

Programme: MSc Public Health and Social Care in Practice
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Lecturer Name: Muhammad Aliyu

Topic: Promoting Breast Cancer Screening Awareness to Improve Early Detection among Adult Women

Student Name	Student ID
Hetal	2508644
Vidhi	2521864
Krinal	2531474



STUDENT 1:HETAL (2508644)

Introduction to Breast Cancer

- Breast cancer is the predominant female cancer worldwide with more than 55,000 women being diagnosed in the United Kingdom annually, which is a sign that the disease presents a significant health burden to the entire population (Breastcancer now, 2026).
- Screening and awareness early in life is also very important in the prevention of mortality since the earlier cancer is discovered the better the treatment and rates of survival (Breastcancer now, 2026).
- Medical developments notwithstanding, delayed diagnosis continues to be a problem among women because of the lack of awareness, fear of screening, or misunderstanding of symptoms, which predisposes them to further development of disease.

Symptoms of inflammatory breast cancer (IBC)

Symptoms of IBC progress quickly and may include:



Areas of discoloration (red, pink or purple), a bruise or rash spread over one-third of your breast



Warmth, burning, heaviness or enlargement of one breast



Pain, swelling, itchiness, firmness or tenderness in one breast



Dimpling, pitting or thickening of your breast skin that resembles an orange peel



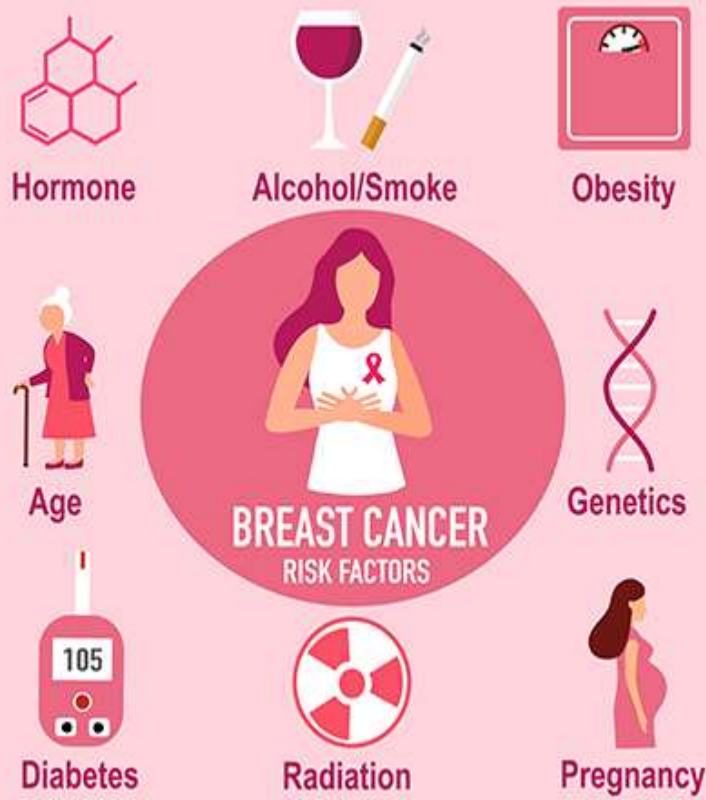
Inverted or retracted nipple (a nipple that points inward)



Swollen lymph nodes near your collarbone or under your arm



*WHY EARLY BREAST CANCER
DETECTION WITH MAMMOGRAPHY
CAN SAVE LIVES*



Target Population

- This campaign is aimed at adult women aged 30-60 because the risk of breast cancer grows with age, and the role of preventative awareness is even more significant at this age.
- In the United Kingdom, women between the ages of 50 and 71 years will receive screening invitations every three years but the attendance rate is approximately 65 percent which means that a large number of eligible women fail to attend screening appointments.
- Targeting adult women enables the health promotion strategies to promote earlier awareness, better health literacy, and participation in preventive health services earlier, before the manifestation of the symptoms.

Overview of the Campaign

- This campaign will be used to create awareness of the importance of breast cancer screening and to promote the practice of early detection of breast cancer among adult women who are the target audience and include mammography and self-examination of the breast.
- The intervention will be provided in a communal-based programme that will include educational workshops, awareness campaigns, and providing correct health data in conjunction with healthcare organisations.
- The campaign will aim at raising the number of participants in screening by dispelling myths, enhancing awareness, and offering useful advice in an effort to lower the rate of deaths caused by breast cancer.

LET'S BE AWARE!

You have a good chance to cure breast cancer
if you find and treat it early.

If you think something's wrong, don't wait.

Seek care immediately.





Rationale for the Campaign

- Fear, cultural stigmatisation, misinformation or lack of access to sound health education is one of the reasons why many women do not take breast cancer screening in time or avoid it altogether, leading to the poor treatment outcome and late diagnosis (van der Veer et al. 2023).
- Studies have shown that breast cancer in its early stages has higher chances of survival than the disease in its advanced stages thus showing the need to encourage women to have screening behaviour in the early years (Dutch et al. 2024).
- Specific health promotion campaigns can be used to fill knowledge gaps, positively influence attitudes towards screening, and promote behaviour change that promotes women focusing on preventive health practices.



National Guidelines and Statistics

- The NHS Breast Screening Programme in the United Kingdom advises women between 50 and 71 to have mammography screening at least once in every three years in order to identify breast cancer at an early age (NHS,2026).
- As per national statistics, about one out of every seven females in the UK will be affected by breast cancer at some point in their life and therefore is a major public health problem (NHS, 2026).
- Regardless of these guidelines, the level of screening participation still falls short of ideal levels, which means that more awareness campaigns and community-related interventions should be implemented to enhance high participation.

Short-Term Consequences of Lack of Screening

- The inability to undergo routine breast examination may result in the late detection of any abnormal changes in the breasts which may give time to the development of cancer without their detection at the onset (Obeagu and Obeagu, 2024).
- The late diagnosis often leads to more complicated diagnosis and emotional stress of the patients who are left without certainty regarding the state of their health (Phillips et al. 2024).
- In the short-term, screening deficiency eliminates the chances of early medical care and efficiency of preventive health plans.

Some risk factors cannot be changed:



Getting older



Family history & inherited genes



Types of breast tissue



Ethnicity

While others can be changed:

1 in **4**

breast cancers are thought to be preventable through lifestyle choices

Maintaining a healthy weight

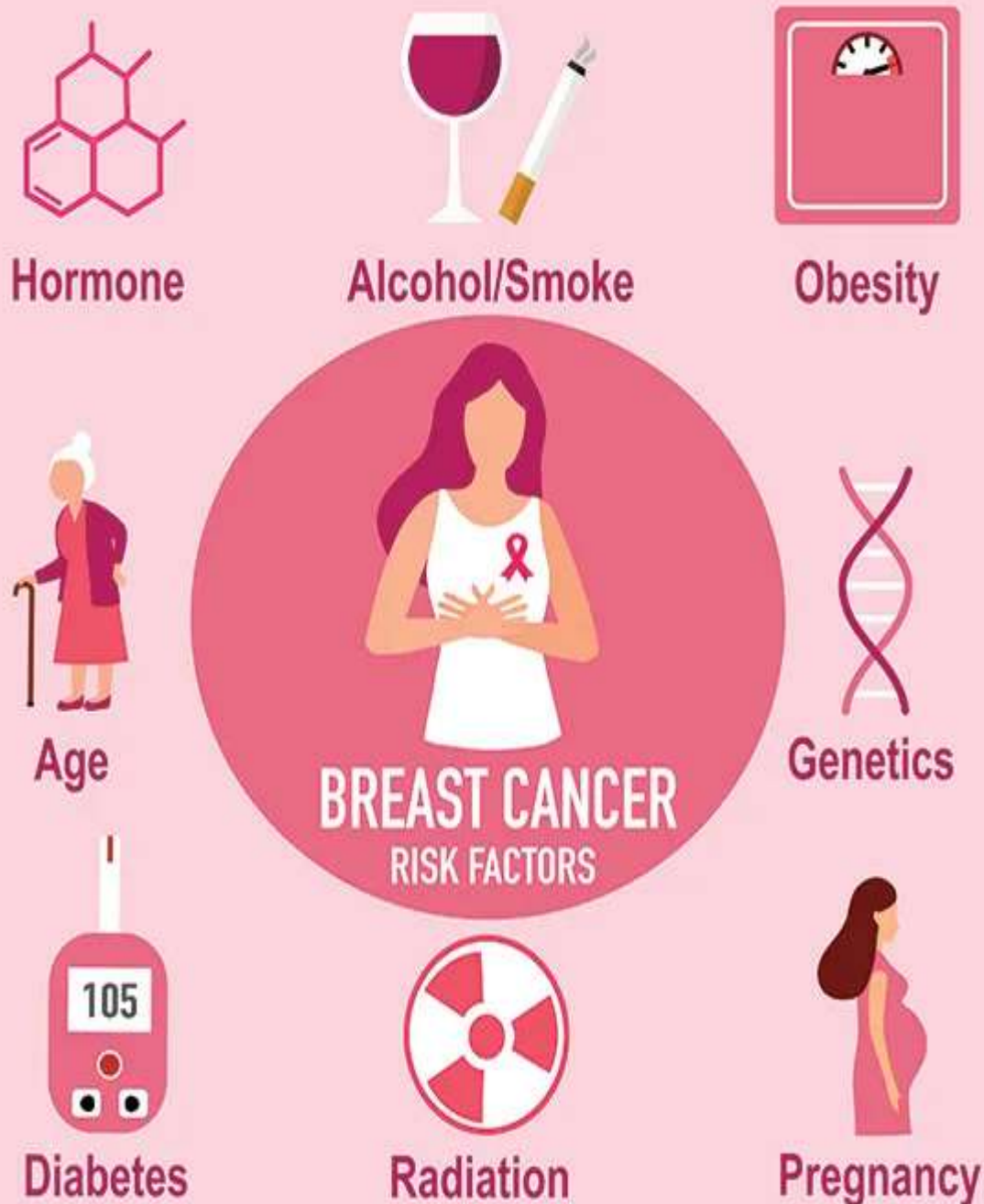


Being physically active



Not drinking much alcohol





Long-Term Consequences

- The long-term effects of the lack of screening are that the chance of having cancer at an advanced stage grows, making it much more difficult to be treated and giving it a low chance of survival (WHO, 2025).
- More aggressive medical treatment may be necessary, including surgery, chemotherapy, or radiation therapy, which may have an impact on physical health and quality of life (advanced breast cancer).
- Concerns of late diagnosis under a public health perspective also add to the costs of health-care and burdens the health care systems.

STUDENT 2: VIDHI (2521864)

Campaign Aims

- Awareness and knowledge of breast cancer screening among adult women is the first objective of the campaign, and the awareness can be achieved by providing free educational programs on health matters.
- The second objective is to promote behavioural change, which would influence women to visit frequent screening appointments and adopt early detection techniques.
- The third objective is to enhance the involvement levels in the screening programmes on breast cancer in the target community.



Campaign Activities Overview

- This campaign will involve a well-developed programme of education workshops and community awareness and involvement activities that will promote the knowledge of breast health.
- Activities will be provided in partnership with the healthcare professionals to guarantee that the information given is accurate, evidence-based, and culturally appropriate.
- The interactive learning techniques that will be incorporated in the programme include demonstrations and group discussions in order to promote active participation.





Weekly Activity Plan

Week	Activity
Week 1	Breast cancer awareness introduction
Week 2	Risk factors and prevention
Week 3	Breast self-examination training
Week 4	Mammography screening education
Week 5	Lifestyle and cancer prevention
Week 6	Question and answer with healthcare experts

Campaign Poster

- The campaign poster will have a memorable slogan that is easy to read i.e. Early Detection Saves Lives to drive home the need to screen.
- The attention and engagement will be ensured with the help of visual elements, such as the pink ribbon symbol and images that will be used to raise the interest of people with regard to women health awareness.
- The poster will also have key information on screening services, contacts and campaign schedules.





Evaluation Methods

Evaluation Type	Method
Process evaluation	Attendance records
Outcome evaluation	Knowledge surveys
Impact evaluation	Screening participation rates

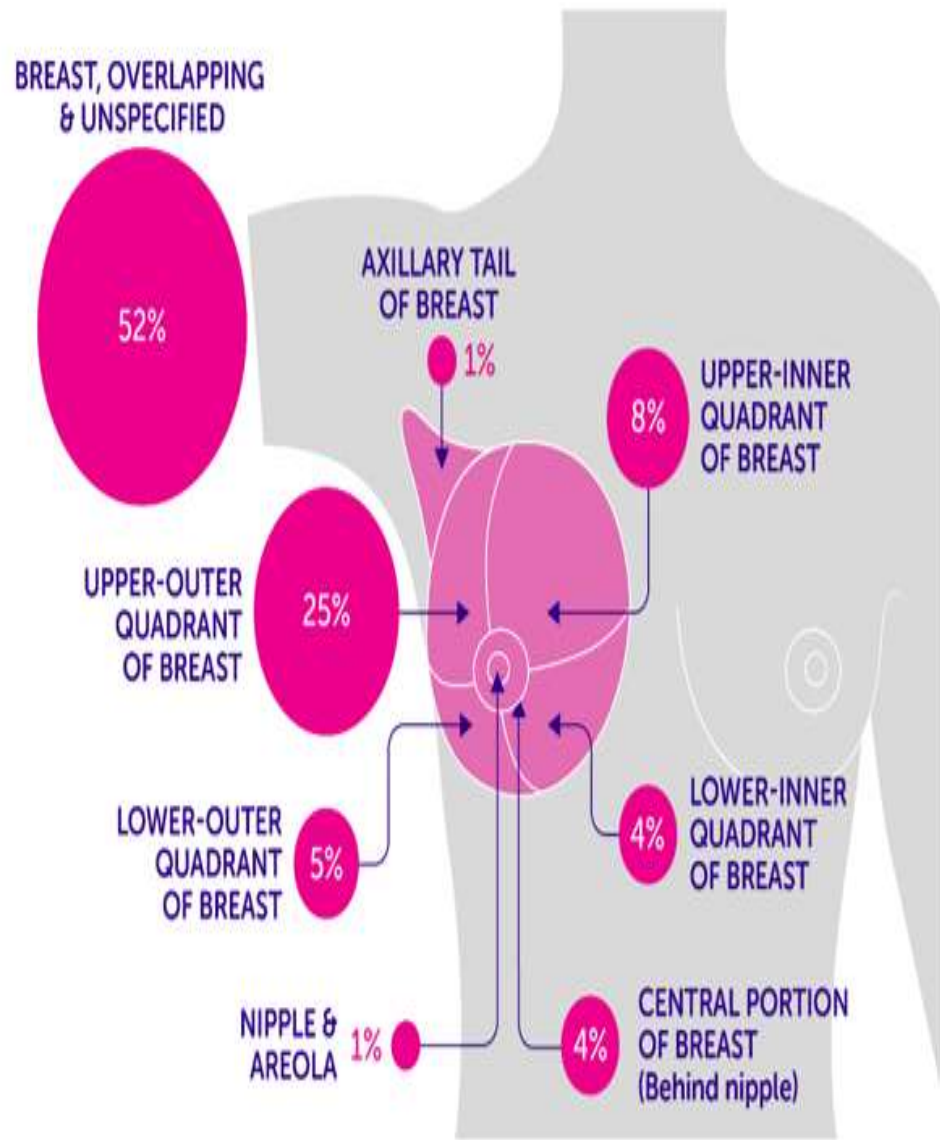


Figure 2: Frequency of Invasive Breast Cancer by Percentages. Taken from Cancer Research United Kingdom (CRUK).

Local and National Organisations

- The campaign will be supported by local medical facilities, health centres, and women health groups who will offer education materials and professional knowledge.
- Such national organisations as Cancer Research UK and NHS Breast Screening Programme are significant in terms of raising awareness and offering screening services (Gov UK, 2026).
- The partnership with such organisations makes the information in the campaigns valid and consistent with national strategies of public health.

Resources Used in the Campaign

- Such educational materials as leaflets, brochures, and online information guides shall be spread to enhance the knowledge about the screening of breast cancer.
- Demonstration tools will be made during the workshops, to inform the participants about the correct performance of breast self-examination.
- There will be the use of digital resources such as videos and social media awareness campaigns to reach more people.

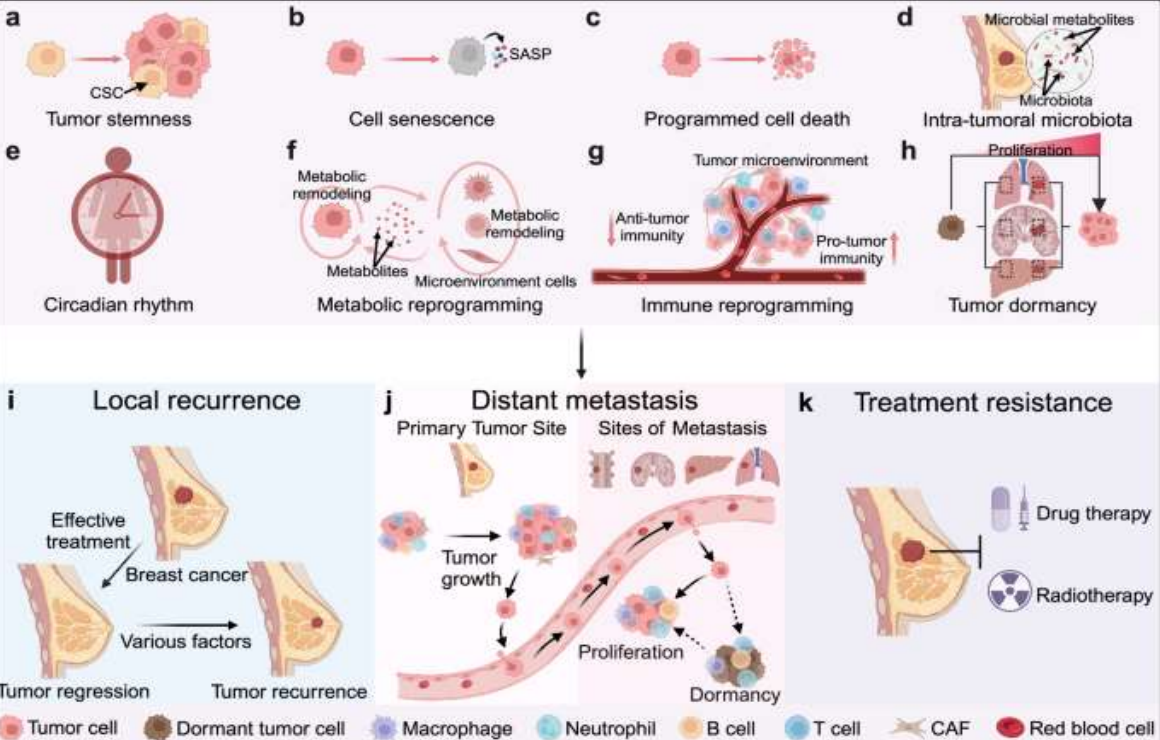


STUDENT 3: KRINAL (2531474)

Physiological Benefits

- Screening enables early diagnosis of breast cancer and the earlier the diagnosis is made, the better the chance of success during treatment and survival (Wheeler et al. 2024).
- The medical treatment involved in early intervention is usually less aggressive and hence less physical burden to a patient (Cusi et al. 2025).
- Reasonable screening also contributes to health checking and motivates positive healthcare behaviour.





Psychological Benefits

- Fear and anxiety related to breast cancer can be minimised by the increase of awareness and knowledge regarding the disease (Soylu et al. 2026).
- Undergoing screening programmes would give some assurance and calm to women who might be worrying about their health (Soylu et al. 2026).
- Women also become empowered by the educational interventions to make their own health decisions (Idris et al. 2023).



Sociological Benefits

- The awareness campaigns on breast cancer enhance better involvement of communities in the health program of women (Sangwan et al. 2023).
- Individuals can be motivated to have health-related family talks and support networks by increasing their knowledge.
- Stigma towards cancer screening is reduced, as well, through community awareness (Sangwan et al. 2023).





Health Behaviour Change Theories



Theory	Application
Health Belief Model	Encourages screening by increasing perceived risk
Theory of Planned Behaviour	Highlights influence of attitudes and social norms
Transtheoretical Model	Explains stages of behaviour change



Barriers and Solutions

Barrier	Solution
Fear of diagnosis	Education and counselling
Lack of awareness	Community awareness sessions
Access barriers	Mobile screening services





Spread the Hope

SUPPORT THE FIGHT AGAINST BREAST CANCER
#sociollacares #pitapink

Barriers and Solutions

- Breast cancer is a significant issue to the general population and screening can be used in the early stage to increase the chances of survival and successful treatment (Xu and Xu, 2023).
- Awareness creation and elimination of barriers primarily the health promotion campaigns can be very useful in persuading women to take part in screening programmes.

Conclusion

- To sum up, breast cancer screening awareness should be promoted to enhance the rates of early detection and avoid deaths.
- There are still numerous cases when women are not capable of attending screening programmes due to barriers.
- Health promotion campaigns would be useful in overcoming these challenges by giving education and assistance.

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