



Science For A Better Life

Perception of the forms of detection of breast cancer in a sample population of South and Southeast of Brazil

March 2015



GBCS GOIANIA
BREAST CANCER
SYMPOSIUM 2015

Goiania • Goias • Brazil

14 a 16 de Maio/2015
May 14-16,2015
local/venue: Castro's Park Hotel



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Introduction

- Survey date: March 16, 2015
- Time: 8am to 5pm
- Number of interviewers: 30
- Number of interviewees: 2,100
- Target audience: women above 18 years of age
- Questionnaire applied: multiple choice, 11 questions
- Sites: places of intense pedestrian circulation, such as exits of subway stations and nearby streets
- Cities included in the research:
 - São Paulo: 700 women
 - Rio de Janeiro: 700 women
 - Porto Alegre: 700 women

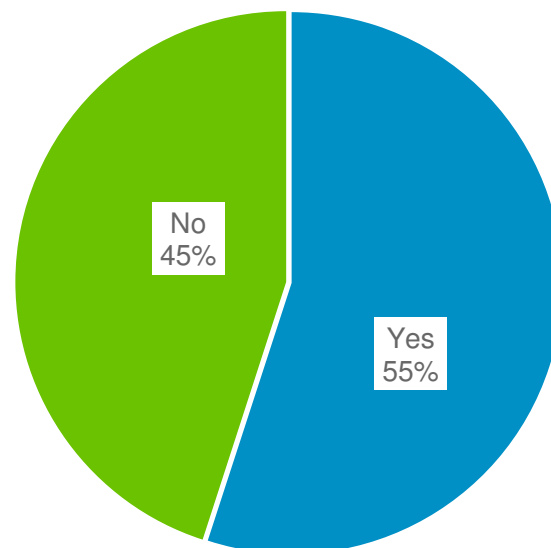


GENERAL RESULTS

General Results



1 – DO YOU KNOW ANYONE WHO HAS HAD BREAST CANCER?

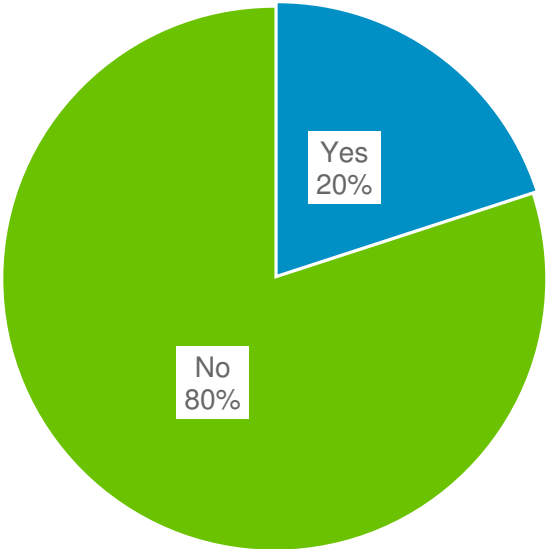


2,100 interviewees

General Results



2 – DO YOU HAVE A FAMILY HISTORY OF BREAST CANCER?

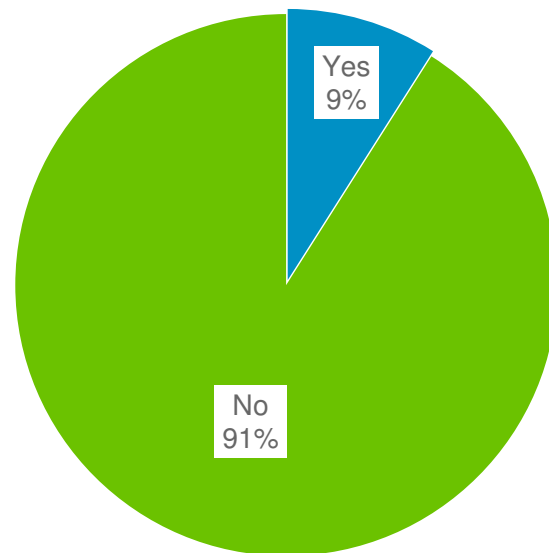


2,100 interviewees

General Results



3 – HAVE YOU HAD BREAST CANCER?

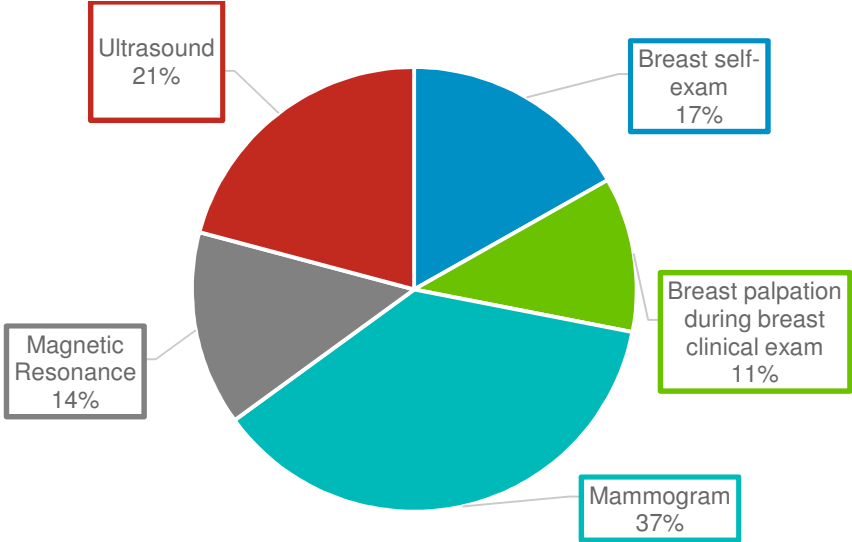


2,100 interviewees

General Results



4 – WHAT EXAM INDICATED THE DISEASE?

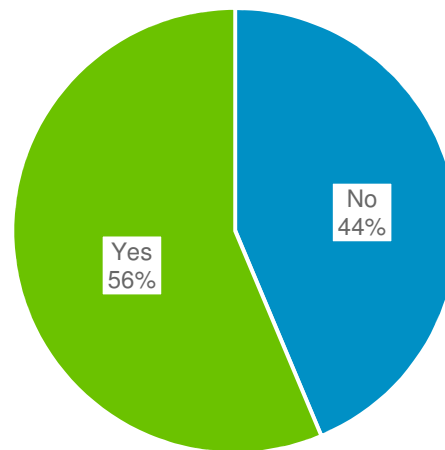


Answers from 180 interviewees who said they had or have breast cancer.

General Results



5 – EXCLUDING THE SELF-EXAM, HAVE YOU EVER HAD ANY OTHER EXAM TO DETECT BREAST ALTERATION?

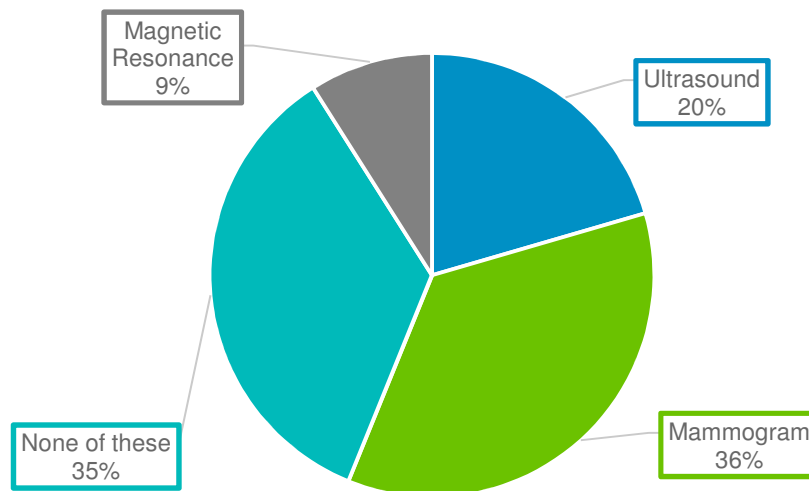


2,100 interviewees

General Results



6 – WHAT EXAM?

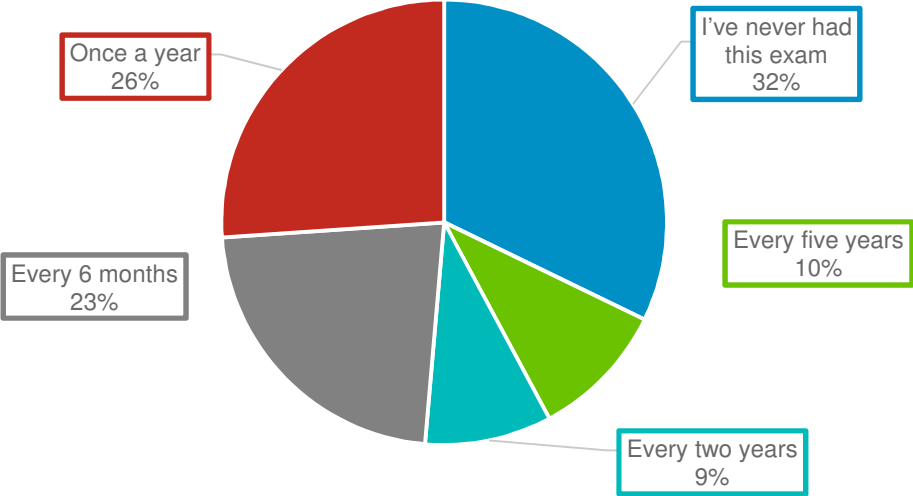


Answers from 1,180 interviewees who said they have had an exam to detect breast alteration.

General Results



7 – HOW OFTEN DO YOU HAVE EXAMS TO DETECT BREAST CANCER?

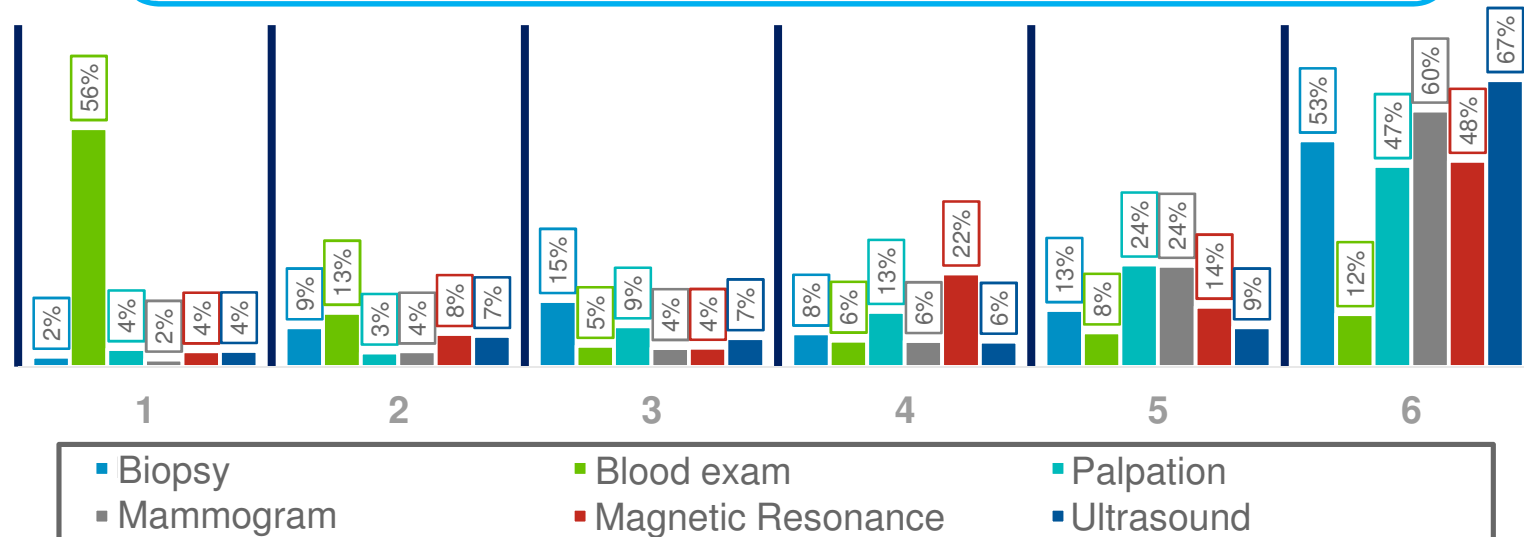


2,100 interviewees



General Results

8 – ACCORDING TO YOUR PERCEPTION, WHAT'S THE BEST WAY TO DETECT BREAST CANCER?
 6 – THE MOST IMPORTANT; 1 – THE LESS IMPORTANT



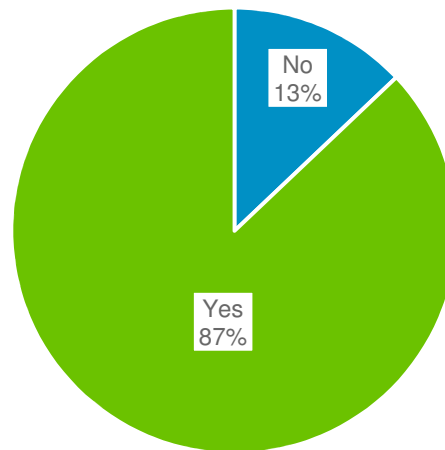
Based on the following scores used by the interviewees to classify the level of importance, where:
 6= score 6; 5= score 5; 4= score 4; 3= score 3; 2= score 2; 1= score 1;
 then we have the 3 most important exams: 1st Mammogram, 2nd Ultrasound, 3rd Magnetic Resonance.

2,100 interviewees

General Results



9 – DO YOU BELIEVE IN CURE FOR BREAST CANCER?

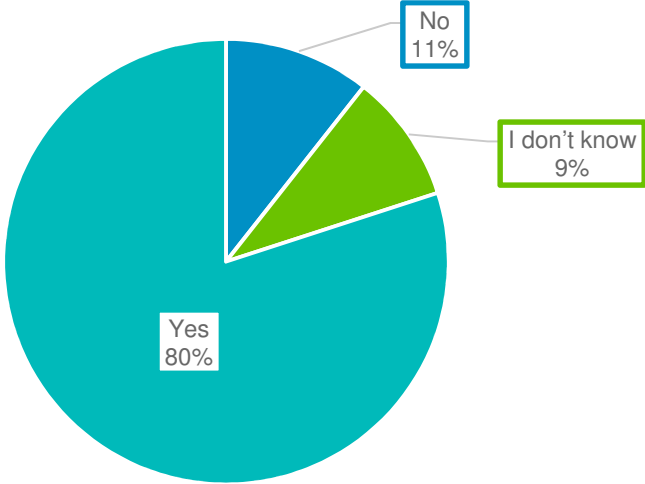


2,100 interviewees

General Results



10 – DO YOU BELIEVE AN EARLY DIAGNOSIS MAY CONTRIBUTE TO THE CURE OF BREAST CANCER?

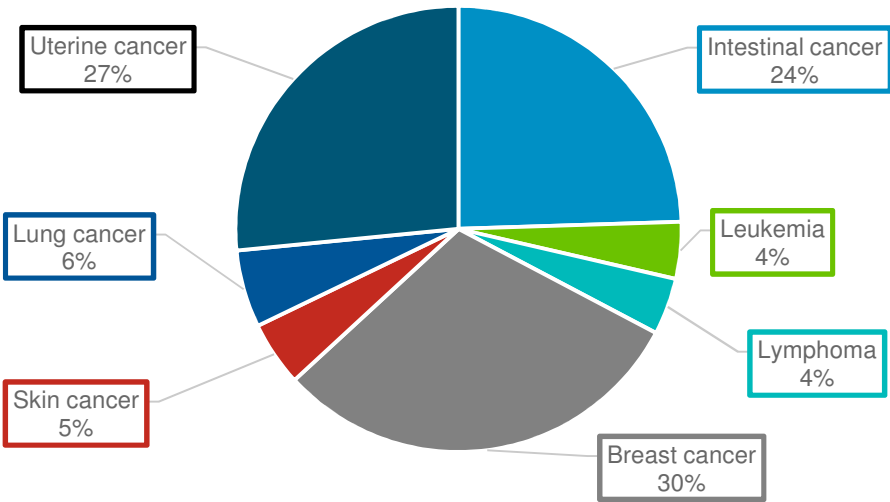


2,100 interviewees

General Results



11 – WHAT KIND OF CANCER KILLS MORE WOMEN IN BRAZIL?



- 1o. BREAST
- 2o. LUNG
- 3o. UTERUS (CERVIX)
- 4o. STOMACH
- 5o. COLON

INCA, 2012

2,100 interviewees

Conclusions



- The best image way to detect breast cancer between the interviewees was ultrasound (67%), mamogram (60%) and MRI (48%)
- 87% of interviewed believe in cure for breast cancer
- 80% believe that an early diagnosis may contribute to the cure of breast cancer
- Between the interviewed who said that had or have breast cancer, the exames that indicated the disease were mamogram (37%), ultrasound (21%) and breast self-exam (17%) / clinical exam (11%)



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Thank you!

