

# **Breast Self-Examinations Efficacy as a Result of a Cancer Awareness Campaign**

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The purpose of the project was to bring awareness of the importance of conducting self-breast exams. Breast Cancer is the most prevalent cancer among women in the United States and the increase of cases of breast cancer in women all over the globe makes this a global pandemic (WHO, 2018). Prevention needs to start with knowledge of risk factors and acting on that knowledge. Furthermore, public awareness campaigns of this silent killer is a critical method to help reduce mortality rates. Health education is key to the promotion and prevention of disease, in this case, to accurately perform self-breast exams.

## **Methodology:**

A pre and post quantitative study measured women's and men's knowledge of breast risk and preventative factors through education and demonstration of self-breast exams with the use of a silicon model. A survey was developed with the independent variables of age, sex, and gender and the dependent variables of knowledge and behavior. One site was identified. The campaign was held over three days in an OB/GYN clinic in San Antonio. Each participant gave their informed consent.

**Findings:** The pre survey indicated that on average 73% of the participants conducted self-breast exams once a month. Post survey after the demonstration of performing a self-breast exam with the use of a silicon model, on average only 10.6% of the participants have the intention to continue to perform self-breast exams. It was concluded the campaign lowered participants self-efficacy.