

urbanicity, higher BMI ($F=100.6$, $\text{sig}<0.05$), raised LDL cholesterol ($F=5.12$, $\text{sig}<0.05$) and lower level of physical activity ($f=9.85$, $\text{sig}<0.05$). Quantification of urbanisation using a multi-component scale is feasible in a developing country setting. Several NCD risk factors are associated with increased level of urbanisation identifying possible points of intervention over the development cycle to augment the chronic disease impact of urbanisation.

OT14-6

Health Outcome Expectancies Predict Fruit and Vegetable Consumption Behavior

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Consuming fruits and vegetables impacts health and helps reduce risks of certain cancers and diseases. Despite knowledge of guidelines, most Americans do not consume enough. In Expectancy Theory, an individual's outcome expectancies help predict behavior. This cross-sectional study examined differences between daily servings of fruits and vegetables participants thought they needed for health benefits compared to knowledge of health experts' recommendations, and the relationship of these differences to reported consumption. Participants were 3,169 adults from a random-digit-dial telephone survey. Most participants were female (66.5%), married (60.0%), and had some college education or more (74.7%). Participants included Whites (41.5%), Asians (33.9%), and Hawaiians/Pacific Islanders (14.1%). Both knowledge of recommendations ($r=.390$, $p<.001$) and health outcome expectancies ($r=.586$, $p<.001$) were positively correlated with consumption behavior, and significant differences existed by categories for outcome expectancies, $f(2, 3166)=81.51$, $p<.001$. Tukey posthoc comparisons indicated that those with positive health outcome expectancies (those who thought they needed to eat more servings than recommended by experts) reported greater consumption than those with neutral (needed same as recommended) or negative (needed less than recommended) outcome expectancies ($p<.001$). In addition, those with neutral outcome expectancies had greater consumption than those with negative outcome expectancies ($p<.001$). It appears that positive and neutral health outcome expectancies are correlated with greater fruit and vegetable consumption. Future research should address health outcome expectancies in addition to knowledge in order to increase consumption.

OT14-7

Multi-Objective Transferal Medical Service Spatial Location Model

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Transferal medical service is a new policy for Taiwan prime care service in recent years. Although it just started, more and more clinics joint in indicated the prospective of future success. Due to the complexity and lack of similar math model to handle the assignment of grouping the transferal medical service this study develops a Multi-objective Transferal medical service Spatial Location model, MTSL, to deal with the spatial aspect of location decision which not yet been dealt with. MTSL uses the spatial data from Taichung City and County to provide a spatial and capacity equity toward the residents within. The variables used are spatial address point, prime care location points, hospital location point and medical center location point as the basic data. The model itself is based on multi-objective operation research and the process required Voronoi and P-Center algorithm. The result is the locations and boundaries for each transferal medical service group which contain at least 3 types of clinic out of 5 different types which include Family medicine, Ophthalmology, Dentistry, Chinese medicine and Rehabilitation. The capacity of each assigned transferal medical service group is given by using the average of population over hospital within the study area. The final map indicated 71 transferal medical service groups with average about 36,350 residents accessing nearest clinic with the average of 492.74 meters, the standard deviation for capacity and distance are 6,266, 522 with respect which is a fairly good result.

Oral Track 15- Social Determinants of Health

OT15-1

Cancer Patients' Satisfaction with Communication, Information Given by Nurses at Teaching Hospitals of Tehran City, Islamic Republic of Iran

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Effective patient-professional communication can be of crucial importance to long-term psycho- social outcomes in patients with cancer. A cross sectional study was carried out to examine patients' satisfaction with regard to various aspects of communication and information given by nurses. A proportional stratified sampling method was done and data was collected via face-to-face interview based on a validated Patient Satisfaction Questionnaire (PSQ) during a 3 month period. A total of 384 patients aged 14 years old and above were selected. The majority of respondents were males (52.4%) and married (66.4%), working (52.6%) and age group 45-54 year (26.4%) with secondary education level (44.8%),