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| **Title of Research Presentation** (Sentence case)Cultural adaptation of an evidence-based cancer awareness raising mass media campaign for Malaysians: ‘Be Cancer Alert Campaign’ (BCAC) |
| **Maximum 2500 characters (including spaces but excluding title)****Background/Objectives**Breast and Colorectal Cancer are the two most common cancers in Malaysia. Patients are often diagnosed late, leading to poor survival chances. Evidence-based mass media campaigns conducted in the UK have shown to increase cancer-related knowledge, reduce barriers towards cancer screening, increase doctor’s visits regarding cancer-related symptoms and improve down staging of cancer. However, mass media cancer awareness raising campaigns have been sporadic in Malaysia and are lacking scientific evaluation. This study aims to report the cultural adaptation of two campaigns (colorectal and breast cancer) based on a Northern Irish Campaignto suit the diverse Malaysian population and reduce health inequalities. **Methods**Guided by an integrated model of cultural adaptation science, we have adapted a Northern Irish Campaign and sensitised the campaign materials and campaign delivery to the country-context and population profile of Malaysia. Expert panel and focus group discussions have been conducted separately with male and female participants from all ethnicities (Malay, Chinese, and Indian) as well as from different socio-economic backgrounds. In addition, local media experts have been engaged to design culturally appropriate materials. **Results**Experts and locals in Malaysia have found the resulting *Be Cancer Alert Campaign* suitable for its context. Campaign materials have been adapted and developed in four languages (English, Bahasa Malayu, Mandarin, Tamil). The core messages have been refined to suit the Malaysian Health Care system; statistics and particular terms have been amended in order to ensure that they are culturally acceptable to the general public. In addition, some media components have been changed (e.g. magazine inserts have been swapped with a social media campaign) and based on our collaborative discussions and qualitative research, the campaign messages are presented by local people with lived experience of cancer. The methodological approach to the evaluation of campaign effectiveness has been adapted also in order to enhance its suitability to the Malaysian context. **Discussion**The *Be Cancer Alert Campaign* and evaluation tools have been culturally adapted to improve the acceptability, feasibility and effectiveness in Malaysia. **Keywords**Cultural adaptation, Colorectal Cancer, Breast Cancer, Mass Media, Campaign, Early Detection |