Breast cancer screening in rural area in Kannur district, Kerala, India; “The Kannapuram Model”- a community participatory approach

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Background

Breast cancer accounts for 27% of female cancers in India.
Fear and lack of awareness results in late stage presentations and high mortality.
Public education about cancer symptoms and importance of early detection can help in improving outcomes.

Aims

1) To assess importance of community participatory approach in success of a screening program
2) Effectiveness of iBreastExam as screening device for breast cancer

Methods

Setting: Kannapuram grama panchayath Kannur, Kerala, India.

Results

iBreastExam acceptance among women

Conclusion

iBreastExam is a useful preliminary tool for community based screening.
Not a replacement for established screening modalities.
The success of the program was the result of community coalition forged prior to the initiation of camp through sensitization programs popularized as “The Kannapuram Model”.
Acceptable screening methods, continuous community sensitization: awareness programs alleviate apprehensions and improve participation.

References


Abbreviations

LSG: Local self government
PHC: Primary Health Center
FU: Follow up
TCC: Tertiary Cancer Center
CBE: Clinical breast examination
IEC: Information Education Communication
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