

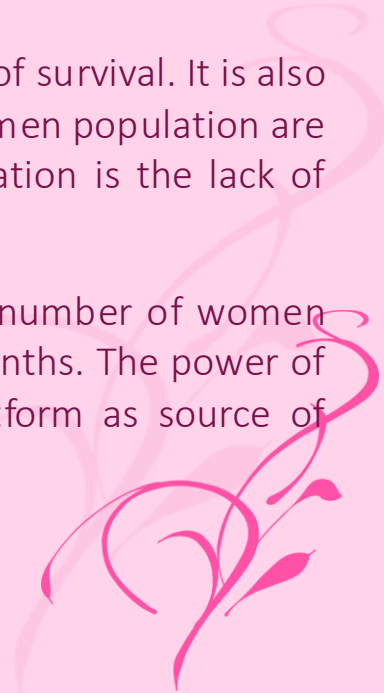
# BREAST CANCER AWARENESS MONTH STUDY

ISTIBYANI



# EXECUTIVE SUMMARY

- October is Breast Cancer Awareness Month, an annual campaign to increase awareness of the disease. The goal is to get as many people as possible involved in raising awareness and funds to help support life-saving research and life-changing support (chcw.org).
- The women population is divided in half when asked if they know of October being the Breast Cancer awareness month.
- At this day and age where information is only an arm's reach, it is very surprising that there are still women in the region who are not aware of the dreaded disease and its symptoms. Knowing is half the battle. Being aware can help in preventing the cancer from spreading.
- Early detection of the disease is key because there are more treatment options and a higher chances of survival. It is also cheap to treat breast cancer during its early onset. But even with this knowledge, only half of the women population are doing self-examination and even less go for mammogram. Main reason for not doing self-examination is the lack of know-how.
- All of the above problems can be traced in the availability (or lack thereof) of information. A huge number of women claim that they have not heard or read any information pertaining to breast cancer in the past 12 months. The power of the internet and/or social media must be tapped as majority of women rely heavily on this platform as source of information.





# MAIN 1. AWARENESS

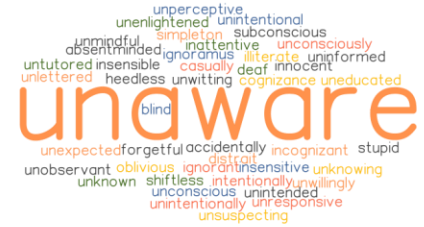
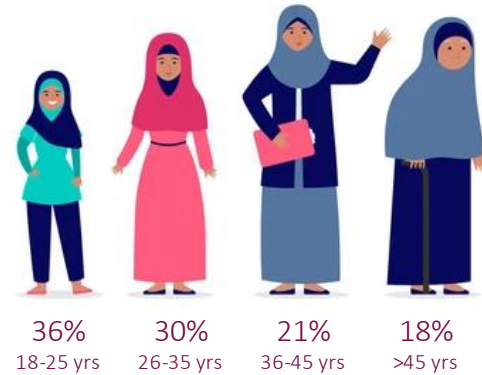
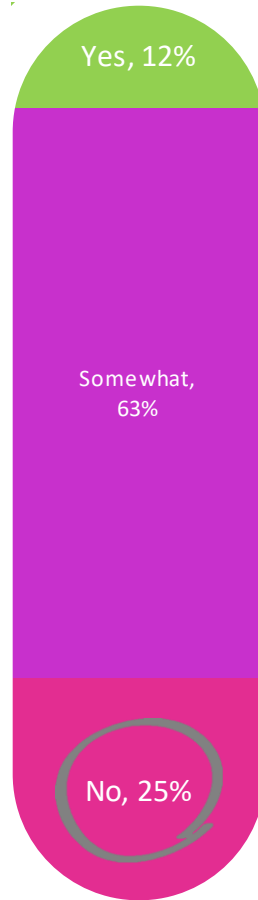
THE CELEBRATION AND PERCEPTION OF THE DISEASE



# LEVEL OF AWARENESS

Do you think that women in your country have enough awareness about breast cancer?

Awareness is the first step in preventing the disease. It is very alarming that a quarter thinks that women in their country does not have enough awareness of such disease.



## % of UNAWARE women by Age group

It is important to note that younger age groups are less aware of the disease compared to older age groups.



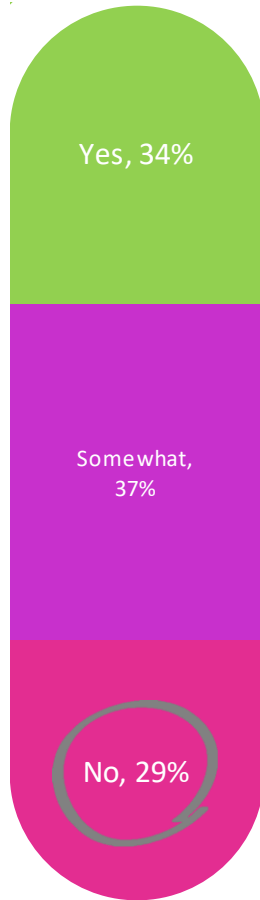
The UAE is at the forefront of countries who are aware of breast cancer with **85%** saying they are fully/somewhat aware of the disease.

On the other hand, Egypt seems to be lagging with their information drive. They have one of the biggest number of women who are not aware of breast cancer (**34%**).

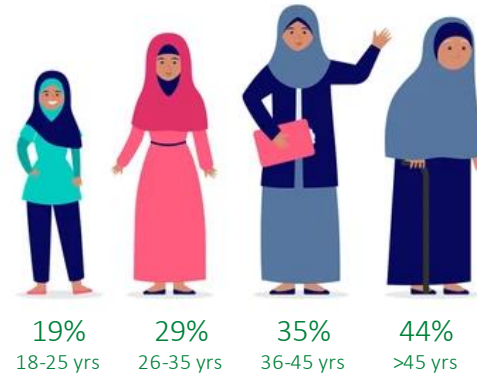
Basis: 900 respondents

# KNOWLEDGE OF THE SYMPTOMS

Do you have any idea about the symptoms of breast cancer?



Aside from being unaware of the disease, there are even more women who say that they have no idea about the symptoms of breast cancer (29%).



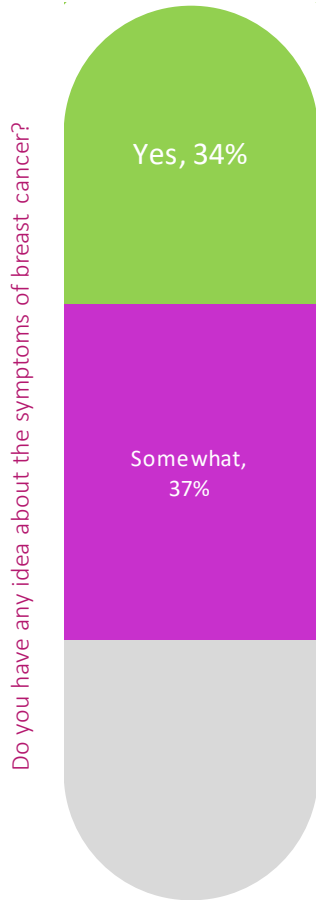
Knowledge is directly proportional with age. As women get older, the more knowledgeable they get especially when identifying the symptoms of breast cancer. Comparing each group, older age groups have more idea regarding the symptoms than younger generation.



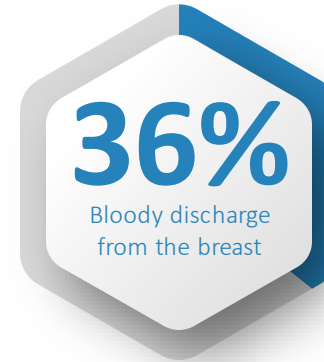
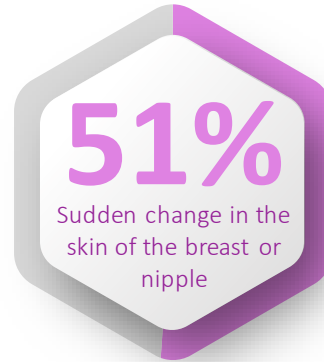
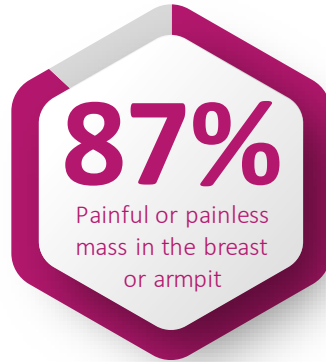
Drilling down on each level of education, women with higher educational degree (University / College degree & higher) has more knowledge of the symptoms of breast cancer (37%) compared to lower levels.

# SYMPTOMS OF THE CANCER

In your opinion what are the symptoms of breast cancer?



The major indicator that women foresee as symptom of breast cancer is the presence of painful/painless mass in the breast or armpit with almost 9 out of 10 claiming so, followed by a sudden change in the skin of the breast or nipple (51%).



Among different countries in the region, significantly many women in **Saudi Arabia (62%)** believe that a sudden change in the skin of the breast or nipple is an indication of cancer.



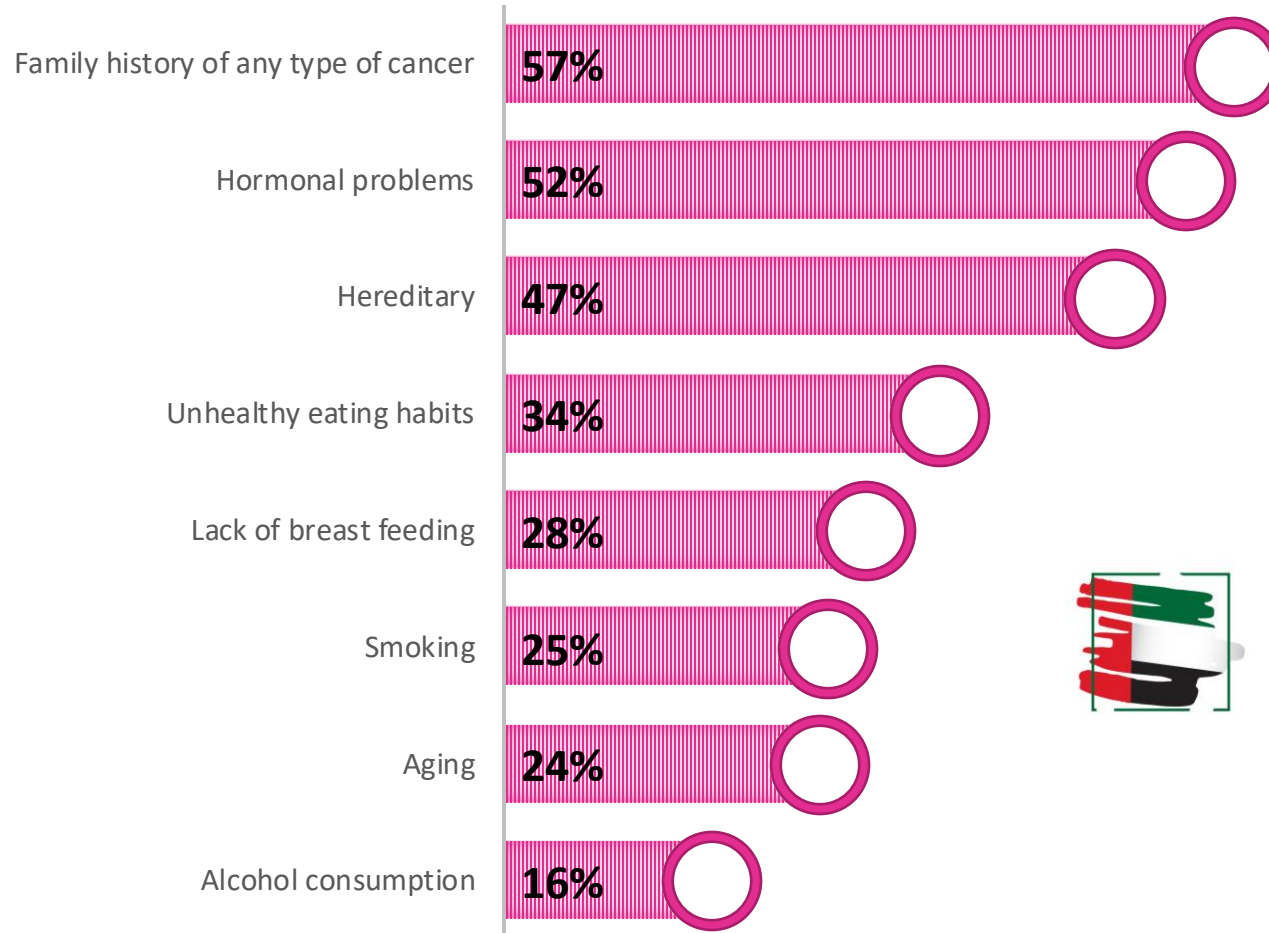
Significant differences have been seen between women in different educational levels. More **university/college degree holders (40%)** agree that a bloody discharge in the breast is a symptom of cancer vis-à-vis lower levels.



# INCREASED RISK FACTORS

What do you think are the factors associated with an increased risk of breast cancer?

The risk of getting breast cancer is heightened when a family has a history of any type of cancer according to 57% of women. There is also increased risk of acquiring the disease when women have hormonal problems (52%).



Focusing on level of education, university/college level women identified 3 factors (on average) compared to only 2 for lower levels.

They also have significantly higher responses for family history (63%), heredity (53%), lack of breast feeding (31%), smoking (27%), and alcohol consumption (19%).



Matching up different countries, women from the UAE recognized 4 factors (on average) in comparison to 3 in Saudi Arabia and 2 in Egypt.

A significantly large number of women from the Emirates believes that increased risk is associated with heredity (68%), lack of breast feeding (47%), aging (43%), and alcohol consumption (30%).

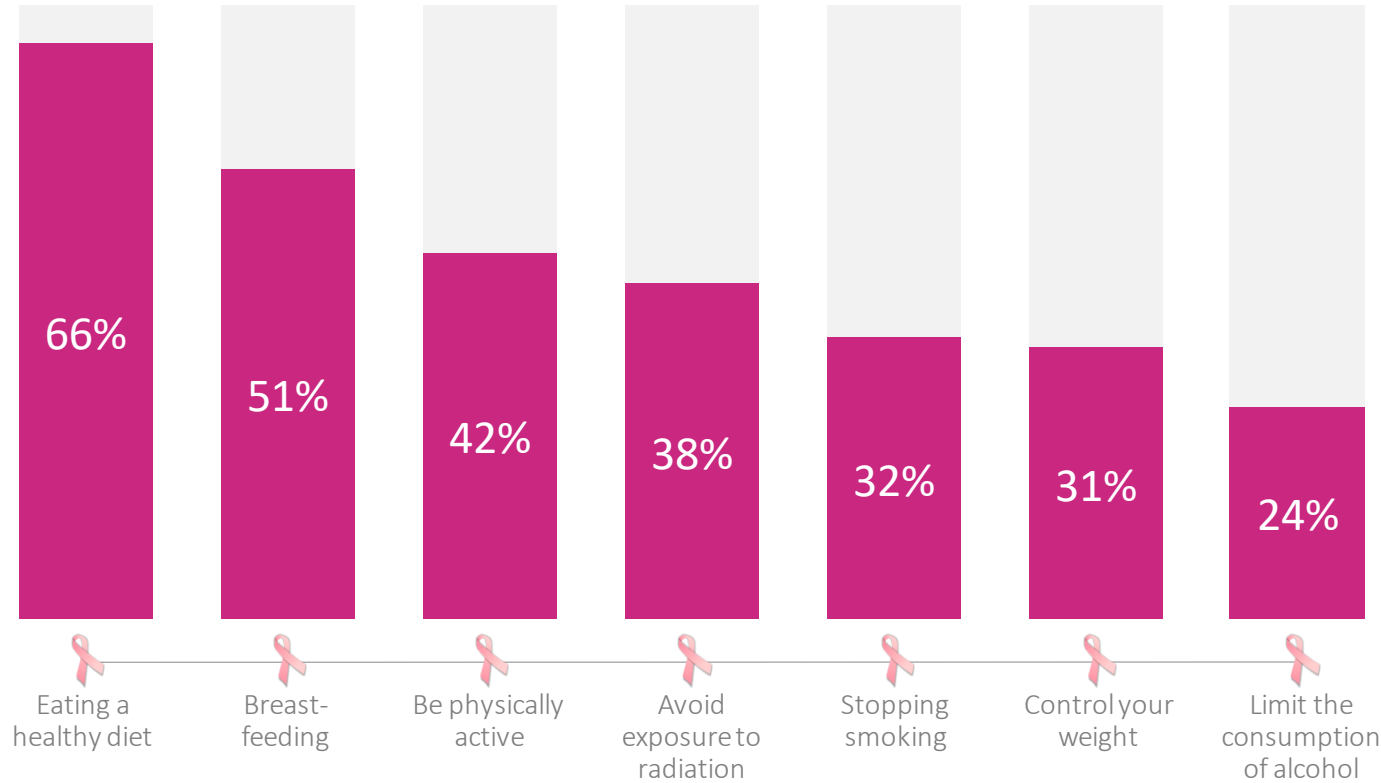
Basis: 900 respondents; Average number of responses: 2.83



# INCIDENCE REDUCTION

In your opinion, what are the factors that reduce the incidence of breast cancer?

There are many ways to reduce the possibility of acquiring the disease. Women in the region feels that having a healthy diet (66%) is the first defense in fighting this cancer. For mothers, it helps to reduce the incidence by breast-feeding (51%) their babies. Having an active lifestyle (42%) prevents cancer.



For 18 -25 age group, limiting the consumption of alcohol (34%) will also lower the risk of getting breast cancer.

Breast-feeding, as a factor to reduce the incidence of cancer, is significantly high for older age groups.



Again, women with higher education degree are more knowledgeable compared to lower levels. A substantial number of these women pointed out that being physically active (48%), avoiding exposure from radiation (42%), controlling weight (35%), and breaking off from habitual smoking (35%) will greatly reduce the chances of getting breast cancer.

Basis: 900 respondents ; Average number of responses: 2.84

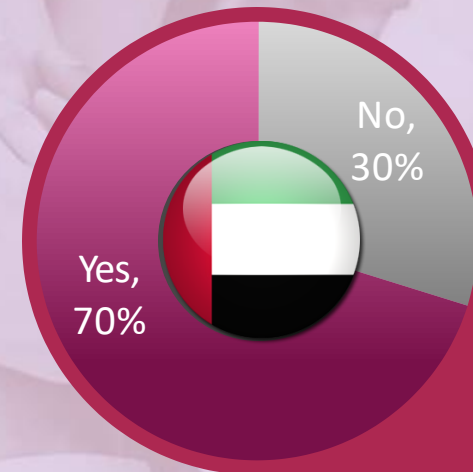
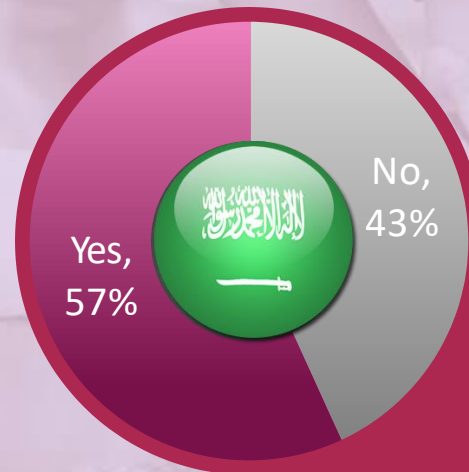


# OCTOBER AS BREAST CANCER AWARENESS MONTH

Are you aware that October is Breast Cancer Awareness month?



The annual campaign to increase awareness of breast cancer was set to be celebrated in the month of October. In the region, a bit more than half (52%) are aware of such celebration.



Drilling down into countries, only **3 out of 10 women in Egypt** are aware of such campaign. This is significantly low compared to other countries in focus like Saudi Arabia and the UAE which has awareness reaching up to 57% and 70%, respectively.

Basis: 900 respondents



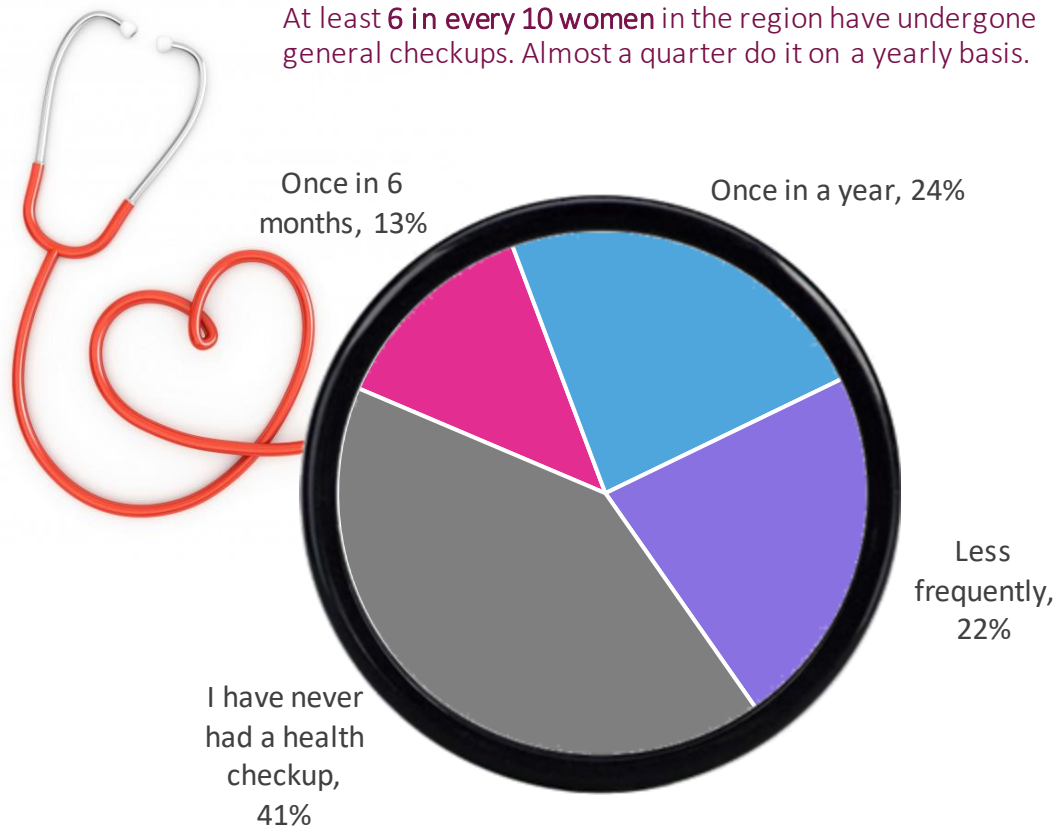


# MAIN 2. AWARENESS

PREVENTION THROUGH CHECK-UPS AND SELF-EXAMINATION

# CHECKUP FREQUENCY

How frequently do you get general health checkups done?



Being fit and healthy, a lot of women in 18 -25 age group (68%) have **never had** a health checkup ever.

Totally different with women in >45 age group where **18%** have health checkups twice a year.



Women in the “read and write - no school” and secondary/High school degree groups claim that they never have had a health checkup before with 65% and 52%, respectively.

Basis: 900 respondents

# SELF-EXAMINATION

Have you performed a breast cancer self-examination in the past 12 months?

46%  
NO



54%  
YES

With the use of their hands, a woman can check herself for any signs of irregularities in her body, most especially in her breasts. In the region, a bit more than half (54%) have performed breast cancer self-exams in the past 12 months.



Not so surprisingly, 6 out of 10 **married women** have done breast cancer self-examinations in the past 12 months.

On the other hand, **single women** (55%) are living a care-free life and do not bother themselves with breast exams.



Because the disease is rare among younger women, majority of them (63% for 18 – 25 and 53% for 26 – 35 years) do not perform self-examination.

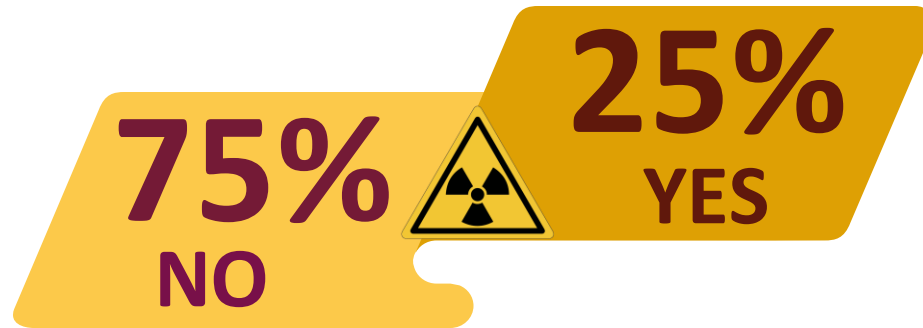
Age groups that are prone to the disease have done it in the past 12 months (61% for 36 – 45 and 62% for >45 years).

Basis: 900 respondents



# MAMMOGRAM

Have you had a breast cancer examination conducted by a professional or had a mammogram in the past 12 months?



One may think that having a mammogram is only for serious cases or terminally ill people, that is why **only a quarter of women** seek professional help and have their mammary glands checked using low levels of radiation.



Because of the higher incidence of cancer in older women, there is also a significant number of older women (>45 years) who had mammogram in the past 12 months (39%).



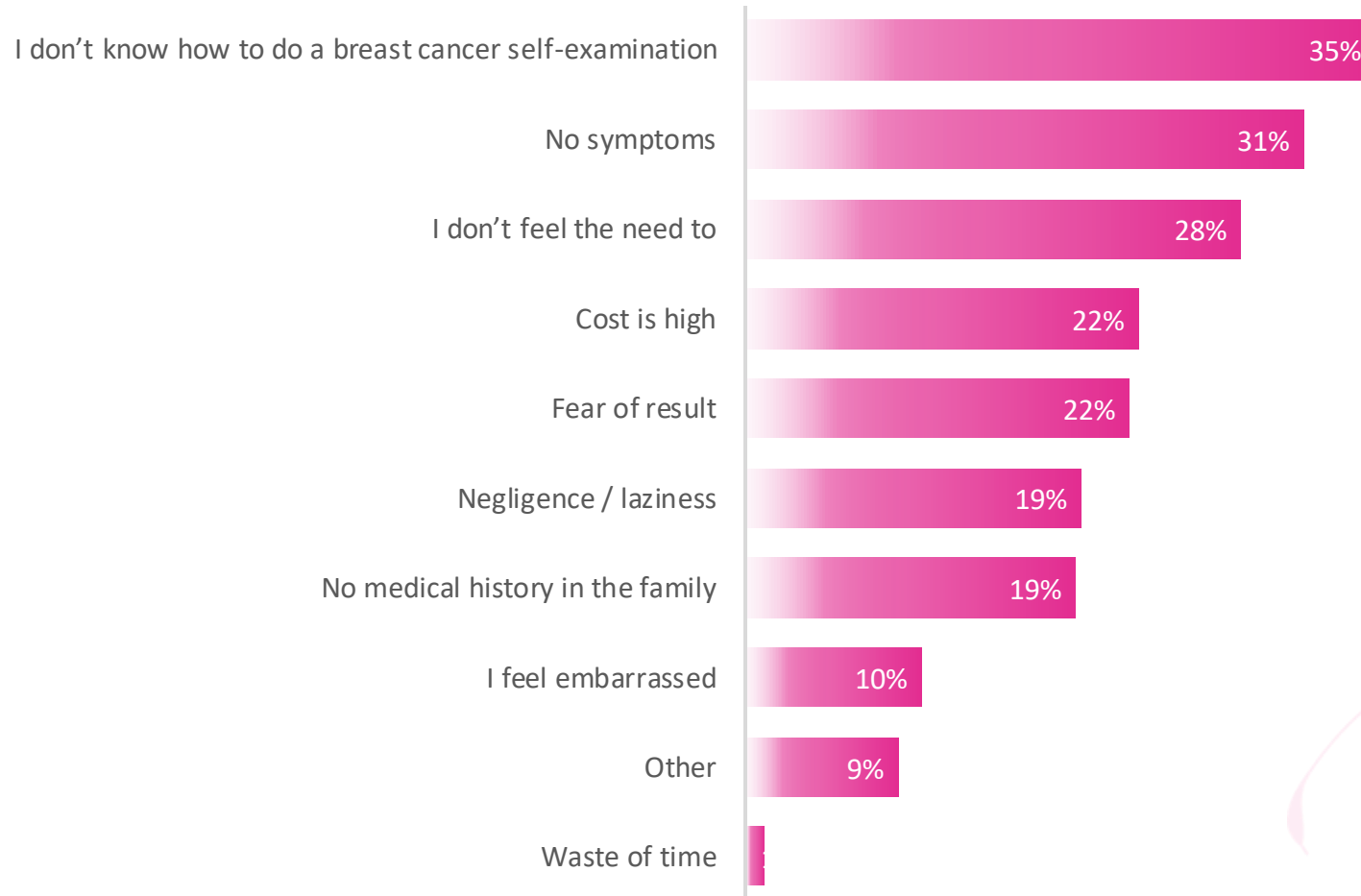
Basis: 900 respondents



# AVOIDING EXAMINATION

Why didn't you do any kind of breast cancer examination in the past 12 months?

Lack of know-how (35%) is the major culprit why women did not do any kind of breast cancer exams in the past 12 months.



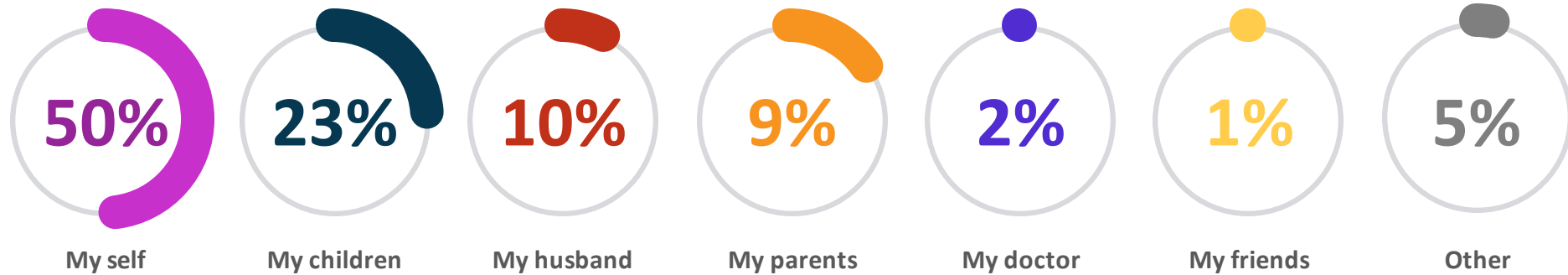
Basis: 372 respondents who have not done mammogram or breast cancer self-examination. Average number of responses: 1.95



# INFLUENTIAL PERSON

Who is the most influential person who makes you stay healthy?

A woman's intuition is also helpful in keeping herself healthy. Half of women trust themselves in keeping themselves healthy, next is their immediate family (children, husband, and parents) 42%.



Single women greatly rely on themselves (67%) and on their parents (19%) compared to married women when it comes to staying healthy.

Basis: 900 respondents

# MAIN 3. AWARENESS

INFORMATION DISSEMINATION

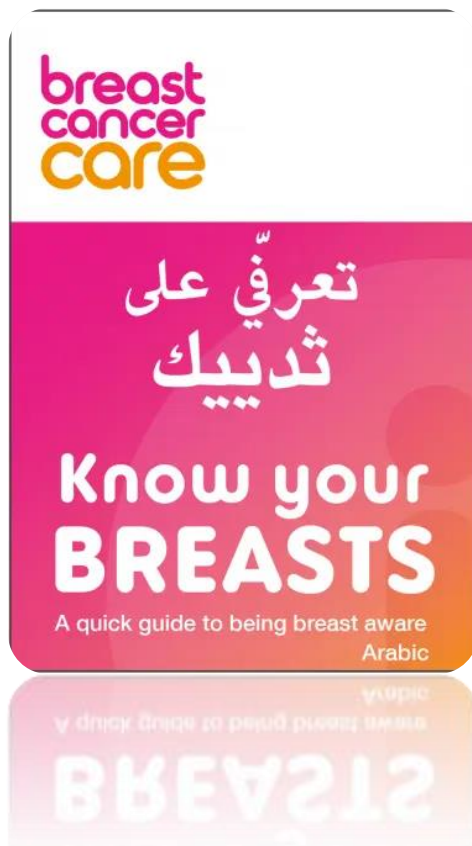


# INFORMATION ABOUT BC

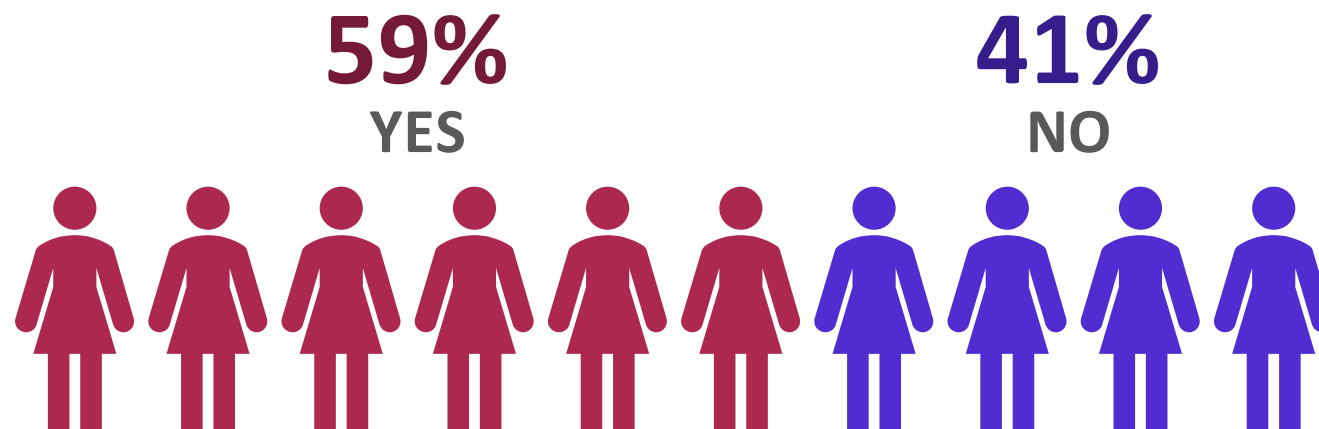
Have you heard or read any information about breast cancer in the past 12 months?



III. AWARENESS – INFORMATION DISSEMINATION



Almost 6 in every 10 women heard or read information related to breast cancer in the past 12 months.

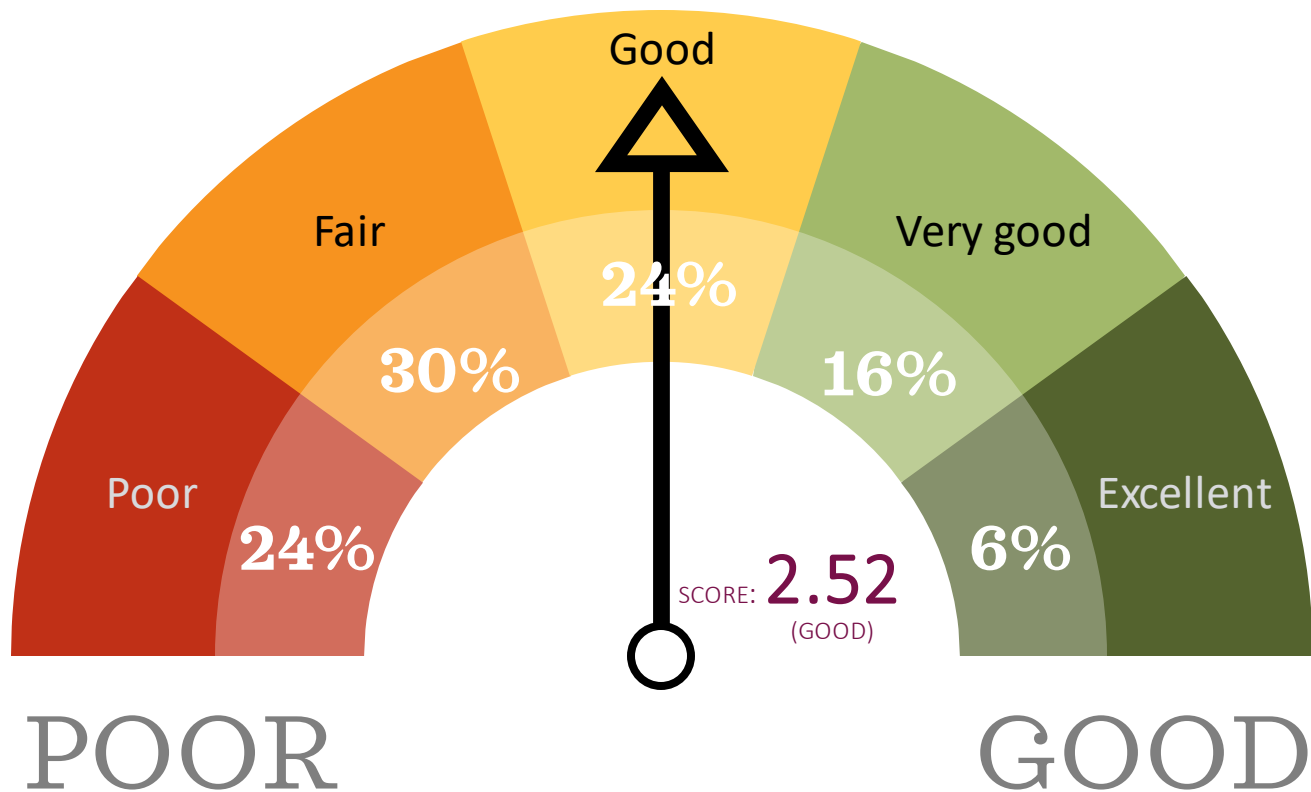


Basis: 900 respondents

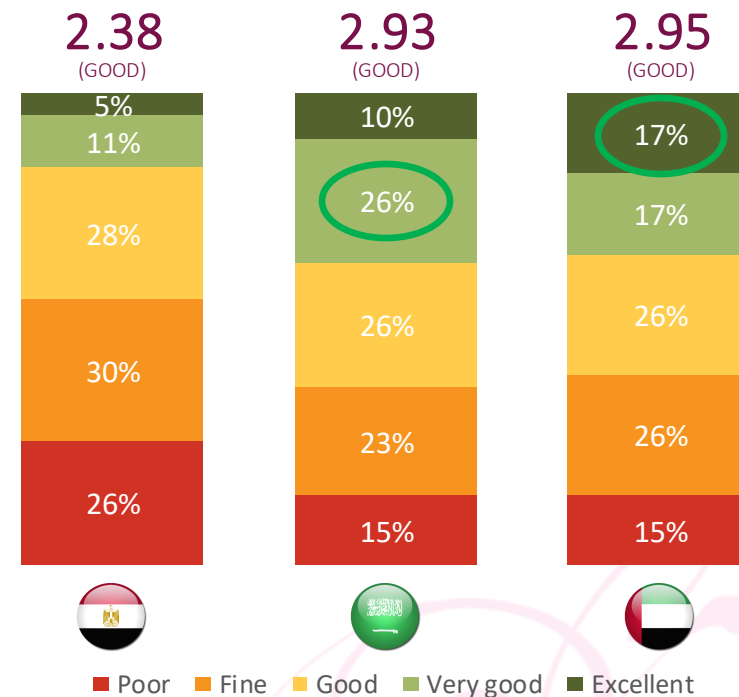
# ROLE OF MEDIA

How do you rate the role of different media in raising awareness of society about breast cancer?

Overall, the role of media in raising awareness gets a positive rating of 47% or a score of 2.5 (good).



Positive rating is highest in the UAE (2.95) closely followed by Saudi Arabia (2.93). Note that there are significantly more women in the UAE (17%) who see their media being excellent in raising awareness.



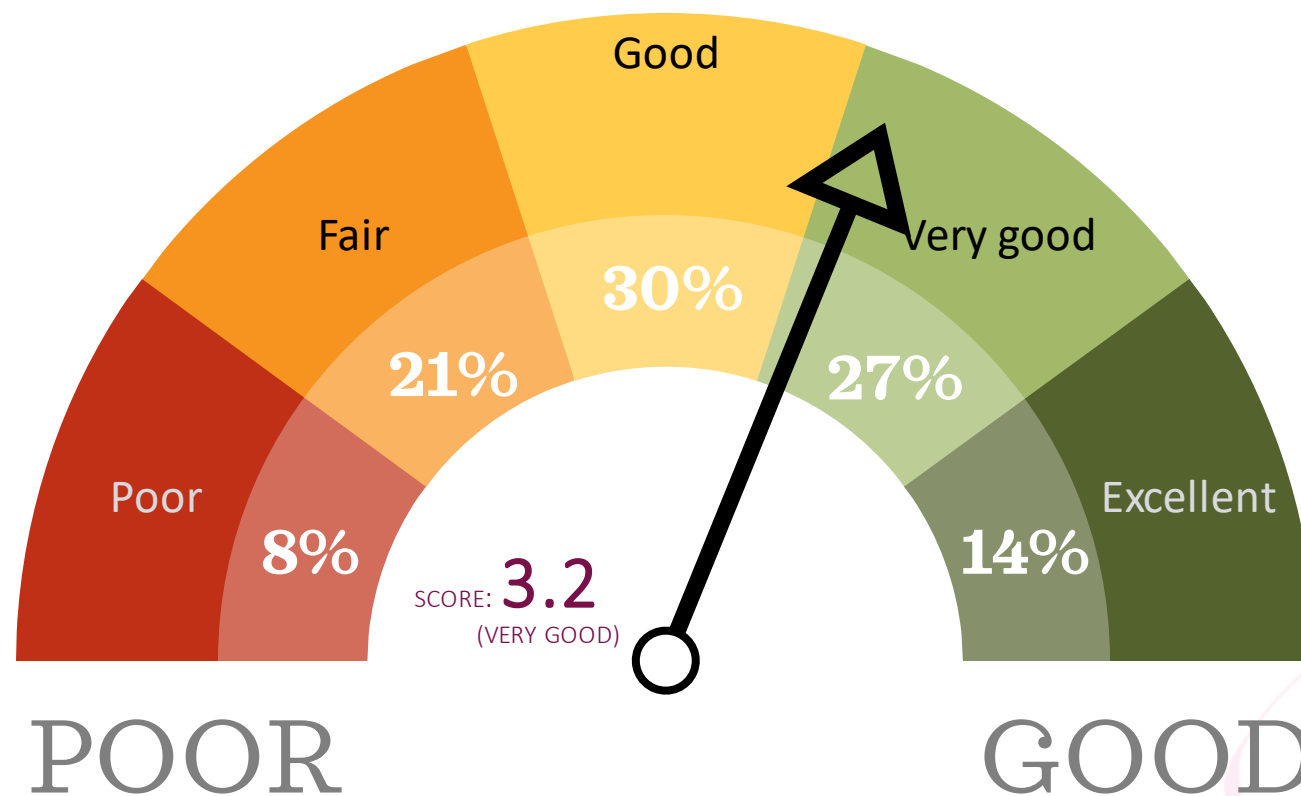
Basis: 900 respondents



# EFFECTIVENESS OF CAMPAIGNS

How do you rate the effectiveness of these breast cancer awareness campaigns?

Among women who have exposure to breast cancer awareness campaigns, they see these campaigns are very effective and rated them 3.2 (very good).



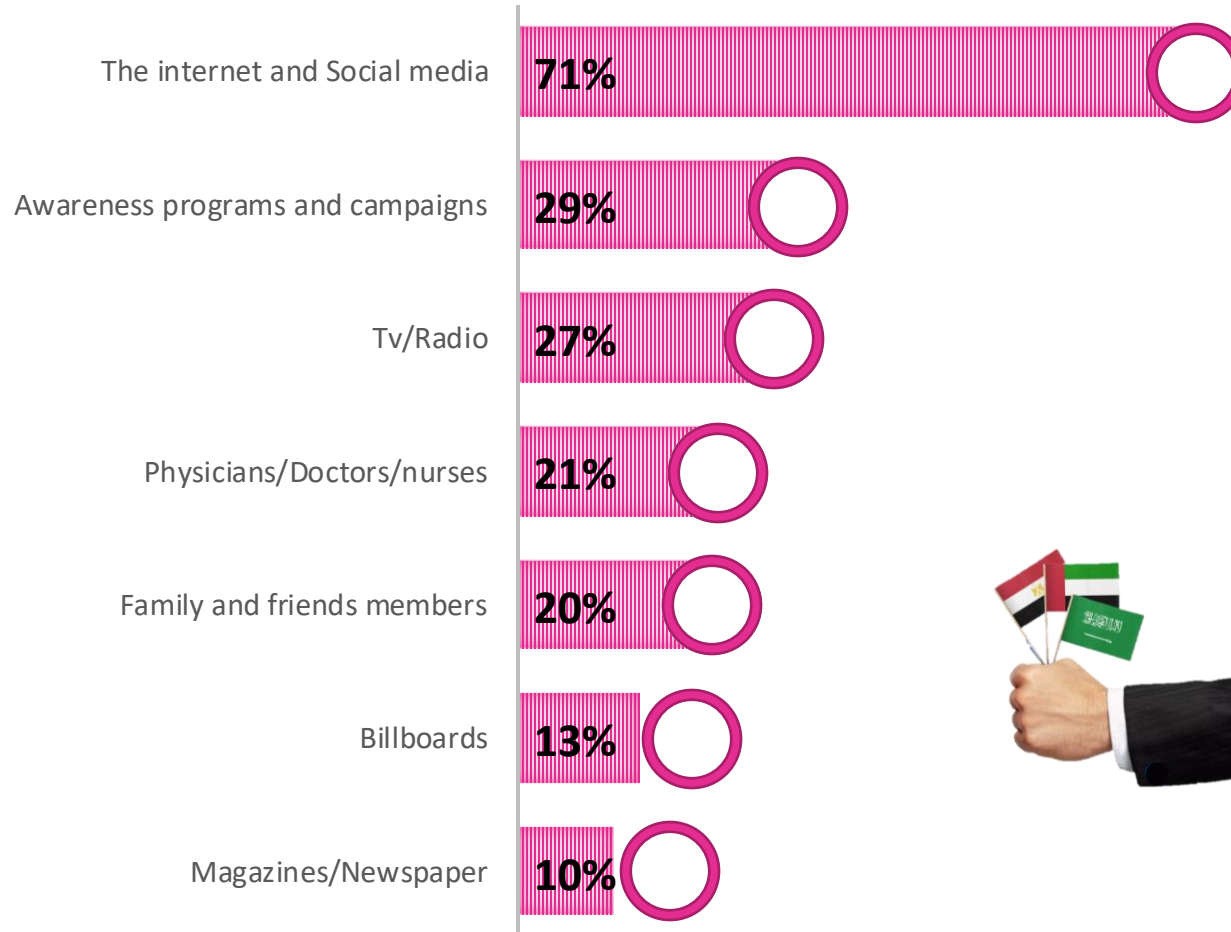
Basis: 325 respondents who have educational or awareness program about breast cancer in their country.



# SOURCES OF INFORMATION

What are the sources of your information about breast cancer?

The internet and Social media (71%) is, by a long way, the number one source of information about breast cancer. Following far behind are traditional media like programs/campaigns (29%) and TV/radio (27%).



There are significant differences that can be seen between income classes. Higher income group seems to be reliant to other people for their breast cancer info like family/friends and their physicians.



The use of traditional media like magazines (19%) and billboards (30%) in disseminating info about breast cancer is significantly high in the UAE.

Closer family ties are also eminent within the Emirates. More than half (51%) of women receive their info from this source.

In Saudi Arabia, directly getting information from a professional like Doctors and nurses is significantly high (31%).

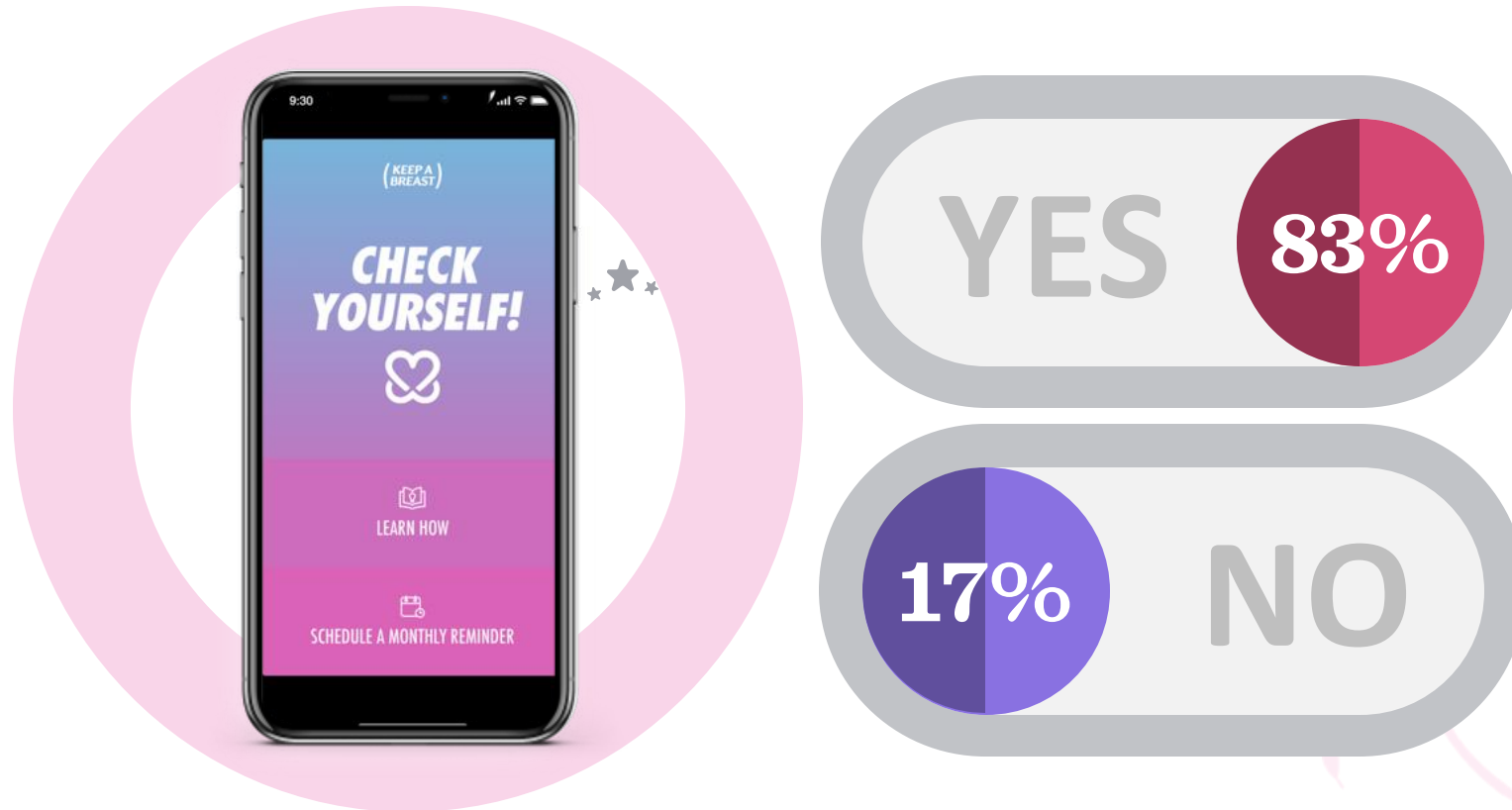
Basis: 900 respondents



# WILLINGNESS TO USE APP

Do you think if there is any electronic awareness application that reminds women of the importance of breast cancer screening, will it encourage you to perform the screening tests?

Still, 17% of women are not willing to do the screening even if an app is available to remind them. Majority of these women do not feel the need to do it and others have no symptoms.



# MAIN 4. HEALTH INSURANCE

# INSURANCE ENROLLMENT

Are you enrolled in any health insurance plan?



Health insurance is very important most especially nowadays. In the region, 1 out of 3 women are enrolled in health insurance plan.



The youngest age group (18 – 24 years) are not so worried with health issues, that is why **88% of them** do not have health insurance plan.



Having a health insurance plan is important among university/college degree holders as **37% of these women** are already enrolled.



Almost **7 out of 10 women in the UAE** are enrolled in a health insurance plan. Totally different with Egypt and Saudi Arabia where only 9% and 25% have it, respectively.

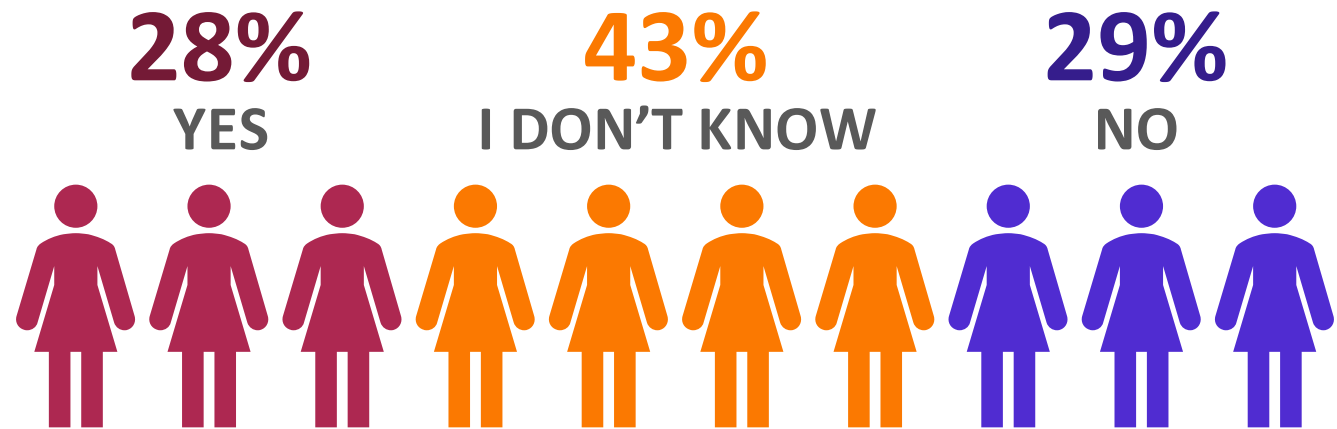
Basis: 900 respondents



# BREAST CANCER TEST COVERAGE

Does your health insurance cover early breast cancer tests?

Among those who have health insurance plan, only 28% have early breast cancer tests coverage.

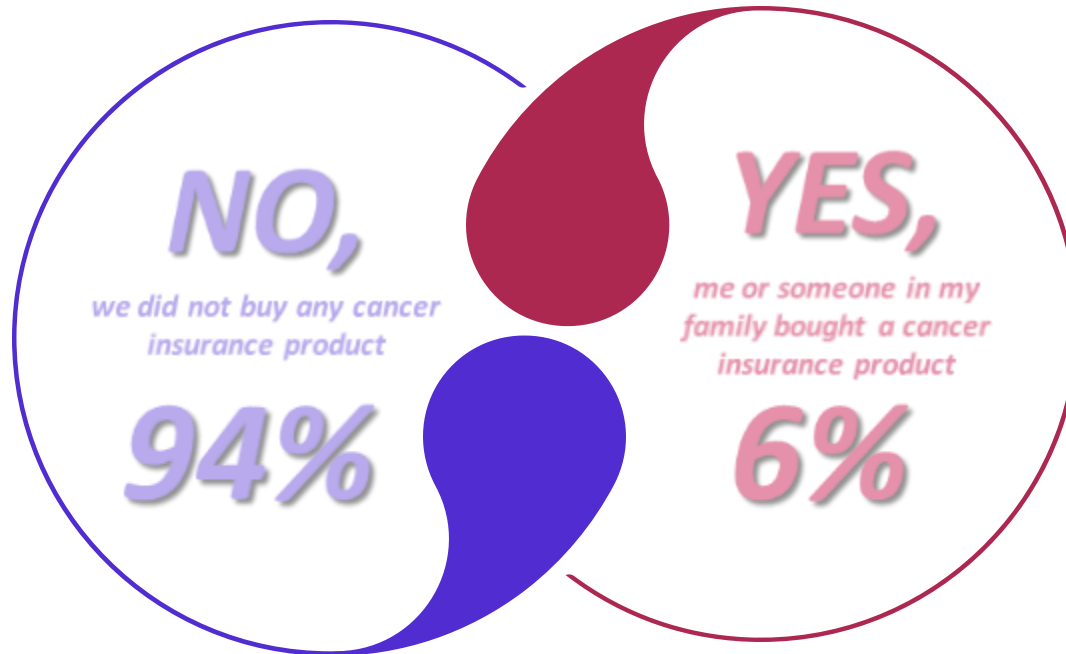


Basis: 293 respondents who are enrolled in any health insurance plan.

# PURCHASE OF CANCER INSURANCE

Have you or anyone in your family bought a cancer insurance product?

Cancer insurance product is something that is not so popular among women in the region as only 6% have it.



Being an affluent country, the UAE has significantly more women (13%) who availed cancer insurance product.



A woman with long dark hair is shown from the chest up, wearing a light pink sweater. She is holding a white awareness ribbon in front of her chest with her right hand. The background is a solid light pink color.

## MAIN 5. FACTS



# KNOWLEDGE OF BREAST CANCER

Please specify whether you know the following information about breast cancer by answering 1 or 0 to each statement below:

## Breast feeding

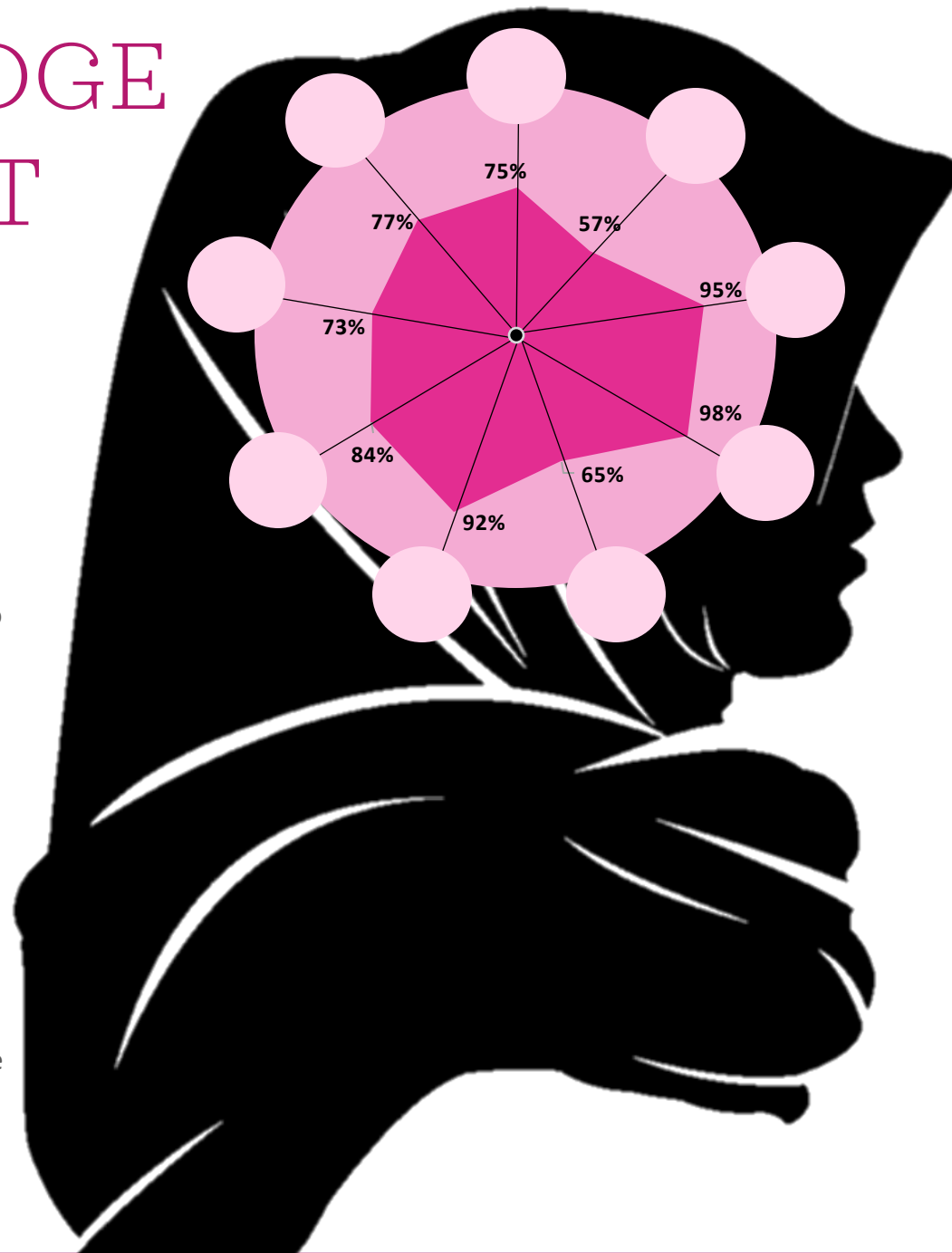
Breast feeding is one of the methods to reduce breast cancer

## Self examination

Monthly breast self-examination beginning at 20 years or older is highly recommended

## Mammograms

Current guidelines call for annual screening mammograms to begin at age 40 or 50



Basis: 900 respondents

## Risk

ALL women are at risk of breast cancer

## BC in men

Men can have breast cancer too

## Common cancer

Breast cancer is the most common of cancer among women

## Early detection

Early detection of breast cancer can increase survival significantly and can reduce the medical cost of treatment



## Breast lumps

8 out of 10 breast lumps are not cancer

## Healthy lifestyle

Maintaining a healthy lifestyle reduces the incidence of breast cancer





# KNOWLEDGE OF BREAST CANCER

Please specify whether you know the following information about breast cancer by answering 1 or 0 to each statement below:

V. MAIN FACTS

Risk

BC in men

Common cancer

Early detection



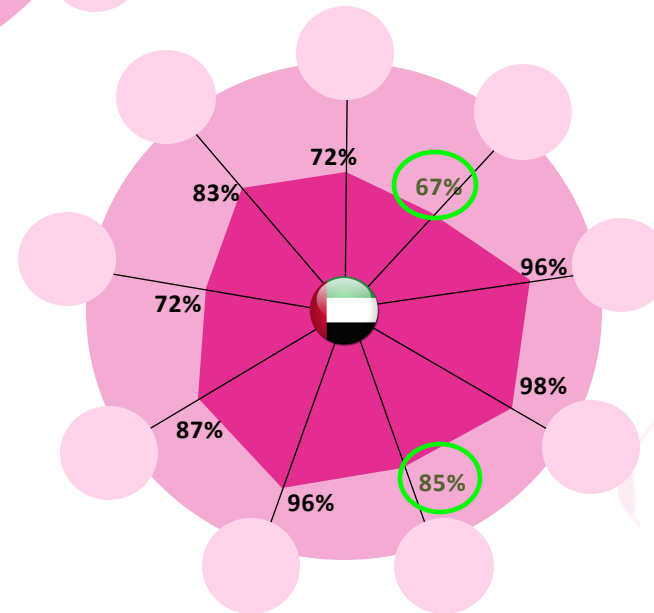
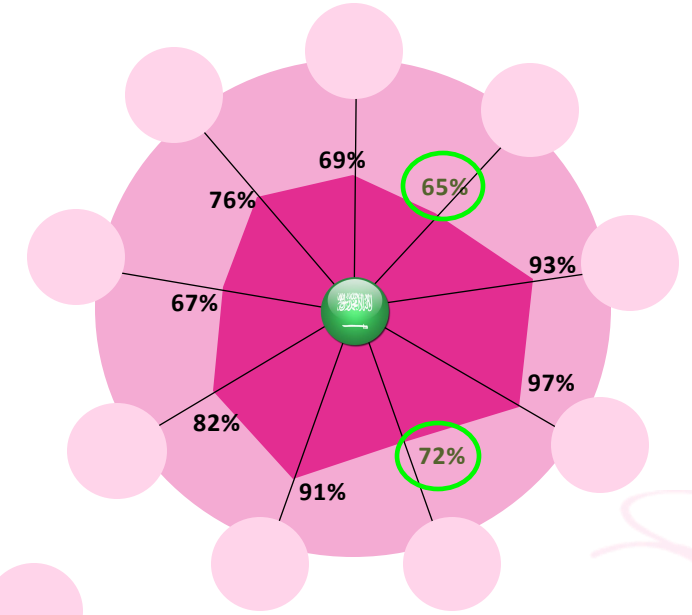
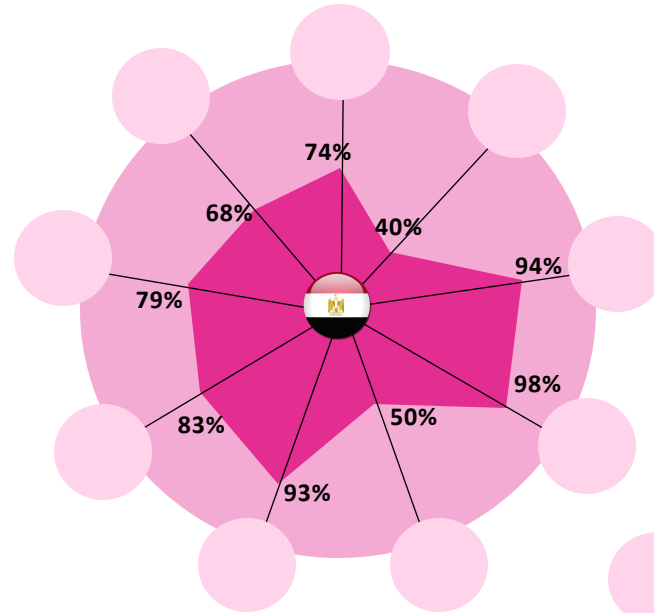
Breast lumps

Healthy lifestyle

Breast feeding

Self examination

Mammograms



Basis: 900 respondents



THANK YOU