Need of new conceptual tool for breast cancer care management in India

S. Rana1, A. Dwivedi2, K. Kumar3
1Women Cancer Support Group, Anandi Cancer Sheroes, New Delhi, India
2Research, Rajiv Gandhi Cancer Institute & Research Center, New Delhi, India
3Oncology, BLK Super Speciality Hospital, New Delhi, India

Aim/Background: Introduction/implementation of people and patients-based new communication methods can make a big difference to increase awareness and improve quality of life in breast cancer patients thus a better breast cancer care management. In India, limited resource availability and social cultural barriers such as hesitation on the part of women to seek health education are the crucial factors to determine health education. Interactive sessions which imply active participation and interest of patients, people and oncologists can play a vital role as a new conceptual tool for awareness and patient education in India. The objective of this study was to introduce interactive sessions as a new conceptual tool to raise awareness and patient education in different hospitals/colleges and to identify barriers.

Methods: Participants (N = 1000) for this study were patients, caregivers and college students (age range, 20 to 60 years). The health programs were conducted as interactive sessions in the local languages with the help of a support group, Anandi cancer sheroes, India and oncologists at different colleges and hospitals as pre and post interventions. The study was carried out as community-based randomised study over a period of 1 year from June 2014 to July 2015.

Results: After observing the statistical data, health education programs designed as interactive sessions were found to be the most significant, effective and rapid tool for breast cancer care management. Moreover, the BSE (Breast self-examination), body image, treatment options, fertility and psychosocial problems were found as ‘not discussed before issues’ amongst people. Results to be presented at the conference.

Conclusions: An interactive session-based health program implementation approach can not only better meet peoples’ information needs but it can also be helpful to assist health care providers to improve their communication with patients. A detailed community-based analysis can further be used to design modules towards more practical and scientific approach for breast cancer care management in India.

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