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## The effect of introducing an awareness program in Breast Cancer and early detection on knowledge, attitude and practice among women

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**B**reast cancer is the most prevalent malignancy in women worldwide and in Sudan, worldwide it is estimated that 1.68 million women were diagnosed with breast cancer, 522,000 women died due to breast cancer in 2012 and 50% of breast cancer cases and 58% of deaths occur in less developed countries. The incidence rate in Sudan in 2006 was 28 /100,000 women/year. Among all registered cancer cases in Khartoum state during period 2009 -2010; the incidence rate of breast cancer was found to be 25.1 per 100,000 person per year and its gender-specific rate was found to be 47.8 per 100,000 women per year. Breast cancer constitutes 29-34.5% of all the cancers seen at the Radiology and Isotope Center of Khartoum in 2011, with 80% - 85% presenting with late advanced disease. Lack of awareness about breast cancer led to the late presentations, hence chances of getting early successful treatment is reduced. This highlights the need for increased community awareness about breast cancer and the need for early detection. This study aimed to show the effect of introducing an awareness program on breast cancer and early detection among women, at Wad Nubawi Wasat, in Omdurman Locality– Sudan, 2014. Pre-test post-test study design was carried out in three phases. A total of 69 women were included. The awareness program was in form of a lecture, giving out a leaflet, and demonstration

of breast self - examination steps using audio-visual aids administrated by trained lay health workers (volunteers). There were significant improvement in overall knowledge {CI 95%, -0.77 to -0.15}, risk factors knowledge {CI 95%, -6.4 to -16.0}, and knowledge about early detection method {CI 95%, -6.4 to -16.0}. Change in breast self-examination practicing from pre- to post-test were statistically significant ( $P < 0.001$ ). Results support the feasibility and effectiveness of this community based awareness program intervention. All recommendations were considering the possibility of maintaining of such awareness program and coordination for early detection and treatment of breast cancer.

### Speaker Biography

Ayda Hussein Omer Mustafa is an Associate professor of surgery at Alneelain university. She has been Co-ordinating the program against breast cancer at the Sudanese Ministry of health since 2008 till now. She also trains medical students, medical officers and family Physicians on the methods of early detection of breast cancer since 2008 till now. She established Khartoum breast clinic in 2005, Khartoum combined breast clinic in 2008 and the Multidisciplinary breast clinic in 2010 and is the director of the clinic. She has also organized campaigns for awareness and the early detection of breast cancer among the community. She is a member of The Sudanese Association of surgeons, The European school of oncology, American Society of breast surgeons, African Organization against Cancer (AORTC) and Wansi foundation. Currently, she is a PhD student at Athens University.

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