



EVALUATING KNOWLEDGE, ATTITUDE, AND PRACTICE OF BREAST SELF-EXAMINATION AMONG FEMALE EMPLOYEES OF ZS ASSOCIATES, GURGAON

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INTRODUCTION

- Breast cancer is one of the most frequently encountered malignancies among young females.
- Despite an increased global effort to reduce the incidence of breast cancer, it continues to be the most common cancer among women.
- The primary factors that increase risk of breast cancer in women include certain inherited genetic mutations, a personal or family history of breast cancer, obesity, use of oral contraceptives, postmenopausal hormone therapy, ethnicity, etc.
- Early detection of breast cancer can reduce its morbidity and mortality. Mammography, clinical breast examination and breast self-examination (BSE) are considered effective methods for early detection of breast cancer.
- Although BSE alone is not sufficient for early detection of breast cancer, but it is still an important screening tool for early detection of breast cancer in developing countries, because it is cheap, widely available, and does not require complex technical training.
- Overall, by performing regular BSE, women familiar with the structure of normal breasts will be motivated to attend screening clinics for mammography and clinical breast examination



RATIONALE OF THE STUDY

Worldwide breast cancer is one of the most common type of cancer in women and the fifth most common cause of cancer death. As the incidence of breast cancer is rising, there is a current need to educate the women on early detection of breast cancer. The incidence of breast cancer is rising in every country of the world especially in developing countries. In India the incidence of breast cancer is on the rise and rapidly becoming the number one cancer in females pushing cervical cancer to the second spot. Breast self examination is a good tool to detect breast cancer at an early stage. There are variable results about knowledge, attitude, and practice of breast self examination among women, therefore the study is conducted to assess the knowledge, attitude and practice of breast self examination among women so that adequate community awareness programs can be designed to increase the use of BSE as a tool for early detection of cancer and reduce the disease burden of breast cancer





- **STUDY OBJECTIVES:**
 1. To assess the knowledge, attitude and practice of Breast self examination among female employees of ZS Associates, Gurgaon.
 2. Identify characteristics that explain variation in practice of BSE and barriers towards BSE practice among female employees of ZS Associates, Gurgaon
 3. Assess the need for breast cancer awareness campaigns among female employees of ZS Associates, Gurgaon

- **STUDY DESIGN :** A descriptive, cross-sectional study was conducted to assess the knowledge, attitude and practice of Breast self examination among the female employees of ZS Associates, Gurgaon. Confidentiality was maintained while collecting information through a self administered questionnaire. It was ensured that the subjects will receive a full disclosure of the name of the study, with an extended opportunity to ask questions.

- **SAMPLE SIZE:** 80 female employees of a consulting firm based in Delhi NCR

- **SAMPLING TYPE:** Convenience sampling

- **DURATION OF THE STUDY:** 3 months

- **DATA COLLECTION:** Data was collected from female employees of ZS Associates, Gurgaon through a survey sent via E-mail (Google forms). A self-administrated questionnaire was used to collect data. The questionnaire comprises four sections socio-demographic characteristics, knowledge, attitude, and practices of BSE questions.
 1. Socio-demographic data
 2. Knowledge of BSE
 3. Practice of BSE

BREAST SELF EXAMINATION

- Breast self-examination (BSE) is a screening method used in an attempt to detect early breast cancer. The method involves the woman herself looking at and feeling each breast for possible lumps, distortions or swelling



BREAST SELF EXAMINATION



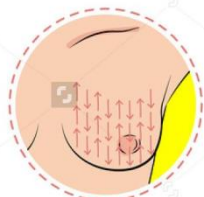
ONCE A MONTH,
2-3 DAYS AFTER PERIODS



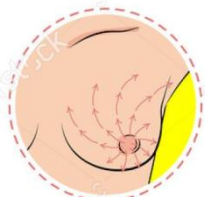
EXAMINE BREAST AND ARMPIT
WITH RAISED ARM



USE FINGERPADS WITH
MASSAGE OIL OR SHOWER GEL



UP AND DOWN



WEDGES



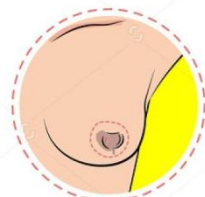
CIRCLES



EXAMINE BREASTS IN THE MIRROR
FOR LUMPS OR SKIN DIMPLING...



...CHANGE IN SKIN COLOR
OR TEXTURE...



...NIPPLE DEFORMATION,
COLOR CHANGE OR LEAKS OF ANY FLUID

10 Easy Steps

For Monthly Breast Exams



In Front Of A Mirror

- In Front Of A Mirror**
1. Inspect both breasts with your arms at your sides.
2. Raise your arms slowly, paying close attention to any swelling, or change in your breast or nipples.
3. Place hands on your hips, flex your chest muscles and again visually compare both breasts.



In The Shower

- In The Shower**
4. Extend right arm upward and examine right breast.
5. Extend left arm upward and examine left breast.



On The Bed

- On The Bed**
6. Lie down on a bed or floor on your back.
7. Insert your pillow under your right shoulder so that your right breast is flat.
8. Examine your right breast with right arm under head.
9. Insert your pillow under your left shoulder so that your left breast is flat.
10. Examine your left breast with left arm under head.

DEMOGRAPHIC FINDINGS



Most of the respondents were in the age of 26-30 years

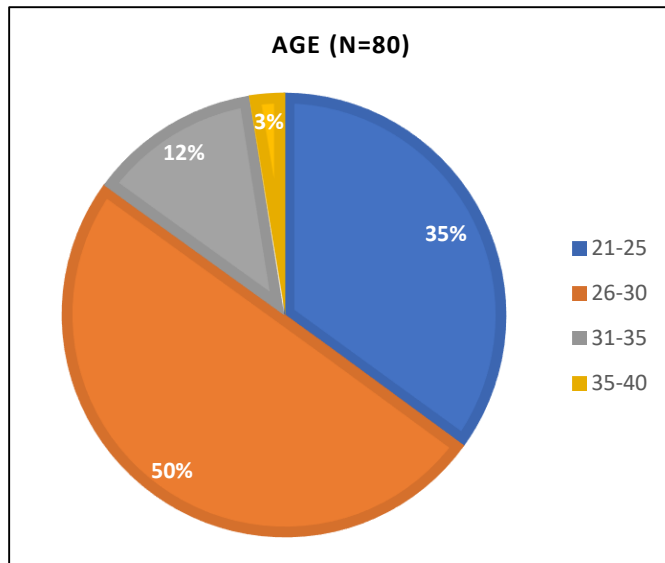


FIG: 01

Most of the respondents were single

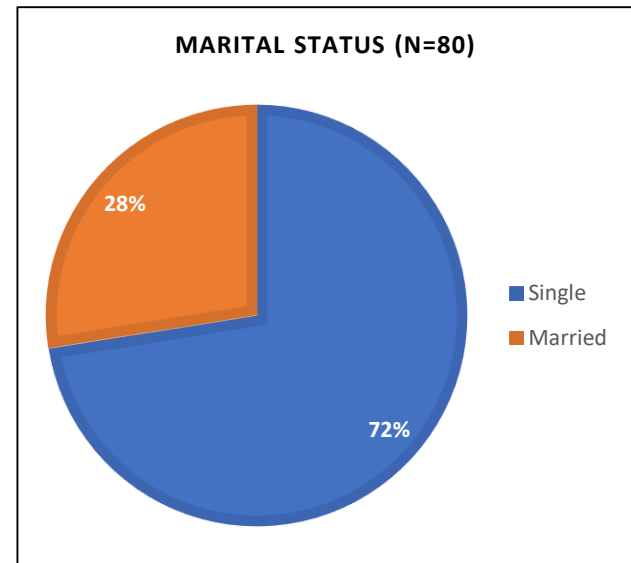


FIG: 02



Most of the respondents visits a gynecologist only when they feel sick

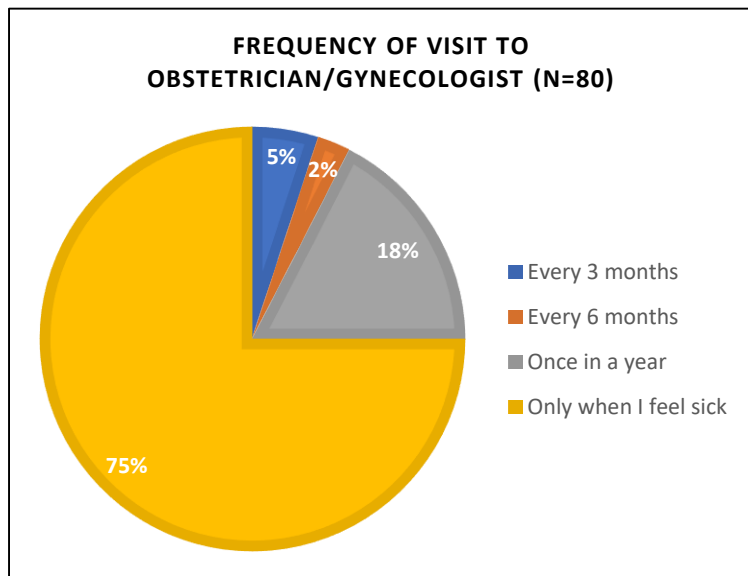


FIG: 03

87% of the respondents have heard about breast self examination

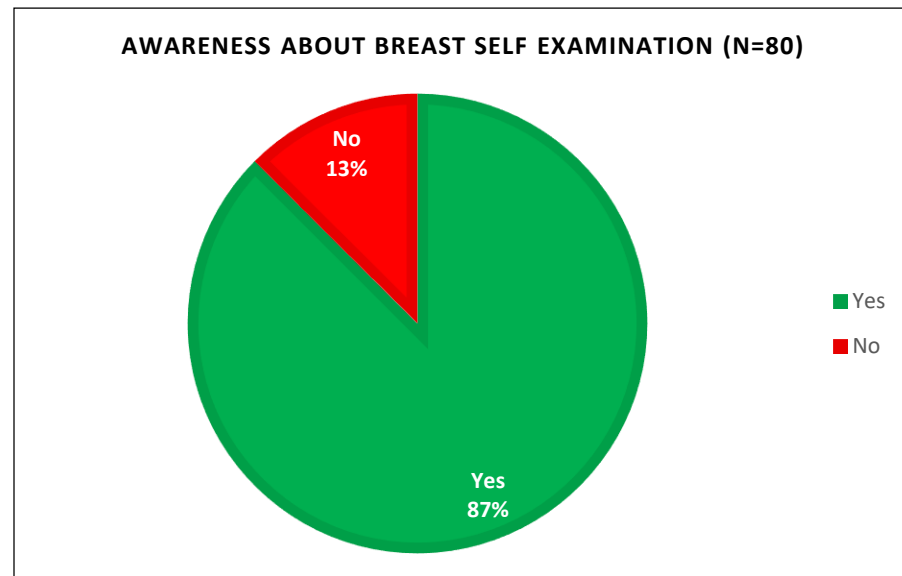


FIG: 04

The source of information on breast cancer was mostly communicated through media(TV, radio, internet, social media sites etc.) and print media

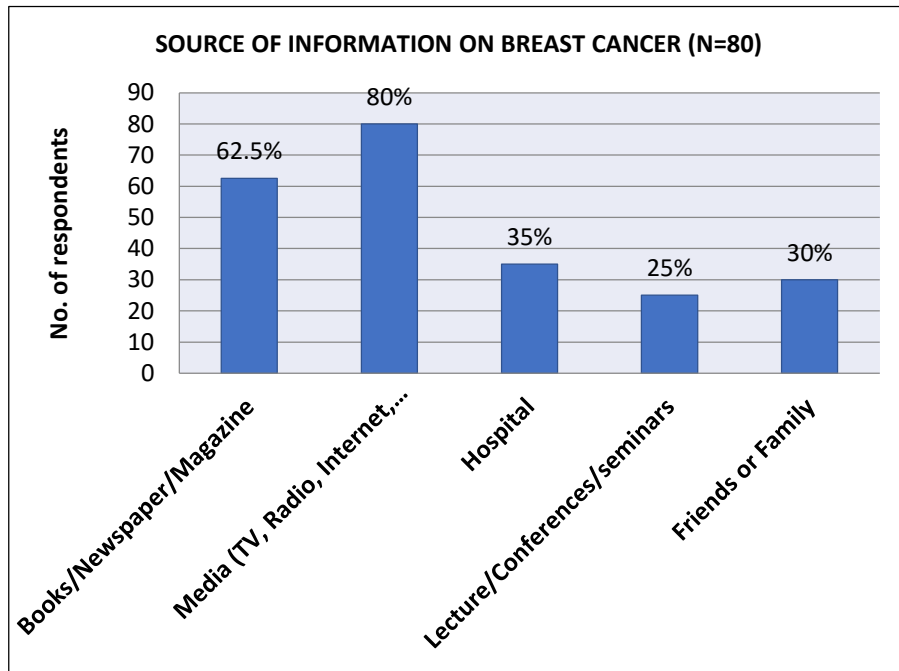


FIG: 05

Most of the respondents got information on breast cancer through more than 1 communication sources

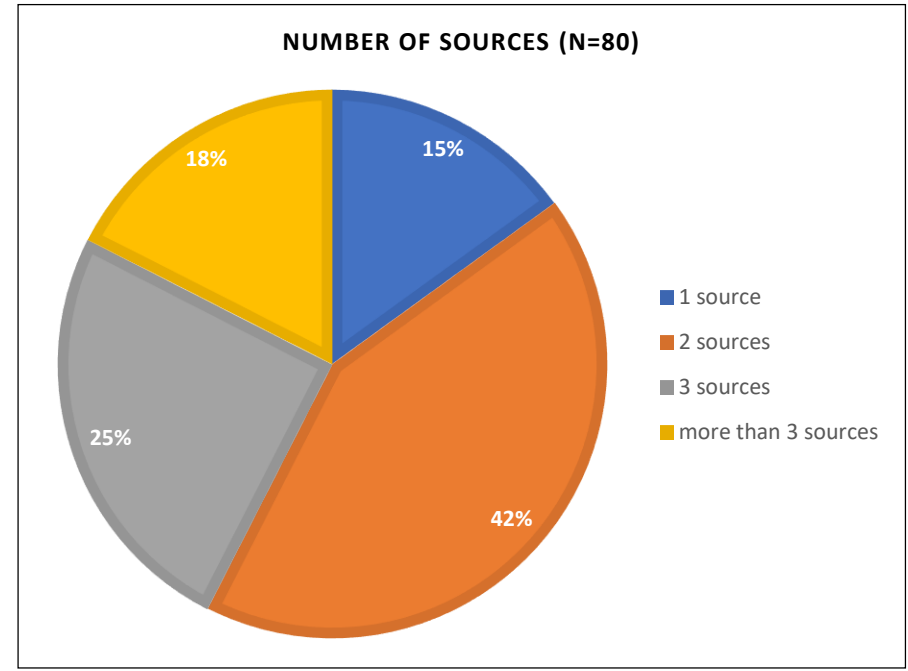
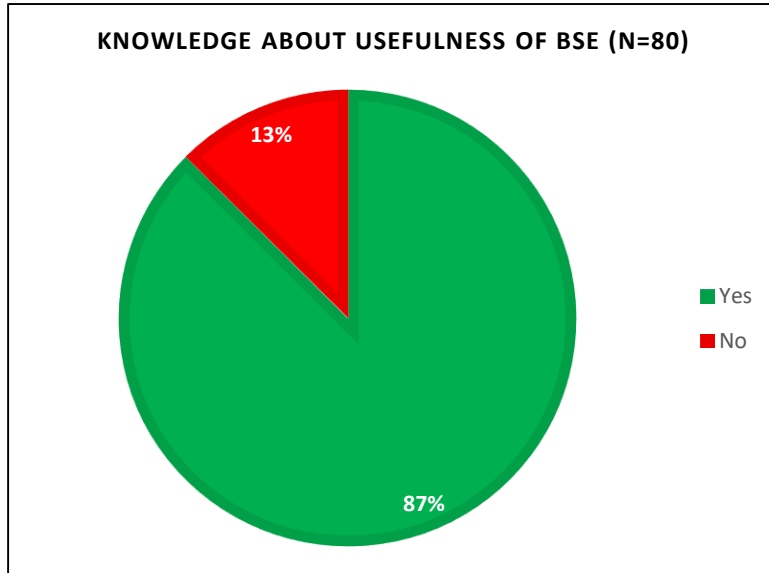


FIG: 06

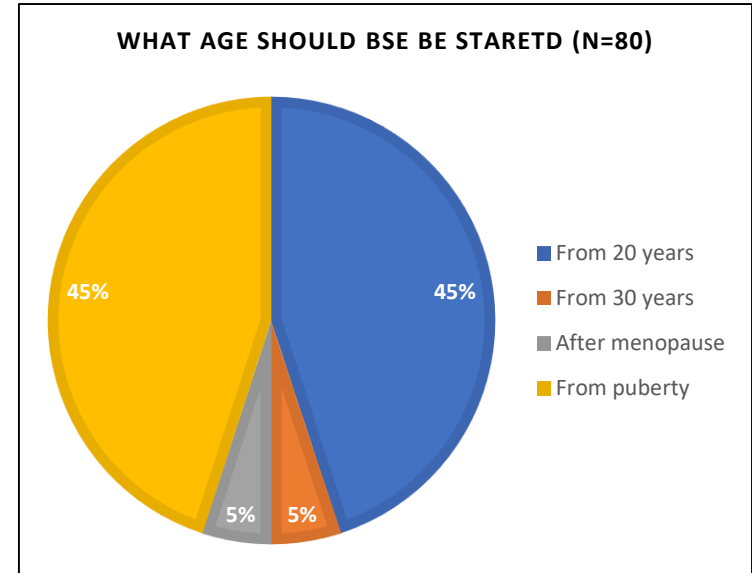
Communication strategies which are used for creating awareness about breast cancer and breast self examination should focus on providing information through multiple sources to expand the reach to all female segments of the society and have a greater impact of decreasing the disease burden by making women aware about the benefits of early detection of breast cancer and how it can save number of lives.

KNOWLEDGE BASED FINDINGS

87% respondents knew that BSE is a useful tool for the early detection of breast cancer
FIG: 07



45% respondents knew that BSE should be practiced from age of 20 years
FIG: 08



55% respondents knew that BSE should be practiced every month

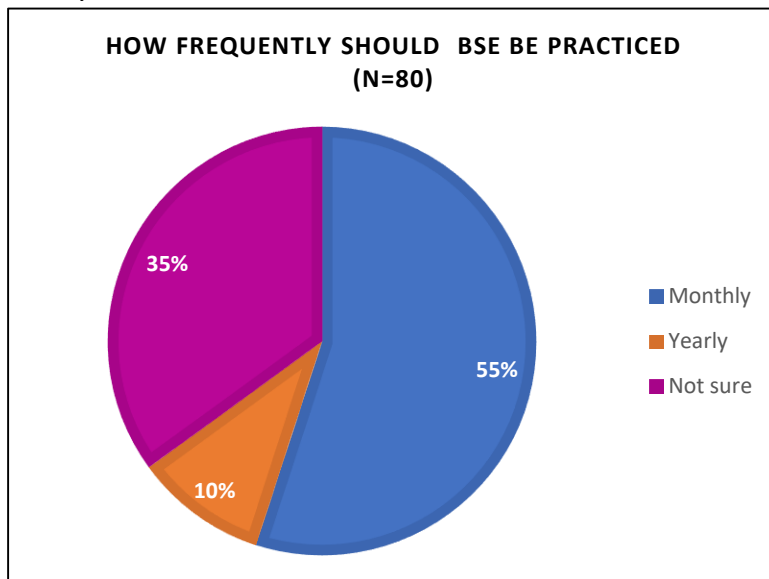


FIG: 09

45% respondents knew that the best time to practice BSE is a week after periods

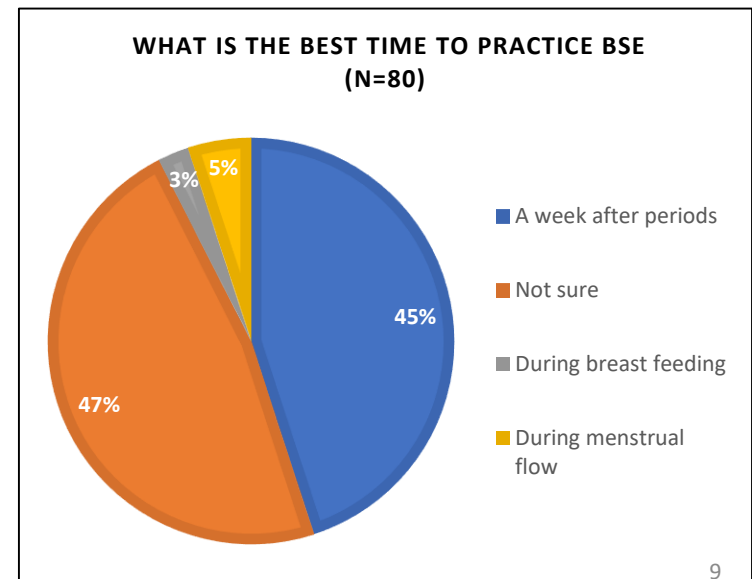


FIG: 10

PRACTICE BASED FINDINGS

47% respondents practices BSE

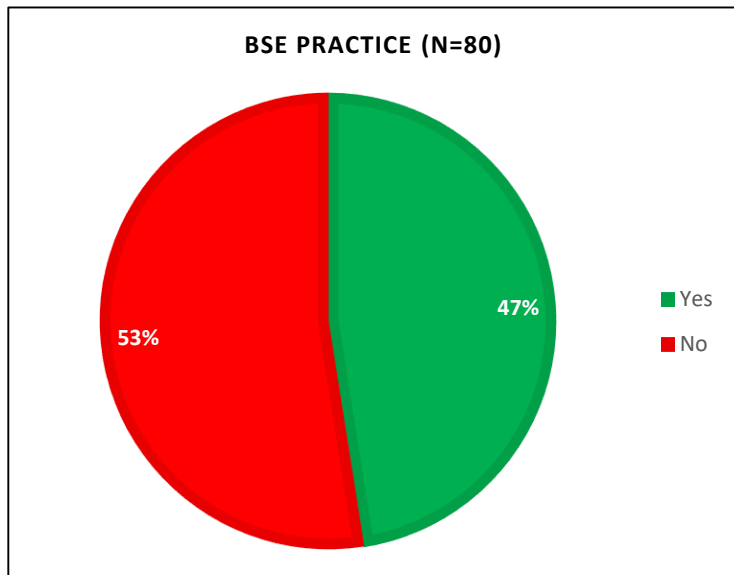


FIG: 11

52% respondents learned BSE from the internet making it the most common source of information

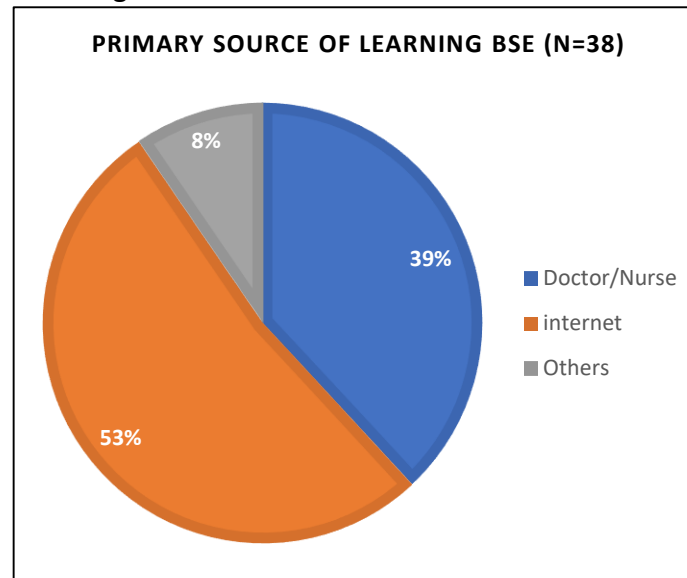


FIG: 12

Only 32% respondents practice BSE monthly

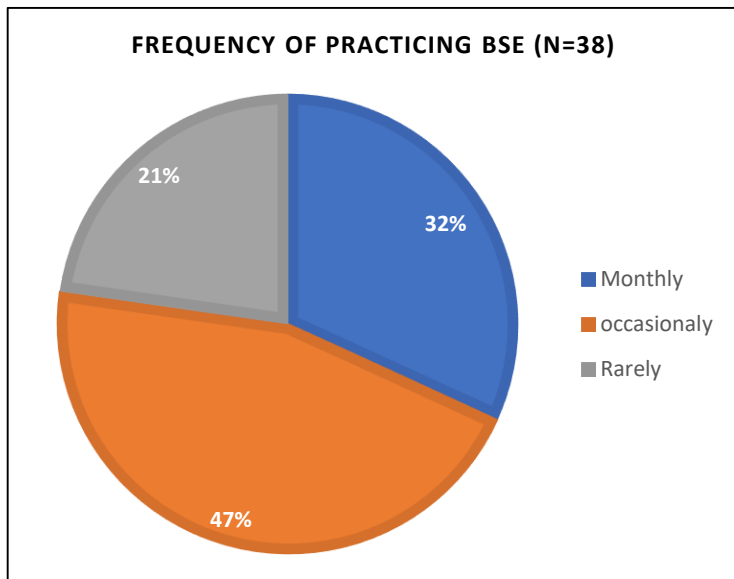


FIG: 13

23% respondents have family member(s) who practice BSE

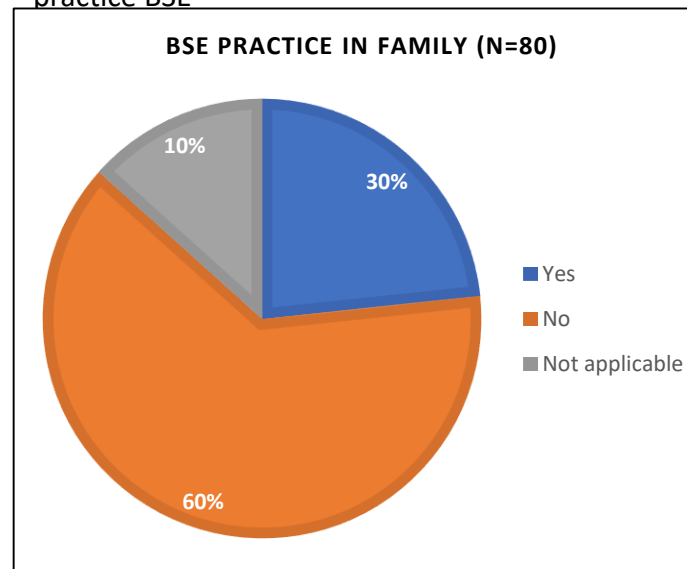


FIG: 14



BSE PRACTICE			PERCENTAGE OF RESPONDENTS
BSE PRACTICE	Number of respondents= 12	Regularly practicing BSE	15%
	Number of respondents= 26	Irregular in practicing BSE	32%
	Number of respondents= 42	Do not practice BSE	53%

Breast Self-Examination (BSE)

One of the most important ways to detect breast cancer.

Make Breast Examination a Health Habit

➤ Reasons stated by the respondents for not practicing BSE:

1. Many of the respondents, having a stringent work schedule, did not practice BSE regularly.
2. Some of them did not practice it because of lack of adequate knowledge.
3. Some were not aware about BSE
4. Forgetfulness
5. Ignorance

RESULT

- The present study was conducted to assess the breast cancer awareness among female employees of ZS Associates, Gurgaon. Despite the fact 87% of females stated they were aware of breast self examination(BSE), only 47% females stated that they practice BSE and only 32% females were practicing it every month, which showed that females were lacking adequate awareness regarding the benefits of early detection of breast cancer through BSE and how to properly perform BSE in a right way every month. This reflects that breast cancer awareness programs and campaigns are needed in the society to raise breast cancer awareness and teach women how to perform BSE
- Secondly, limited knowledge was found regarding breast self-examination. Despite the fact that 87% of females stated they were aware of breast self examination (BSE), about 45% females know that the right age to start practicing BSE is from 20 years and about 45% females knew that it should be ideally performed a week after periods
- Only 30% women had their family members practice BSE which make it very important to have awareness programs regards breast cancer and BSE



DISCUSSION AND CONCLUSION

- Special breast cancer awareness programs needs to be organized at college/ University level.
- Corporate organizations should have the provision of training their female employees about how to perform breast self-examination.
- Evidence based knowledge provided by healthcare professionals, especially, doctors, pharmacists and allied health professional can play a significant role in raising breast cancer awareness in educational institutions and corporate world.
- BSE is highly recommended for people living in developing countries where mammography based screening program are not performed on a regular interval. Therefore, it is suggested that population specific breast cancer awareness and breast self-examination programs should be designed to promote the level of knowledge among women.

