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**Purpose** Patients with chronic disease who are engaged in their own self-care can live longer, healthier lives<sup>1-3</sup>. The InterCultural Online Health Network (iCON) is a technology-supported education and patient engagement strategy aimed at improving quality of life for dementia patients and their caregivers. The limited availability of accessible and reputable web-based resources<sup>4</sup> is amplified by language barriers and cultural disconnects, particularly within non-English speaking communities across Canada. Recognizing this gap, the eHealth Strategy Office at the University of British Columbia's Faculty of Medicine integrated digital media and informatics with healthcare to optimize dementia care within the Chinese- and Punjabi-speaking populations of Metro Vancouver. **Method** iCON used a multi-channel engagement strategy of linguistically and culturally appropriate public education events, online support materials ([www.iconproject.org](http://www.iconproject.org); [www.ehealth.med.ubc.ca/dementia](http://www.ehealth.med.ubc.ca/dementia)), as well as printed companion materials made available through the health authorities, at public events and physicians' offices. An evaluation component explored the following domains: community health needs and priorities; efficacy of the iCON activities as a means of accessing relevant health information; and change in patient knowledge, skills, and attitudes toward self-management and chronic disease. The iCON approach incorporates intergenerational learning in public engagement through media promotion and health professional students from the University of British Columbia. Further to this, the forum component reinforced the advantages of collaborative learning between family members, caregivers and those with dementia via the iCON website, its resources and dialogue regarding self-management and dementia care. **Results & Discussion** Community response has been extremely positive with over 1,500 participants attending the 'Getting to Know Dementia' public forums, 14,112 visitors have viewed web materials to date, and over 1,500 printed information booklets have been requested. Findings indicate that these resources support patients and their families in living healthier lives. There is a reported desire to learn more about prevention and symptoms of illnesses, to develop the ability and capacity for effective management and prevention practices. Evaluation findings have indicated positive response to and engagement in the language appropriate, culturally relevant patient education strategy. As a result, iCON plans to expand beyond Metro Vancouver through enhanced web access, web casting and videoconferencing on a provincial scale, and web tools such as Web 2.0 technologies to extend the iCON approach across rural communities in British Columbia.

## References

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Figure 1. iCON Chinese 'Getting to Know Dementia' Health Forum