

A COMMUNITY BASED SIMULTANEOUS BREAST SELF EXAMINATION SCREENING PROGRAM FOR DETECTION OF BREAST CANCER IN RURAL INDIA

D. Pawar¹, A. Suresh², C. Sunkavali³

¹Biocon Limited, Medical Affairs and Clinical Development, Bangalore, India, ²Continental Hospital and Grace Cancer Foundation, Oncology, Hyderabad, India ³Apollo Hospital and Grace Cancer Foundation, Oncology, Hyderabad, India

INTRODUCTION

Breast cancer is the second most common cancer worldwide and the fifth cause of cancer mortality. It accounts for 19-34% of all cancer cases among women in India. Mortality rates are high due to late stage diagnosis as patients usually present at an advanced stage because of lack of awareness and nonexistent breast cancer screening programs. The early discovery of breast lumps through breast self-examination (BSE) is important for the prevention and early detection of breast cancer.

OBJECTIVES

Train rural women for Breast self-examination Determine the effectiveness of teaching program among rural women on BSE Detect prevalence of breast cancer in a rural community through BSE.

METHODOLOGY

The breast cancer screening was conducted for 2,970 women. A total of 3000 cubicles were erected for simultaneous BSE. Audio visuals were used for training on examination of breasts and training was given for self-examination.

The participants were observed and supervised by doctors to complete the procedure successfully. The results of BSE were documented.

RESULTS

BSE was successfully done by 2790 participants out of which 320 participants reported to have found lump. Upon physician's examination hundred suspected participants were referred for mammography at the mobile cancer detection van and malignancies were detected in thirty participants

CONCLUSIONS

Health education programs should be initiated to improve women's practice of BSE especially in the rural India where medical facilities are poor. According to this screening program, BSE is the best and economical option for screening women. This event has become the Guinness book of world record