

Nanggroe : Jurnal Pengabdian Cendikia
Volume 3, Nomor 3, Juni 2024, Halaman 136-142
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ISSN: 2986-7002
DOI: <https://doi.org/10.5281/zenodo.12751187>

Breast Cancer and Cervix Cancer Awareness, and Cancer Early Detection: A Community Service Program

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ABSTRACT

Breast cancer awareness is a critical component of women's health promotion, aiming to increase knowledge about the disease, its risk factors, and early detection methods. This program was designed to raise awareness about breast cancer among women through information dissemination, leaflets, and pre-test and post-test evaluations. Drawing on existing research, the program emphasizes the importance of early detection through regular self-examination and screening. Studies have shown that public health campaigns can effectively initiate behavior change and improve health beliefs related to breast cancer screening. By leveraging insights from previous campaigns and research, this program seeks to empower women to prioritize their breast health, enhance awareness, and promote early detection strategies. The abstract highlights the significance of tailored interventions, community engagement, and targeted awareness initiatives in addressing the growing concern of breast cancer among women.

Keywords: Breast cancer, health promotion, early detection, health beliefs.

Article Info

Received date: 20 Juni 2024

Revised date: 26 Juni 2024

Accepted date: 28 Juni 2024

INTRODUCTION

Community service is a crucial factor in promoting health awareness among the population. Collaborating with community-based programs, establishing patient referrals, creating multidisciplinary teams for education, training healthcare providers, and utilizing health information technologies are effective strategies in health promotion (Galavíz et al., 2015). Community-based organizations are essential stakeholders in the health sector, offering valued programs and services to community members (Wilson et al., 2012). Nurses play a vital role in health promotion by providing education, facilitating support groups, and referring individuals to social services within the community (Iriarte et al., 2020). Community pharmacists, due to their central location, can actively contribute to health education and counseling, bridging gaps in health promotion services (Erku et al., 2017).

Breast cancer awareness is crucial due to its global prevalence and impact on women's health. It is the most commonly diagnosed cancer and a leading cause of cancer-related deaths among women worldwide (Bidstrup et al., 2012). Early detection methods, such as regular breast screening and self-examination, are essential in reducing mortality and

morbidity associated with breast cancer (Renganathan et al., 2014). Educating women about the disease and its early detection methods is widely accepted as the first step in combating breast cancer (Rakkapao et al., 2016).

The incidence of breast cancer is increasing, making it a significant public health concern that requires attention from policymakers and healthcare providers (Reese et al., 2019). Disparities in breast cancer mortality rates among different racial and ethnic groups underscore the need for targeted interventions and improved access to screening and treatment services (Jafari-Koshki et al., 2014).

Promoting awareness about breast cancer, its symptoms, risk factors, and available screening methods is crucial in empowering women to manage their health and well-being (Hounkponou et al., 2023). Educational interventions targeting high-risk groups, such as women with a family history of the disease, can contribute to early detection and improved outcomes (Huang & Chen, 2022).

METHOD

In implementing the program, joint team of CIMSA (Center for Medical Students Activities) and involved parties teamed up to conduct a community service program aimed at preventing breast and cervical cancer and promoting HPV vaccination using the Pap smear method through the dissemination of information and leaflets distribution. The team also conducted pre-test and post-test procedures to analyse the impact of the programs.

The team consisted of 15 people, both students and lecturers, led by Siti Syifa as project coordinator and some lecturers as their mentors. A total of 40 participants participated and benefited from the event. They received information dissemination of breast cancer, papsmear test, self breast cancer check, and other. At the beginning they took a pre-test and re-take the test, a post-test, at the end of the session.



Figure 1. Team in action

RESULTS, DISCUSSION, AND IMPACT

Health communication is integral to public health, impacting disease prevention, health promotion, and overall well-being (Rimal & Lapinski, 2009). Engaging healthcare providers in the community to consider health changes as screening criteria can guide health promotion and prevention programs, promoting healthy aging (Du & Mu, 2022). Community pharmacists' attitudes and perceptions towards health promotion are crucial,

highlighting its significance across various healthcare settings (Nsengimana et al., 2022). Community participation positively correlates with increased awareness of available healthcare services and enhances the delivery of health services (Das, 2022). Public health nursing aims to incorporate community-based health data, provide quality services, and promote health awareness to improve community health status ("The Role of Public Health Nursing in Community Health Services", 2022).

Community health workers can be trained in health prevention and promotion, emphasizing the importance of frontline health workers in disseminating health information (F. Ali et al., 2021). Community pharmacists can play a significant role in breast cancer health promotion activities, contributing to community health awareness (Beshir & Hanipah, 2012). In Ghana, involving community pharmacists in cancer health promotion services is welcomed by both pharmacists and the public (Mensah et al., 2020). Effective health service literacy and access among young adults from migrant backgrounds require culturally considerate health promotion strategies (Raymundo et al., 2020). Regular evaluation of health communication programs is crucial to enhance healthcare and health promotion efforts.



Figure 2. During group briefing

To effectively implement the PARAVIN community service program aimed at preventing breast and cervical cancer and promoting HPV vaccination using the Pap smear method through the dissemination of information, leaflets, and pre-test and post-test procedures, it is essential to consider various strategies and insights from existing research. Studies have shown that the durability of the HPV vaccine supports universal vaccination programs in adolescents, significantly reducing the burden of clinical HPV diseases, particularly cervical cancer and precancers. Culturally tailored education programs based on decision-making patterns and effective information-sharing by trustworthy sources in

comfortable environments have been suggested to promote HPV vaccination in specific communities, such as Korean American women (Kim et al., 2015).

Engaging community stakeholders, such as program coordinators, community leaders, and faith-based organizations, is crucial for introducing evidence-based programs on HPV vaccination within medically underserved communities (Galbraith-Gyan et al., 2020). Involving adolescent girls, parents, and other community members in program design can ensure that the initiative effectively meets the needs of girls who are not in school, as demonstrated in Uttar Pradesh, India (Holroyd et al., 2021). Trust-building between families, program managers, and stakeholders has been identified as a key asset for the success of HPV vaccination programs, emphasizing the importance of community engagement and collaboration (R. F. Ali et al., 2022).

To address barriers to HPV vaccination uptake, particularly among specific populations like Hispanic/Latino college students, exploring home-based vaccination programs could be a potential solution to increase vaccine acceptance and accessibility (Tung et al., 2023). Implementing community-based organization-private clinic service models has shown effectiveness in promoting HPV vaccination among specific groups, such as Chinese men who have sex with men, highlighting the importance of tailored approaches for different populations (Susanto et al., 2020). Furthermore, utilizing school-based programs for HPV vaccination has been identified as a strategy to improve coverage rates and ensure equitable access to vaccination services (Héquet & Rouzier, 2017).

By utilizing the references provided, a breast cancer awareness campaign can be developed to enhance knowledge about breast cancer warning signs, effective screening methods, and the importance of self-examination. stress the necessity for increased awareness of breast cancer symptoms and screening techniques (Montazeri et al., 2008). underscore the importance of breast self-examination as a crucial preventive measure for breast cancer (Dagne et al., 2019). explore the factors influencing the practice of breast self-examination, highlighting the role of the health belief model in promoting self-examination (Dewi et al., 2019). focus on the knowledge, attitude, and practice of breast self-examination among specific populations (Zainuddin & Sulaiman, 2022). emphasizes the significance of early detection strategies, particularly in regions with limited access to advanced screening methods (Azzahroh et al., 2023).

These studies collectively support the development of a campaign aimed at increasing awareness, promoting regular self-examination, and encouraging women to take proactive steps towards early detection and prevention of breast cancer. Strategies such as distributing leaflets, conducting pre-test and post-test evaluations, and incorporating findings from these studies can enhance the effectiveness of the campaign in empowering women to prioritize their breast health.

CONCLUSION

Breast cancer awareness is paramount for women's health, given its status as the most commonly diagnosed cancer and a leading cause of cancer-related deaths globally. The lack of awareness and absence of screening programs often result in late-stage diagnoses, emphasizing the urgent need for community-based, well-organized screening initiatives. Early detection through such programs is crucial in reducing the morbidity and mortality associated with breast cancer. Studies have highlighted the importance of community awareness in facilitating early detection, particularly in low- and middle-income countries. By developing structured teaching programs, empowering women to raise awareness within their families and communities, and promoting healthy lifestyle behaviors, the impact of breast cancer can be mitigated. It is imperative to improve awareness about breast cancer

and screening methods to foster early detection, ultimately enhancing outcomes and reducing the burden of this prevalent health issue among women.

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