvements to the COMBI plan

According to the surveys, some doctors suggest that multiple media should be used for the COMBI plan to get the best result. For example, the doctors believe that using flyers, television, and radio together could reach more people from different demographics. In fact, the use of multiple media is the spirit of a COMBI plan. A COMBI

plan requires the use of many different means of communication for widespread dissemination of the program's messages. Therefore, any COMBI plan would use many means of communication including both interpersonal communication and use of the media. In the current COMBI plan, Facebook will be used as the main medium, but the use of flyers, television, and radio will also be included in the program. For example, because this COMBI plan will entail collaboration with many cancer related organizations, hospitals, and the department of health, flyers will be posted around these establishments, and television and radio could be used to promote the plan elsewhere. Thus, even though the plan states that Facebook will be the main means of communication, other media will also be used to make the plan more complete. Because the media channels like Facebook, flyers, television, and radio will all be used for the COMBI plan, it will be able to reach out into the public in a wide range. Moreover, even though for the people who do not use Facebook, their family or friends who are Facebook users can also share the information from the Facebook page of the COMBI plan with them. In addition, they can also be involved and informed by joining the events or from other point-of-service location of the COMBI plan.

One doctor also suggests using a stronger slogan to replace the COMBI plan's current one. The current slogan is "two fruits and three vegetables a day keep cancer far

away.” Instead of using this one, the doctor believes that a slogan using phrases like “if you don’t want to die from cancer today” would gain more attention and make people more interested in reading the information. The original slogan is for communicating the importance of eating fruits and vegetables to prevent cancer to the public. The kind of slogan suggested by the doctor could be used with other media such as articles, pictures, or videos for the plan. For example, an article teaching proper fruit and vegetable consumption for cancer prevention could have a title like “If you don’t want to die from cancer today, eat your fruits and vegetables now.” This kind of information will be posted on the COMBI plan’s Facebook page. However, marketing analysis, because it is one of the most important aspects of any COMBI plan, will be used to select the plan's slogan by determining which one is most widely accepted by the public.

Some doctors also state that “having someone well known as the figurehead or spokesperson for the program may give the plan more credibility.” This is a common advertising strategy. When a company wants to advertise their product, using a celebrity or someone well known by the public will help people be better disposed toward the product, and thus more likely to buy it. Similarly, if some of the COMBI plan’s team members are well known professionals, it is more likely that people will trust and follow the program, because they trust the famous team members. Of course, posting

information about the program at cancer related organizations, hospitals, and the department of health will also give the plan more credibility.

DISCUSSION

As noted above, according to the data, it appears that Taiwanese doctors see communication-based methods as a solution and a key component for managing public health issues. For example, one doctor states that by using communication-based strategies, one could reach people who do not like to go to hospitals. Another doctor believes that the use of multiple communication media like radio, television, or the Internet could help the program's messages to have a wider impact. New technology has also impacted the way people deal with public health issues, giving rise to terms like “e-health,” and as stated earlier, the idea that prevention is better than treatment is engrained in the minds of the current generation. Therefore, the use of modern communication strategies to distribute accurate information about disease prevention, such as the guidelines for eating fruits and vegetables to prevent cancer, could be an effective way of dealing with public health problems. Through the distribution of easily understandable, yet professional information, the public will be able to fully understand what it should do to prevent certain health issues. The main purpose of communication is to convey information; thus, it should be used as a bridge between sender and receiver to

ensure they both understand each other correctly. From the viewpoint of physicians, if professional medical information can be conveyed to and accurately understood by receivers (the public) then members of the populace will have the proper knowledge for keeping themselves in good health. For example, in this COMBI plan, physicians and other professionals will communicate their knowledge through articles, videos, or other media to let the public know that eating fruits and vegetables can help them avoid getting cancer. A communication strategy like COMBI would be the most effective way for the public to receive this information, because its members will be taught by professionals about what they should do in a step-by-step manner. In addition, doctors also believe that by applying COMBI, even people who do not go to hospitals can be reached and given proper health information. Thus, doctors view communication-based strategies like COMBI as a significant aspect of public health management.

In addition, when talking about applying communication strategies to deal with health issues, some doctors also say that using a more impactful title or slogan may be helpful for getting more public attention. Doctors also agree that using simple words and readable language should be a priority when communicating with the public. All medical encounters require a certain amount of communication. Interpersonal communication is applied during conversations between physicians and patients, and media communication

is applied in any health-related advertisement, be it in the form of an article, video, or any other communication medium. Therefore, physicians as well as communication professionals view communication strategies as one of the solutions to public health problems.

The Taiwanese doctors' impression of COMBI indicates that COMBI is an effective method of dealing with public health issues. Because COMBI includes the use of many media, it will be able to relate messages to many people from different demographics. Moreover, taking into account the many successful examples of the use of COMBI plans in different countries, the participating doctors believe that such a plan has great potential to run successfully in Taiwan and deal with public health issues like cancer. Furthermore, according to a participating doctor, in Taiwan, "about 40% to 50% of diseases or health issues are caused by people's lifestyle." Therefore, using COMBI to change people's behavior is the best way to really solve this kind of health issue. As mentioned in the literature review, COMBI stands for Communication for Behavioral Impact, and the main purpose of COMBI is to impact and change people's behavior in a positive way. WHO has already successfully implemented many COMBI programs in different countries to control diseases such as dengue fever, leprosy, lymphatic filariasis, tuberculosis, malaria, HIV/AIDS, and more. Even though a COMBI plan has never been used in Taiwan, the

participating doctors still believe that one will run successfully and will solve some of the health issues in Taiwan.

All participating doctors see the potential of this COMBI plan and agree that it will work and successfully change people's eating behavior in Taiwan. Cancer has been the number one cause of death in Taiwan, and it is very closely related people's eating habits. The data indicate that many Taiwanese people are still not eating enough fruits and vegetables. However, based on a large body of research, fruit and vegetable intake can help prevent cancer. Therefore, the participating doctors believe that by using this COMBI plan, initially through Facebook, and then through collaboration with cancer-related organizations, hospitals, and communities, people's understanding of the relationship between eating fruits and vegetables and cancer will be improved. Moreover, apart from Facebook, other communication media such as radio, television, and flyers will also be used for the program. The doctors state that this will help reach more of the public, and not just Facebook users. Thus, the participating doctors have faith in this COMBI plan and agree that it will be a success.

However, as mentioned earlier, COMBI is still new to Taiwan. Therefore, no data on the effectiveness of COMBI plans in Taiwan exists. Moreover, because of cultural differences, the effectiveness of COMBI in Ukraine or Indonesia may be different from

its effectiveness in Taiwan. Furthermore, even though COMBI can be conducted the same way in Taiwan as in any country, the end result may be different. Thus, future research on COMBI in Taiwan should focus on cultural differences between Taiwan and other countries where COMBI plans have been used. In doing so, the researchers will be able to find the best way to implement a COMBI plan in Taiwan by designing it in a Taiwanese way. More importantly, this investigation highlights the potential for successfully running a COMBI plan in Taiwan. Therefore, for future research, an actual COMBI program should be implemented in Taiwan so that researchers will be able to collect experimental data on COMBI's effectiveness there. Some of these researchers' findings may differ from the hypotheses of this COMBI plan, but that would just be an example of the value of experimental research, in that it helps either prove or correct theory-based propositions. This COMBI plan could not only be the subject of future research on the use of communication strategies for managing public health problems, but could also serve as a guideline for future COMBI plans. Hopefully, when a COMBI plan has been used in Taiwan, the medical field there will be able to adopt this WHO public health management strategy and bring the health of the population of Taiwan to a new level.

Appendices

Appendix 1: Overview of Taiwan Cancer COMBI Plan

Appendix 2: Method of the COMBI Plan

Appendix 3: Translated Overview of Taiwan Cancer COMBI Plan

Appendix 4: The Survey

Appendix 5: Surveys from Doctors

Appendix 1: Overview of Taiwan Cancer COMBI Plan

1. What COMBI Is:

Communication for Behavioral Impact (also known as COMBI) was conceptualized by the World Health Organization to create greater public awareness of disease and develop steps to deal with public health problems through communication strategies.

According to WHO (2012), in the year 2000, WHO began to apply COMBI methodology to help people fight contagious diseases like dengue fever, leprosy, lymphatic filariasis, tuberculosis, malaria, HIV/AIDS, and more.

A COMBI plan is generally four things: systematic, multidisciplinary, behavior oriented, and easily adaptable. It also makes use of five integrated agents of communication, which are decision-makers, communities, interpersonal communication, promotional materials and advertising, and point-of-service promotion, where people can receive service from the COMBI program.

2. Overall Goal:

Increasing the amount of fruit and vegetable intake in Taiwan to help prevent and fight cancer.

3. Behavioral Objectives:

To increase the fruit and vegetable intake of people in Taiwan and to decrease the 70% of these people eating fewer than 3 vegetables daily to 60% within a year.

4. Mode of Communication and Media Plan:

Facebook will be used as the media platform for this COMBI plan. The plan's Facebook page will contain information like government or doctor verified documents, videos, and other resources showing the relationship between fruit and vegetable intake and cancer prevention. In addition, all the information publicized by the program should be concise, straightforward, and easy to understand.

5. COMBI Strategy:

SUMMARY OF COMMUNICATION STRATEGIES

COMBI in Taiwan for Cancer Prevention:

Two fruits and three vegetables a day keep cancer faraway.

• Branding the Theme: Develop a logo by holding a logo competition

• Administrative Mobilization: Recruitment for the program, memos and calendars to

all staff members from different hospitals and foundations, staff meetings, meetings with doctors, meetings with the health department, and meetings with cancer-related foundations.

• Program Promotion in the Media: Doctors or government verified articles, documents, and videos will be posted on the Taiwan Cancer COMBI Plan Facebook page.

• Decision-Makers: Department of Health of Taiwan, Wan Fan Hospital, Veterans General Hospital, National Taiwan University Hospital, and other major hospitals in Taiwan

• Communities: Formosa Cancer Foundation, Hope Foundation for Cancer Care, Childhood Cancer Foundation, and Cancer Care Foundation. Some of the program volunteers will be provided by these foundations.

• Interpersonal Communication: Mobilizing regional program spokespeople—volunteers will be invited from different cancer-related organizations.

• Promotional Materials and Advertising: Short manuals containing information on eating fruits and vegetables as a way of preventing or fighting cancer, free fruits and vegetables, flyers, the Facebook group.

• Point-of-Service Promotion: Wan Fan Hospital, Veterans General Hospital, National

Taiwan University Hospital, and the participating cancer foundations will be the points-of-service, at which people can receive information on the COMBI plan directly and participate in surveys. Surveys will also be available on the Taiwan Cancer COMBI Plan Facebook page for participants.

- *Incentives: Free fruits, vegetables, brochures, and T-shirts can be given away to gain more participants.*
-

Appendix 2: Method of the COMBI Plan

1. Overall Goal:

Increasing the fruit and vegetable intake in Taiwan to help to prevent and fight cancer.

2. Behavioral Objective:

The behavioral objective for this COMBI plan is to increase the consumption of fruits and vegetables by people in Taiwan. Regarding the issue of fruit and vegetable intake in Taiwan, Hung's study (2013) indicates that 70% of people in Taiwan eat fewer than three vegetables a day, and the research of Zhang (2012) states that 80% of people in Taiwan do not meet the standard of eating at least three servings of vegetables and two servings of fruits on a daily basis. Therefore, the primary objectives of this COMBI plan are to increase the fruit and vegetable intake of people in Taiwan and to decrease the 70% of people eating fewer than three vegetables daily to 60%. According to the large amount of research dealing with the relationship between fruit and vegetable intake and cancer mentioned in the literature review, there is much evidence suggesting that eating the right amount of fruits and vegetables can help prevent the growth of cancer cells. Thus, the primary behavioral objective for this COMBI plan is to change Taiwanese's eating behavior to include eating at least three fruits and vegetables daily to prevent and fight cancer.

3. Strategy:

The media plan for this COMBI plan entails the use of social networks like Facebook to increase people's awareness of the fact that eating the right amount of fruits and vegetables can help prevent or fight cancer and to change people's eating behavior from eating less than two vegetables to at least three vegetables and two fruits daily. The reason Facebook was chosen as the media platform for this COMBI plan is that it is the most popular social network in Taiwan. According to the data on Facebook usage from Business Next, the total number of Facebook profiles as of 2013 is over 11 million, and Asia has the highest active monthly usage (Chen, 2013, p.1). Moreover, Chen states that the prevalence of Facebook usage in Taiwan is higher than 60% and is the highest in Asia. Since Facebook is the most popular social network in Taiwan and its usage rate is still growing, it would be the best media platform to promote this COMBI plan. In addition, in comparison with using radio or other media resources as the media platform, Facebook makes tracking and data collecting much easier.

3.1 The Five Integrated Agents of Communication of Taiwan Cancer COMBI Plan:

a. Mobilizing Decision-Makers– Department of Health of Taiwan, Wan Fan Hospital, Veterans General Hospital, National Taiwan University Hospital, or other major hospitals in Taiwan.

b. Mobilizing Communities– Formosa Cancer Foundation, Hope Foundation for Cancer Care, Childhood Cancer Foundation, and Cancer Care Foundation.

c. Interpersonal communication: mobilizing community advocates and personal sellers– volunteers will be invited from different cancer-related organizations.

d. Promotional materials and advertising–Short manuals containing information about eating fruits and vegetables to prevent or reduce cancer, free fruit and vegetables, flyers, and the Facebook group.

e. Point-of-Service Promotion– Wan Fan Hospital, Veterans General Hospital, National Taiwan University Hospital, and the involved cancer foundations.

3.2 The first step is to create a Facebook page for the Taiwan Cancer COMBI Plan as the media platform for this COMBI plan. The website will contain information in the form of government or doctor proven documents, videos, and other possible resources that indicate the relationship between fruit and vegetable intake and cancer. It is important to include only resources that have been approved by doctors from major hospitals, because there a plethora of health related information on Facebook, and people do not know what information to trust. Thus, by requiring all information to be approved by either the government or a doctor, the Facebook page will be more credible.

Moreover, the website will be endorsed by volunteers from different hospitals and cancer foundations for both people who have cancer and people who do not. Thus, a method of convenience sampling will be used for the program. If the participants do not have a Facebook account, a volunteer will help them create one. All events, activities, and photos for the Taiwan Cancer COMBI Plan will be posted on the Facebook page to inform all the participants.

3.3 The second step is to begin making contact with oncologists and doctors from the related departments at major hospitals in Taiwan. The Department of Health of Taiwan will also be contacted. After the doctors and officials from the department of health are on board, then all documents, information, and other resources concerning eating the right amount of fruits and vegetables to prevent or fight cancer can be sent to them for approval before they are posted on the Facebook page.

3.4 Arrange speeches or workshops with doctors and other professionals from the participating foundations. Promote these events through flyer postings, volunteers at hospitals or cancer foundations, and the Facebook page. Free fruits and vegetables can be given away at these events to attract more participants.

3.5 Surveys will either be sent to the participants through Facebook or distributed to them at program events. Small promotional gifts such as brochures or T-shirts will be given to participants after they have completed the survey.

3.6 The program should last for at least six months. The researchers will be able to see the impact of the program by analyzing the results of the surveys describing the participants' fruit and vegetable intake.

4. Communication Actions:

4.1 Branding the Theme

4.1.1 A logo for the COMBI program needs to be designed highlighting the theme of eating fruits and vegetables to prevent or fight cancer. This logo will be used on all program products and will also be posted on the program Facebook page. The logo will be selected from a competition, the winner of which will be rewarded. The competition will draw more attention to the program, attracting more participants.

4.2 All documents and information created for the program should be concise, straightforward, and easy to understand. Edward R. Murrow once said that the best way to communicate with people is to use language that can be understood by a truck driver without insulting the intelligence of a professor (Edward, 2004). All written information for the Taiwan Cancer COMBI Plan should be based on the spirit of this idea.

Appendix 3: Translated Overview of Taiwan Cancer COMBI Plan

台灣對癌症之傳播行為學影響計劃之大綱

6. 何謂 COMBI 傳播行為學影響 (Communication for Behavioral Impact):

傳播行為學影響 (COMBI) 是世界衛生組織 WHO 近年來所積極推廣作為提高人們對於健康問題以及疾病預防之意識並用以控制及預防各類疾病的策略。

世界衛生組織於 2000 年開始運用 COMBI 來協助不同區域以及不同國家之人民預防諸如登革熱、麻瘋病、淋巴管絲蟲病、瘧疾、以及愛滋病等之疾病。

COMBI 計畫通常包含四個主要原則包括：系統性、多元學術性、行為學傾向、以及富有彈性和效率。除此之外，COMBI 計畫亦會涵蓋動員決策者、動員共同體、人際傳播、廣告宣傳、以及銷售時點情報系統等五項分支作為其行動骨幹。

7. 整體目標:

增加國人蔬果攝取總量以降低癌症罹患率並防治癌症。

8. 行為目標:

增加國人蔬菜水果攝取量，並在 2 年內將目前 70% 尚未達到每天五蔬果之人口減緩至 60%。

9. 傳播管道及媒介計畫:

臉書將在此次 COMBI 計畫中擔任媒體平台以及傳播管道之腳色。在此 COMBI 計畫的臉書社團中所有有關蔬果攝取和其防癌功效之資訊、影片、以及所有的資料都會先經過專業醫生以及衛生署等單位之認證才會公佈於網站上。此外，所有的文章以及資料都要以精簡並淺顯易懂作為主旨。

10. COMBI 策略以及佈署:

傳播部署概要

主題口號:

每天五蔬果，癌症遠離我

• 打造主題形象: 舉辦 LOGO 設計比賽，以第一名的作品做為此 COMBI 計畫之

LOGO

• Administrative Mobilization 動員管理及行政: 徵募人員，發放備忘錄以及行事曆

給所有醫院以及基金會之工作人員、舉行工作人員會議、連絡醫生以及衛生單位。

聯絡所有參與機關以及基金會。

• Advocacy/Media Promotion 提倡/媒體宣傳: 專業醫師及衛生單位認證之文章、文件、以及影片等資訊都將會張貼於本次活動之臉書專頁上用以宣傳

• Mobilizing Decision-Makers 行動決策單位: 衛生署以及其他各大醫院以及醫生

• Mobilizing Communities 動員共同體: 諸如台灣癌症基金會、癌症希望基金會、中華民國兒童癌症基金會以及癌症關懷基金會等團體。

• Interpersonal communication 人際傳播: 透過參予計畫之團體做以宣傳及尋找義工

• Promotional materials and advertising 宣傳物資以及推廣: 可發送涵蓋蔬果防癌資訊之小筆記本以及宣傳單，並於活動時發送免費蔬果。另以臉書做為主要宣傳

• Point of Service Promotion 銷售時點情報系統: 各大醫院以及各大參予本次計畫之相關單位。參予民眾可於不同的銷售時點情報單位取得本計畫之相關資料，並可於各情報單位發放問卷。相關問卷也會於臉書寄送於參予民眾。

• Incentive 鼓勵參予者之物品: 免費蔬果，小冊子，以及衣服等物皆可作為活動

• 宣傳之用以增加民眾參予意願之小禮物

11. 本次 COMBI 傳播行為學影響計劃之概要:

本次計畫是希望藉著依照世界衛生組織於近年來廣泛運用於健康以及疾病防治之傳播行為學影響策略 COMBI 來增加國人每日所攝取之蔬果總量，並用以預防及減緩癌症。臉書將設定為此次計畫的主要媒體平台，所有經過專業醫師以及衛生單位認證過之文件及資訊均會由臉書分享給參予民眾。有鑑於現在臉書於台灣的運用之廣，時常可在臉書上看到一些不知是否真實的醫療以及健康資訊。而本次計畫的所有資訊都會經由醫師以及衛生單位鑑定以及背書，好讓一般大眾可以放心安心的吸收並實踐。另外，本計劃期望與各大醫院、團體、以及癌症相關基金會合作。以不同的層級以及管道作為推廣之用。亦會舉辦 LOGO 設計比賽並將參選第一名者之作品作為本次計畫的 LOGO。於計劃進行中也將招募志工並籌備各項小贈品作為宣傳以及增加參予者意願之作用。

Appendix 4: The Survey

COMBI Plan in Taiwan Questionnaires

1. What is your impression of COMBI? Is it an effective way to deal with health issues? 您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?
2. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.
3. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.
4. Do you think that cancer is one of the most important health issues that needs to be addressed in Taiwan? 您認為對台灣來說, 癌症是否可被視為一種不可忽視的重大健康問題?
5. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣? 他們是否需要攝取更多的蔬菜水果來預防癌症呢?
6. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中, 熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用. 您認為使用臉書來當作訊息傳播媒介是否適宜? 請解釋.

7. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證. 您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊? 您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣? (比如蔬菜水果的攝取量)

8. In your opinion, what may make this COMBI plan successful or not?
依您之見, 什麼會決定 COMBI plan 的成功或失敗?

9. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?
依您之見, 這份 COMBI 計畫是否有哪些地方需要修改或是加強?

10. Will this COMBI plan actually work? Why or why not?
您認為這個 COMBI 計畫是否真的能夠發揮其功效? 請解釋.

Appendix 5: Surveys from Doctors

Doctor # 1

COMBI Plan in Taiwan Questionnaires

11. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

傳播行為學可能包含電台、電視或是宣傳單等方法, 對一般民眾會有一定的影響力。對於健康問題是一種有效應對方法

Translation:

COMBI may include the channel such as radio, TV, or flyers; therefore, it sure has some influence over the public. Therefore, it should be an effective way to deal with healthy issue.

12. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋。

可以解決一些。民眾一般來說不見得願意上醫院(耗時久或是覺得醫院髒), 因此可以透過傳播行為學瞭解一些健康的基本知識, 但是要注意背後的意圖(是以病人考量還是商業利益考量)或是提供此健康問題資訊的團隊背景知識是否夠強大

Translation:

It should be able to solve some health issues. For example, some of the people may not want to go to hospital because they do not want to take time to wait in the hospital and they may also think that hospital is dirty. Therefore, by doing the COMBI way, these people who do not like to go to hospital may still be able to receive proper and trust worthy information about health. However, people have to be careful about the intention of the project. For example, it the COMBI plan mainly for business profit or for the good of the patients. Moreover, the background and profession of the COMBI team should also be considered very carefully.

13. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

是，因為各種疾病發生大概有四成至五成與生活型態相關。預防醫學現在越來越普遍，常見的致癌因子：如菸、酒、檳榔、輻射、低纖維、高油脂攝取等，確實有辦法透過適當的 COMBI 計畫防堵

Translation:

Yes. The reason this COMBI plan should be able to prevent or reduce cancer in Taiwan because about 40% to 50% of disease or health issues are caused by people's life styles. Moreover, the idea of preventive medicine is very common now. The most common cause of cancer such as smoking, alcohol, betel nut, radiation, too little fiber, and too much fat can actually be changed to a positive way by the COMBI plan.

14. Do you think that cancer is one of the most important health issues that needs to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題?

當然是，不只是台灣，對全球而言癌症都是重大健康課題

Translation:

Of course yes, it is not just to Taiwan. Cancer has been a very important health issue in the whole world.

15. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣? 他們是否需要攝取更多的蔬菜水果來預防癌症呢?

是的，台灣目前常衛教病人多攝取不同種類、不同顏色的蔬菜水果，並告知病人高纖維低油脂飲食有助於減少大腸癌發生率及心血管併發症

Translation:

Yes. In the current time, physicians always tell the patient to eat different kind and different colors of fruits and vegetables, and also telling the patients that high fiber and

less fat will help them to prevent colorectal cancer and cardiovascular system complication.

16. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的COMBI中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

適宜，但是請同時注意臉書的使用族群（年輕、教育程度較高、社經地位較高）而不要忽略台灣超過半數以上不使用臉書之族群，這麼統計上會有很大的誤差

Translation:

Yes, it is a proper choice. However, please do not forgot that the users of Facebook usually belong to the people who are younger, with higher education, and also higher social status; therefore, the other half of people who do not use Facebook should be not forgotten to avoid the sampling error.

17. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

當然，建議可以敘述此醫師的背景及專長取信於民眾，衛教資訊請以淺顯易懂之語言告知，例如每天需攝取的蔬菜水果量為幾個拳頭大；而不要以學術上說應該攝取幾克的醣類或幾克的纖維質

Translation:

Of course. I also suggest that the background and profession of the doctors should also be opened to the public to gain more trust. Moreover, the information should be spoken in an easily understanding way. For example, the team should use a fist as the unit to indicate the amount of vegetable that people should eat a day instead of how many gram of carbohydrate or fiber.

18. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

COMBI 的廣泛度，若單獨使用一種傳播工具（如臉書）很容易失敗，因為他只能代表某些族群；若是研究許可的話，傳單、電視及廣播都可以嘗試作為 COMBI 工具之一

Translation:

The range of the plan. If only use Facebook as the media channel for the plan, it may not be successful because Facebook users cannot be used to represent all Taiwanese. If possible, applying flyers, TV, or radio might also be a good way to run the COMBI plan.

19. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

增加 COMBI 的類型，如傳單、電視及廣播 並建議標題可以聳動一些：如原訂主題是”每天五蔬果，癌症遠離我？”→網路上網友可能對”你想不那麼早得癌症掛掉嗎”比較有興趣...建議可以使用在敘述或移動之文字上吸睛

Translation:

Use more media channel for the plan such as flyer, TV, or radio. Moreover, use stronger slogan to gain more attention. For example, the current slogan for this COMBI plan is “two fruits and three vegetables a day, keep cancer faraway.” Instead of using the current slogan, the slogan or title such as “if you do not want to die from cancer today” or something may gain more attention and make people more interested to read the information.

20. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

是的，例如臉書上對健康議題較關心的族群會留意本計畫之資訊，但是對未使用臉書或是對健康問題不關心的民眾，效果就有限了

Translation:

Yes, it definitely will help the Facebook users who care about health or health related information. On the other hand, for the people who are not Facebook users or the people who do not really care about health issues, then it may not be that effective anymore.

Doctor # 2

COMBI Plan in Taiwan Questionnaires

21. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

COMBI 可算是一種當代的對於不同疾病的有效對應方法。藉由不同層級的專業人士以及各類媒體的交互運用，相信 COMBI 可被視為一種有效的現代健康問題對應方法。

Translation:

A very good modern way to help to solve health issue because it contains many different levels of people from different professions and also include many different communication channels.

22. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋。

應該可行。但因為文化間有所差異，COMBI 在台灣的運行方式亦可能和其他國家 COMBI 的運作方式有所不同。

Translation:

It might work, but the way that COMBI runs in Taiwan may be different than some of the countries where COMBI had already successful done because of the culture differences.

23. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋。

會有幫助。透過不同的管道以及專業人士來向社會大眾宣導正確的防癌觀念，若是運用得宜，一定會有一定程度的效果。

Translation:

I will help. Throughout the different channel and people with different professions to send out the accurate knowledge about cancer prevention, if the program can work properly, it should be able to influence the public.

24. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

癌症對於全世界來講都是一門不可被忽視的健康問題。因為現代人的生活以及飲食習慣的轉變，當代人的罹癌率也越來越高。當然，對於台灣人來講，癌症絕對是一項不可忽視的健康問題。

Translation:

Cancer is a subject that cannot be ignored to the whole world. Because of the living and eating styles of the people in the current generation, the rate of getting cancer has risen. Of course, to Taiwan, cancer is definitely one of the most important health issues that need to be addressed.

25. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

目前大多數的台灣民眾並無攝取足夠蔬菜水果的生活習慣。多吃蔬菜水果絕對是對身體有益。並且也建議不要只攝取單一或是少量的蔬果，能夠多食用不同品種的蔬果會更有益處。

Translation:

So far most of the Taiwanese do not receive enough fruits and vegetables. Eating fruits and vegetables can definitely benefit human body. I also suggest people do not only eat few kinds fruits and vegetables, and eating different kinds fruits and vegetables can be even more helpful.

26. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的

COMBI 中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

臉書對於新世代人們來說是個非常方便的聯繫平台，並且也擁有廣大的用戶。相信運用臉書做為此 COMBI 計畫的訊息傳播媒介是個經濟實惠的好選擇。

Translation:

Facebook is a very convenient platform for people to make connection with each other today, and it also has a lot of users. I believe that using Facebook as the main media channel for this COMBI plan is a good choice.

27. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能让大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

是的。除此之外醫療團隊以及專業人士的相關背景也應完全公開。如此一來所有資訊將更能取信於社會大眾。

Translation:

Yes. However, the background and the profession of the doctor or team members should be opened to the public. Therefore, it is more likely that people will trust the information provided by the COMBI program.

28. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

整體團隊的專業度以及是否能夠取信於大眾是為首要考量。另外臉書等的媒體運用也會對於此 COMBI 計畫的成功與否早成影響。

Translation:

The professional qualities of the COMBI team will be the first priority to make this plan successful. Moreover, the use of the media such as Facebook will also impact the result of the plan.

29. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

整體計畫看來四平八穩。但若加入更多著名人士用以背書應可讓計劃更成功。

Translation:

The plan looks pretty completed and well organized. However, having more famous people or well-known professionals may be even more helpful.

30. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

借由不同的媒體管道以及組織來對一般大眾宣導正確的蔬果飲食觀念是個很好的想法。若是整體計畫能照著原定企劃般的運作，定可發揮一定的功效。

Translation:

By using different media channel and organizations to send out the message about eating fruits and vegetables properly is a great idea. If the plan can work like it suppose to, it will definitely work.

Doctor # 3

COMBI Plan in Taiwan Questionnaires

31. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

根據過往的例子來看, 在許多的國家, 特別是發展中國家, COMBI 的確能夠成爲一種對於健康問題的有效應對方法。尤其是在小範圍內更能發揮其作用。

Translation:

It seems working in many countries, especially in the developing countries. Moreover, it seems like working better with smaller areas.

32. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認爲是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.

經由 COMBI 的宣傳以及提高民衆的健康意識, 部分的健康問題可以得到一定程度的加強。因此, 可行。

Translation:

By the application of COMBI to promote and rise up the awareness of health issue of the public, some of the public health issue will be able to improve. Therefore, it should works.

33. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認爲 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

對於現代人來講, 預防勝於治療已經是個非常普遍的觀念。此 COMBI 計畫會向社會大眾推廣多吃蔬果來達到預防癌症的功效, 因此, 此計畫亦可被視爲台灣防癌計畫的方法之一。

Translation:

The idea of prevention is better than cure has been taken by the people commonly in the current generation. This COMBI plan will prove people the information about eating fruits and vegetables to prevent cancer; therefore, it should be one of the ways to help to prevent cancer in Taiwan.

34. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

癌症對於全世界來講都是一門不可被忽視的健康問題。因為現代人的生活以及飲食習慣的轉變，當代人的罹癌率也越來越高。當然，對於台灣人來講，癌症絕對是一項不可忽視的健康問題。

在台灣癌症絕對是一項最需要被注意的全民健康問題之一。尤其是與以往相比，在過去的 30 年中，癌症一直都位居於國人死因的第一位。

Translation:

It is definitely one of the most noticeable health issues in Taiwan. In comparison with the past, in the recent 30 years, cancer has been one of the top death causes of Taiwan.

35. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

通常來說，醫護人員都會建議一般大眾多攝取蔬菜水果。尤其是針對癌症病患來說，更會建議其多每天都要食用多樣蔬果。因此，臺灣人民確實應該在日常生活中攝取更多的蔬果以利健康。

Translation:

Eating more fruits and vegetables has always been one of the suggestions from doctors to patients. Moreover, it is also very common that physicians will suggest cancer patient to eat a certain amount of fruits and vegetables daily. Therefore, yes, Taiwanese people should eat more fruits and vegetables.

36. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

運用臉書這對於計畫剛起始時會是一個不錯的點子。等到有越來越多民眾以及人員加入計劃後，亦可利用其他媒體資源諸如電視或是廣播等來加以宣傳。

Translation:

It might be a good idea as the starter of the program. After there more and more people are involved into the program, then it can also use other media channel such as TV or radio to help to spread the message.

37. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

在有關此 COMBI 的訊息傳開之後，會有越來越多的民眾聽聞有關此 COMBI 的資訊。因此，一定會有一部分的人士會受到此計畫影響進而改變其飲食習慣或是照著 COMBI 的指示做出改變。但是最重要的是在此計畫中的醫生、組織、以及其他單位一定要能夠讓社會大眾感到信任才能夠將此計劃的功能徹底發揮出來。

Translation:

After the message is spread widely, more people will hear about the information and more people will hear about this COMBI program. Therefore, some of these people may change their behavior or follow the instructions from the programs. However, the doctors, organizations, or department should be the kinds that will make people feeling comfortable and trust with.

38. In your opinion, what may make this COMBI plan successful or not?
依您之見，什麼會決定 COMBI plan 的成功或失敗？

COMBI 計畫的實際參與人數會是左右本計畫成功與否的關鍵。因為一定要有足夠的參與人數才能夠實際的帶給社會足夠的衝擊與改變。

Translation:

How many people can be involved into the program will influence the successfulness of the COMBI plan. It must have enough people to actually make the impact to the society.

39. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

不應只使用臉書做為單一媒體平台，應該加入其他媒體平台來增加其全面性。

Translation:

Using multi media channels instead just Facebook.

40. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

借由不同的醫院、團體、以及各項單位的通力合作，由於這些機關都有相似的專業領域，對於此計畫的相關主題也相對熟悉，因此藉由這些團體得支持，此計畫應可成功。

Translation:

With all these hospitals, foundations, and organizations working together; it should work because they all have similar experience and also they also have the professions in the areas. .

Doctor # 4
COMBI Plan in Taiwan Questionnaires

41. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

看來 COMBI 在世界衛生組織也已行之有年, 並於許多國家已有成功的實例。所以無疑的 COMBI 一定可以成爲一種對於健康問題的有效應對方法。

Translation:

It looks like that WHO has been applying COMBI in many different countries over the years. So there should be no doubt that it can be used as an affective way to deal with health issues.

42. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認爲是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋。

經由以往世界衛生組織的例子來看, 若 COMBI 運用在台灣是一定可行的。

Translation:

Base on the actual cases done by WHO in different countries, COMBI should work in Taiwan as well.

43. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認爲 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋。

COMBI 是種包含全面性以及多元化的新世代公共衛生技術, 所以, 若是應用得宜, 也將會是預防癌症的一種利器。

Translation:

COMBI can be considered as a new public health strategy in the current generation, so, if it can be ran properly in Taiwan; it can also be an effective tool for cancer prevention.

44. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

當然，癌症對於台灣來說不管是過去還是現在都一直名列於國人死因的前幾名。近年來更是有節節攀升的趨勢。所以，癌症絕對是一門需要高度注意的健康問題。

Translation:

Absolutely. Cancer has been the top cause of death in Taiwan both in the past and now. Moreover, the situation has gone worst day by day. Therefore, cancer definitely is a health subject that needs a high attention on.

45. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

需要。雖然現在多吃蔬菜水果的觀念已經越來越普遍，但是實際上每天都有攝取足夠份量蔬菜水果的國民還是不在多數。因此，關於吃蔬果防癌的觀念仍是需要更多的宣導。

Translation:

Yes indeed. Even though the idea of eating more fruits and vegetables has become more common now, the majority of the population in Taiwan still do not eat enough fruits and vegetables. Thus, the idea of eating fruits and vegetables for cancer prevention still need to be promoted more.

46. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的COMBI中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

使用臉書來當作訊息傳播媒介確實算是一個合乎潮流的選擇。在台灣，特別是年輕族群來說，臉書幾乎已經成為生活上不可或缺之物了。因此，把臉書來當作主要訊息傳播媒介確實可以網羅許多的年輕族群。

Translation:

Using Facebook as the main media channel is a good idea that fits this generation. In Taiwan, especially for the younger generation, Facebook has become something that can not be left out in lives for many people. Therefore, using it as the main media channel can indeed gather many people from the younger generation.

47. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

我自己也有注意到最近在臉書等的網路平台上面出現了越來越多的不知道正確與否的健康資訊。這些訊息若是錯誤的，那勢必會造成一些民眾的盲從甚至因此出現問題。所以若此 COMBI 計畫的資訊都可以透過值得信任的機關以及醫療人員做個認證，確實可以讓人放心不少。

Translation:

I personally also noticed that there are more and more health related information on the internet platform such as Facebook recently. However, nobody knows if this information is correct or not. If they are wrong, then it will lead some people to follow the wrong tips and may even create serious problems. Therefore, if the information provided by the COMBI program will be proven by the trustworthy professionals or organizations, it would be much safer for the public.

48. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

有時計劃趕不上變化。所以還是要等到實際操作了才會知道。

Translation:

Plans can never keep up with changes. Therefore, it will need to be waited until actually running the plan to find out.

49. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

看來都以面面俱到。但是當然隨著計劃的進行，還是可能出現需要修改或是加強的地方。

Translation:

The plan looks pretty completed. However, along the way, some places that need to be changed or improved may still pop out.

50. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

此 COMBI 計畫應該可以成功。所有的環節以及細節看起來都很合理。所以此計劃有很高的機會可以順利發揮其功效。

Translation:

This plan should work. All the parts and details of this plan looks reasonable and have a high potential to make accomplishment.

Doctor # 5

COMBI Plan in Taiwan Questionnaires

51. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

要有效的來管理以及運行這麼多不同的組織以及不同專業的人士需要很多的心力。但是若是能夠成功的使這些組織以及專業人士能夠有效的共同合作，絕對會帶來非凡的成果。因此，COMBI 聽起來像是種不錯的健康控管方式。

Translation:

It requires a lot of efforts to manage so many different organizations or professional people from different fields to work together as a team effectively. However, once it works, it will lead to a great result. Therefore, COMBI sounds like a very good way to help to deal with health issues.

52. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.

附份的疾病是可以透過 COMBI 來加以控管。就比如說去年所出現的狂犬病。去年所出現的狂犬病在極短的時間內便以處理妥當，也沒有發生擴散的情形。以後若有任何的疾病發生，COMBI 都可以成爲列入考慮的一種疾病控管方法。

Translation:

Some of the health issues may be solved by COMBI. For example, last year there was a case of hydrophobia. This disease did not spread and was under control in a very short period. In the future, COMBI may be one of the ways to think about when there is any kind of disease that needs to be prevented.

53. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

COMBI 需要許多不同領域的專業人事物以及不同團體的參與。所以其首要的條件就是這些不同的人事物有辦法有效率的共同合作。若有任何環節無法銜接或是出現問題，那將會直接引響到整體計畫的結果。但是換句話說，若一切都運行正常有如計畫中一般，那確實是可能有效的幫助台灣來預防癌症。

Translation:

COMBI requires people or groups from many different areas. Therefore, it is important to ensure that they can work together effectively. If any part is missing or failing, it will affect the result of the program. On the other hand, if everything works fine and function like it supposes to be, it may help to prevent cancer in Taiwan.

54. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

是的。

Translation:

Yes.

55. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

是的。外食是現代台灣人的一種習慣。卻也因為此習慣這些所謂的外食族通常都熱取過多的油脂或是其他對健康有害的物質。另一方面，他們也沒有攝取足夠的纖維質和其他存在蔬果中重要的營養素。這當然對人們的健康是不好的。所以是的，現在的台灣人應該要改變當前的蔬果攝取習慣。

Translation:

Yes. People in the current generation tend to eat outside in restaurants; therefore, they usually eat too much oil or other things that may be bad for their health. Moreover, at the same time, they are not having enough fiber or other nutrition from fruits and vegetables. Thus, this is bad for people's health. Due to this reason, yes, people should change their eating behavior and begin to eat more fruits and vegetables.

56. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

在臉書上本來就存在許多不同的團體。若是此 COMBI 計畫也在臉書上成立專屬的社團，應該可在相當短的時間內便可吸收許多成員。所以使用臉書確實可以在計畫初使階段作為一個好選擇。

Translation:

There are many different kind groups on Facebook. If the program sets up a group on Facebook, it should be bale to get many members in a short period of time. Therefore, it should be a good way for this COMBI plan as the initiator.

57. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

有專業團隊的認證一定會讓社會大眾更加放心。至於能不能真正改善就要經過實際調查才知道了。

Translation:

Having the information proven by the trustworthy organizations or people will definitely gain more trust from the public. We cannot tell if people’s behavior will be changed or not until we have the actual data.

58. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

計畫中所提供資訊的正確性很重要。資訊一定要正確才不會出現民眾因為聽信這些資訊卻出現問題的情形。

Translation:

The accuracy of the information is important. It is important to ensure all the information is accurate so people will not get into any troubles when following the instructions provided by the program.

59. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

此計畫看來各方面都有考慮到了。所以只要確定一切都能夠有如計畫中所安排的一樣便可。

Translation:

The plan seems already covered everything. So just need to make sure that all parts can run together.

60. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

可以。此計畫看來非常詳細並合理。

Translation:

It should. The plan looks very detailed and reasonable.

Doctor # 6
COMBI Plan in Taiwan Questionnaires

61. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種
對於健康問題的有效應對方法?

看來是個頗有效的方法

Translation:

It looks like an effective way.

62. Do you think COMBI could solve some of the health issues in Taiwan? Please
explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解
釋.

應該是可以。任何方法都有值得一試的機會。

Translation:

It should be able to. Any way deserves a chance to give a try.

63. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in
Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減
緩癌症的問題? 請解釋.

COMBI 是一種大範圍的疾病控管方式。癌症對全台灣來講都是一個重要的課題，
所以 COMBI 應該是適用。

Translation:

COMBI is a disease managing way for a wide range of area. Cancer is an important
subject to everybody in Taiwan, so COMBI should be a good way to help cancer
prevention in Taiwan.

64. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

當然是。

Translation:

Yes, of course it is.

65. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

攝取多一點蔬菜水果是利多於害。所以不論如何，多吃蔬菜水果絕對是好事。

Translation:

Having more fruits and vegetables has much more advantages than disadvantages. So no matter what, eating fruits and vegetables is always a good thing.

66. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的COMBI中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

這算是個符合時代潮流的想法。臉書本來就有廣大的用戶以及很多健康相關資訊。所以用運臉書來當作訊息傳播媒介至少可以影響這些臉書用戶們。

Translation:

It is a pretty good idea that fit the time of this generation. There are many Facebook users and there are also a lots health information on the Facebook. So, using Facebook as the media channel should at least have impact to some of these Facebook users.

67. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as

trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

當然是可以的。專業團隊的醫療背景一定可以讓大家更加信任。

Translation:

Of course it will. The background of the professional teams should be able to gain trust from the public.

68. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

計畫的管理非常重要。舉例來說，要如何確保不同的團體以及人員可以有效的互相合作就非常的重要。

Translation:

The management is very important. For example, it is important to ensure that all the different organizations or people can work together effectively.

69. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

應該是不需要了。

Translation:

It may not be necessary.

70. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

可以。

Translation:

Yes.

Doctor # 7

COMBI Plan in Taiwan Questionnaires

71. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

因為現在的科技日新月異, 拜這些新科技所賜, 有效率的使用這些新的通訊科技可以幫助人們解決許多健康問題。COMBI 本身涵蓋了許多使用通訊科技的溝通方式, 於是乎 COMBI 應該是一種解決健康問題的有效方法。

Translation:

Because of the development of new technology, using the new technology wisely and effectively will help people to solve health issues positively. COMBI contains many new ways to communicate through technology; therefore, it should be an effective way to deal with health issues.

72. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋。

從報告上的例子來看, COMBI 確實能夠有效的對抗許多種健康問題。所以看起來若要在台灣實施也可成功。但是, 另外一點值得考慮的就是台灣是否真的需要 COMBI? 因台灣對於疾病的控管也有自己的一套而且成效也是斐然。像是之前對抗 SARS 或是登革熱就非常的有效率並且成功。

Translation:

From the examples in the report, COMBI can be used to deal with many health issues effectively. Therefore, it is likely that it may also be able to success in Taiwan. However, one of the point need to be considered is that does Taiwan really need COMBI? Because Taiwan also has its way to deal with health issue and it has been doing pretty well. For example, the health department and government managed the disease outbreak such as SARS or Dengue Fever effectively and turned out well.

73. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋。

這將會取決於此 COMBI 的團隊。就像是團隊裡的醫生是否是社會大眾所熟悉的名醫等等。另外要如何取信於大眾來放心接受此計畫裡的所有資訊也是需要考慮的問題。所以成功與否都取決於其團隊。

Translation:

It depends on the team of this COMBI plan. For example, does the doctors in the team well-known by the public? Moreover, how to convince the public that the information from this COMBI program is trustworthy may also be a problem. Therefore, it all depends on the team.

74. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說, 癌症是否可被視為一種不可忽視的重大健康問題?

癌症在台灣早已是眾所皆知的健康殺手。大家都可在一般的報章雜誌或是網路上看到許多和癌症相關的訊息。因此, 並不只限於醫生們, 一般大眾也早已知道癌症的嚴重。所以, 對於台灣來說癌症絕對是一種非常需要重視的健康課題。

Translation:

Cancer has been one of the most well-known killers in Taiwan. Public can read a lot of news or report about cancer from newspaper or the internet. Thus, not only the doctors, but the public also noticed that cancer is one of the most worried health issues in Taiwan. So, yes, it is definitely one of the very important health issues in Taiwan.

75. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣? 他們是否需要攝取更多的蔬菜水果來預防癌症呢?

當然是。臺灣人民確實該多攝取蔬菜水果, 不只是預防癌症, 也可預防其他不同的疾病。攝取蔬果對於人體來說有許多好處。所以不論如何, 都應該多吃蔬果。

Translation:

Yes, Taiwanese people should eat more fruits and vegetables not just for cancer prevention, but also prevent other health issues. Eating fruits and vegetables has a lot of benefits for human body. Therefore, no matter what, should always eat more fruits and vegetables.

76. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

對於年輕一代以及中年族群來說，使用臉書算是非常適當。反之，對於中老年人這些癌症高危險群來說，使用臉書可能就比較沒有實質的效用。

Translation:

Using Facebook would be a good way to reach the groups such as young and middle age people. However, for the people who do not use Facebook such as older people who usually have more risk for getting cancer, using Facebook as the media platform may not work as good as the these younger ones.

77. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

其實在臉書上本身就有些相似的資訊。有些文章甚至還是以一些有名的人士當做背書。但是民眾也無法確定這些資訊是否真是由這些著名人士所提供或是撰寫。所以若是 COMBI 計畫的資訊可以通過衛生局的認證及背書，一定更可以取得一般大眾的信任。

Translation:

There is some similar information on the website such as Facebook. Some of this information is cited with well-known people such as famous doctor. However, people may have some concern if this information actually came from these doctors or not. Therefore, if the information for the COMBI program can be proven by the department of health; then it is more likely that people will trust this information.

78. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

就以臉書來說，要先確定提供的資訊可以讓大家都容易看懂並吸收。而且最好也要有容易引起關注的效果。像是文章的標題最好可以吸引大家的目光。

Translation:

For the Facebook part, ensure the message can be understood by people easily and also be able to gain attention from people. The title has to be able to catch people's eyes.

79. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

廣告宣傳方面可以再多增加一點。像是在醫院或是一些基金會舉辦活動或是貼傳單等。

Translation:

Have more advertising action would work. For example, the program can work with hospitals or foundations for advertising such as events at the hospitals or put flyers at the hospitals.

80. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

可以。整體計畫包含了各種角度以及不同的團體。所以應該可以影響有參與此計劃之人。

Translation:

Yes. It covers multi angles and different groups. Therefore, it has a pretty wide range. Thus, it should work and has certain impact to the people who are involved.

Doctor # 8

COMBI Plan in Taiwan Questionnaires

81. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

這算是一種頗有趣的對抗疾病的方法。它可用來幫助預防許多疾病甚至用於對抗一些現存的大眾衛生問題。但是由於它需要很長的準備與計劃時間, 所以對於一些快速蔓延的疾病像是 SARS 或是 H1N1 可能就比較無力。

Translation:

It is an interesting strategy to deal with health issues. It can be used to help to prevent the possible health issue and also can be used to deal with the health issues that are happening. However, it may not be able to do much with the outbreak kind of disease such as SARS or H1N1 because it requires a long preparing and planning processes.

82. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.

若經過詳細的計畫與實施, COMBI 應該能夠有效的在台灣運用並加強一些大眾衛生以及健康的問題。

Translation:

By detailed planning and take it into action carefully, COMBI should be able to run effectively in Taiwan and help to improve some public health issues.

83. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

其實此 COMBI 並不能夠拿來預防癌症, 而亦可拿來預防一些其他因為蔬果攝取不足所造成的健康問題。本來多吃蔬果就是一種好的習慣。而唯一的問題就是到底這個 COMBI 可以帶來多大的實際影響。

Translation:

In fact, this COMBI may not only be helpful for cancer prevention but also help to prevent some other health issues causing by not eating enough fruits and vegetables. In addition, eating fruits and vegetables is very benefit no matter what. The only concern is how much impact this COMBI can bring to the public.

84. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

台灣有越來越多的人得到癌症。而其中最讓人注目的則是癌症病患的年齡層也在逐漸下降。而當然現代人的飲食習慣也是造成癌症氾濫的原因之一。

Translation:

There are more and more people getting cancer in Taiwan. Moreover, one of the most issues that need to be concerned is that the age of the cancer patients has become younger and younger. Of course the eating behavior of the people in the current generation is one of the causes of cancer.

85. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

現代人對於很多健康的問題越來越重視。因此，大部分的民眾都知道多吃蔬果可以幫助預防許多諸如癌症等的健康問題。但是，就算大家知道多吃蔬果的好處，卻因為很多生活上的原因所以無法真正付諸實行。就好比有些人因為工作的繁忙或是其他的問題而無法每天攝取新鮮的蔬菜水果。

Translation:

In the current generation, people begin to care about health issue more day by day. Thus, many people know that eating fruits and vegetables can help them to prevent many health problems or diseases such as cancer. However, even though people know that they should eat more fruits and vegetables, but because of their daily life styles, they may still not be able to do so. For example, people may be too busy to eat fresh fruits and vegetables daily because of their jobs or other life problems.

86. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中，熱門社群網站”臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

聽起來是個不錯的想法。尤其是若是有金費以及時間上的限制，使用臉書可說是一種最省錢省時並得到成果的好辦法。所以最主要的還是取決於此 COMBI 計畫的主要目的。

Translation:

It sounds like a pretty good idea. Especially, if there is a budget limit or time limit, using Facebook will save the most money and can also get the best result in a short of period. Therefore, it is more likely depending on the goal of the COMBI plan. .

87. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

若有經過相關單位的認證，想當然耳大家當然比較會放心的接受這些資訊。

Translation:

If the information is proven by the professional organization, of course the public is more likely will accept this information. .

88. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

團隊的背景以及能力。像是其專業度或是公關廣到的效率以及文筆都會造成影響。

Translation:

The ability of the team member. For example, the ability and profession of the physicians, the effectiveness of the public relation or advertising, and also how people write the information.

89. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

請一些知名人士來代言或許可以增加整體團隊的信用度。

Translation:

Having somebody well-know as the spokesman or representative for the program may give the plan more credits.

90. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

此計畫應該可行因為其包含了不只是網路，更涵蓋了真正的有如演講等的活動讓人們可以實地的參與並吸收知識。所以應該是可行的。

Translation:

It should work because besides just on the internet, this plan also covers actual events such as speeches or other activities where people can personally join and gain knowledge. Therefore, it should work. .

Doctor # 9

COMBI Plan in Taiwan Questionnaires

91. What is your impression of COMBI? Is it an effective way to deal with health issues?
您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

我對於 COMBI 了解不深, 不過以世界衛生組織的成功案例來看 COMBI 應該是一種對於健康問題的有效應對方法。

Translation:

I don't know much about COMBI, but by looking at the successful examples from WHO, it should be an effective way to deal with health issues. .

92. Do you think COMBI could solve some of the health issues in Taiwan? Please explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.

既然 COMBI 已經在世界各地有這麼多成功的實例了, 那在台灣應該也是可以成功的。

Translation:

Since there are already many successful examples about COMBI around the world, it should be able to work in Taiwan as well.

93. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

同上題。

Translation:

Same as the last question.

94. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

是，而且本來就是有各式各樣的癌症。而不正確的飲食方式就像是攝取不夠的蔬菜水果則是其中一種癌症可能的成因之一。

Translation:

Yes, and there are many different kind of cancers. Improper eating behavior such as not having enough fruits and vegetables is one of the possible causes of some cancers.

95. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

需要。就算不為防癌，多吃蔬菜水果本身對健康就好。

Translation:

Yes they need to. Even not for cancer prevention, eating fruits and vegetables is good for them anyway.

96. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的COMBI中，熱門社群網站“臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

算是適合。臉書有很大的方便性。

Translation:

It should be a proper way. Facebook is very convenient in many ways.

97. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more

fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊? 您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣? (比如蔬菜水果的攝取量)

這些資訊當然可以對大家造成某些程度的影響或是改變一些生活方式。最好的是將這些資訊交由著名的醫師做為認證，這樣大家也會比較容易接受這些資訊因為這些醫生是受到社會大眾所信任的。

Translation:

This information will of course impact people or change their behavior in some degree. It is the best if doctors are well-known so that public will be more likely to accept the information and trust the program because they trust the doctors. .

98. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗?

廣告宣傳是非常重要的。大家本來就是要先知道此計劃的存在才有可能會去加入它。

Translation:

The advertisement is very important. People have to first hear about the program and then join the problem.

99. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強?

需要確定這些不同的團體與組織可以有效率的互相合作並擁有共同的目標。

Translation:

Need to ensure that all the foundations and organizations can work together and have the same goal.

100. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效? 請解釋.

應該可以。

Translation:

It should work.

Doctor # 10

COMBI Plan in Taiwan Questionnaires

101. What is your impression of COMBI? Is it an effective way to deal with health issues?

您對於 COMBI (傳播行為學影響) 的看法為何? 對您來說, COMBI 是否是一種對於健康問題的有效應對方法?

既然世界衛生組織已在許多地方實行傳播行為學影響, 那就表示它是種對於健康問題的有效對應方法。

Translation:

Since WHO has already been applying COMBI in so many different countries, it means that it is an effective way to deal with health issues. .

102. Do you think COMBI could solve some of the health issues in Taiwan? Please

explain. 您認為是否可以運用 COMBI 來解決台灣所現有的一些健康問題? 請解釋.

傳播行為學影響應該可以幫助台灣加強一些健康問題。它或許可以在台灣造成不錯的影響因為以台灣的社會來說, 社區大眾的聯繫算是頗為緊密, 所以在傳播行為學影響在社區間執行時, 應該會非常的有效率。

Translation:

COMBI may be a good way to help Taiwan to improve some health concerns. It might work well in Taiwan because in Taiwan, the community bounding is pretty strong, so when it comes to the community level of the COMBI plan, it may work effectively.

103. Do you see this COMBI plan as a possible way to help to prevent or reduce cancer

in Taiwan? Why or why not? 您認為 COMBI 計畫是否可以幫助台灣來預防以及減緩癌症的問題? 請解釋.

這計畫應該可以協助台灣來預防以及減緩癌症。但是這個計畫可以招攬到多少人則會影響到最後的成果。若是有吸引到足夠的人數, 那這樣便可真正幫助台灣做到癌症的預防與減緩。反之, 人數若是不夠, 那所造成的影響也就有限。

Translation:

It would help to prevent cancer in Taiwan. However, how many people will be included into this program will lead to the result of this program. If there are enough people influenced by it, then it will help to prevent cancer in Taiwan. On the other hand, if it does not get enough people, the effect of cancer prevention may be limited.

104. Do you think that cancer is one of the most important health issues that need to be addressed in Taiwan? 您認為對台灣來說，癌症是否可被視為一種不可忽視的重大健康問題？

當然是的，而且也不只是對台灣來講。癌症對於全世界來講都可說是個現代的文明病之一。造成癌症的原因也有百百種，而不正確的飲食習慣也是其中之一。

Translation:

Yes, and not just in Taiwan. Cancer can be considered as one of the modern health problems in the current all over the world. There are a lot of possible reasons that may cause cancer, and eating behavior is definitely one of them.

105. Do you think that people in Taiwan should change their fruits and vegetables eating behavior? Do they need to eat more fruits and vegetables to reduce or prevent cancer? 您認為台灣的一般大眾是否需要改變他們當前的蔬菜水果攝取習慣？他們是否需要攝取更多的蔬菜水果來預防癌症呢？

有些特定的族群每天所攝取的蔬果量都是偏低。像是學生或是剛從學校畢業的新鮮人往往因為生活上或是金錢上的問題所以無法攝取足夠的蔬果。這些學生以及新鮮人往往因為課業的繁忙或是金錢的壓力而沒有多餘的時間及金錢去購買新鮮蔬果。另外，當然也有些年輕族群甚至對於這些健康問題毫不在意。所以我們所該做的第一件事便是教育這些下一代多吃蔬菜水果以預防癌症以及其他疾病的正確觀念。

Translation:

There are certain group of people do not eat enough fruits and vegetables daily. For example, students or the people who just graduate from school usually do not eat enough fruits and vegetables because their life style and financial problems. They may not have time or money to buy fruits and vegetables. Moreover, some students or younger people do not even really care about these health issues. Thus, the first thing is to educate our younger generation the importance of eating fruits and vegetables to prevent cancer and other health issues.

106. In this COMBI plan, the social network “Facebook” will be used as the main media channel. Do you think that using Facebook is good idea? Why or why not? 在此次的 COMBI 中，熱門社群網站”臉書”將會被當作主要的信息傳播媒介來使用。您認為使用臉書來當作訊息傳播媒介是否適宜？請解釋。

運用臉書算是個不錯的想法。臉書在當代擁有光大的用戶群。而其用戶更包含了從小學生甚至到高齡長者的廣大範圍。而且，根據很多報導及研究，臉書對於資訊的傳播非常的有效率。它的用戶可在臉書上分享各種資訊。所以若是此計劃將運用臉書來分享資訊，應該可以造成有如滾雪球般一傳十時傳百的效應。

Translation:

It is a good idea. There are many people using Facebook in now days. The range includes elementary students to elderly people. Moreover, according to many research, Facebook is a very good way to spread message. People can share different message and information throughout Facebook; therefore, if the program sends out the information on Facebook, it should have snowball kind affect for spreading the information.

107. All of the information we post on the Facebook page will be viewed and approved by doctors from different hospitals; do you think people will see this information as trustworthy? Do you think will this information changes their behavior (ex., eat more fruits and vegetables)? 所有我們在臉書社團中所提供的資料以及訊息都會先經過醫生和衛生署等相關單位先行檢驗與認證。您認為以醫生等專業人士作為背書是否能讓大眾更加信任我們所提供的資訊？您認為我們所提供的資訊是否可以改善目前台灣民眾的飲食習慣？(比如蔬菜水果的攝取量)

這次計畫應該教育大家一些正確的飲食觀念。因為此計畫也會舉辦許多的演講和其他活動，而這些演講以及活動的參加者比較容易接受並吸收這些計畫所提供的知識或是信任這個傳播行為學影響的計畫。另外這些參加者們也可能會把這些資訊推薦給他們的親朋好友。

Translation:

It should educate people about some proper eating behavior. Because this program will also have speeches and events, therefore, after listening to the speeches or joining the events, the attendances are likely to accept and trust the program more. And these people

who already bought this information from the program may also introduce their friends to join the program too.

108. In your opinion, what may make this COMBI plan successful or not?

依您之見，什麼會決定 COMBI plan 的成功或失敗？

人員方面的挑選極可能影響此次傳播行為學影響計劃。若是能招募一些知名人士或是大眾所熟悉的專業人士，那大家也會比較容易對此計劃感到興趣並增加信心。

Translation:

Recruitment may influence this program a lot. It would be the best to have well-known doctors or professionals in the program so that the public will trust and be interested about the program more.

109. In your opinion, for this COMBI plan, are there any parts or sections that need to be changed or improved?

依您之見，這份 COMBI 計畫是否有哪些地方需要修改或是加強？

當然也需要考慮參予的醫療團隊們是否願意將自己的相關背景公開。

Translation:

Need to consider if the doctors are willing to open their background for the program to gain more trust from the public.

110. Will this COMBI plan actually work? Why or why not?

您認為這個 COMBI 計畫是否真的能夠發揮其功效？請解釋。

相信這個傳播行為學影響計劃是可以成功的，尤其是對於臉書的用戶來講。若是這些臉書用戶就是此計劃的主要目標，那藉著臉書的分享功能，此計畫應該是可以成功。

Translation:

I believe so, especially for the people who are Facebook users. If these people are the target group, then this plan should work successfully because of the sharing ability and power of the Facebook.

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