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 gram panchayath Kannur ,Kerala ,India

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iBreastExam is a handheld mobile medical device with piezoelectric sensors which can differentiate varying tissue elasticity in the breast.

Results:

The flow chart:

- 3247 women
- 203 (6.2%) IBE positive
- 135 (66.5%) further investigation

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:

5. IBE acceptance among women 97% of acceptable, 95% will recommend to friends, 96% wanted facility at home.

Abbreviations:

LSG - Local self government
PHC - Primary Health Care Centre
FU - Follow up
TCC - Tertiary Cancer Centre
CBE - Clinical breast examination
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