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Breast Cancer Screening & Prevention

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Breast Cancer Screening & Prevention

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Background

- Breast cancer is the most common cancer for women.
- 1/8 of women will get breast cancer in their life.
- Breast cancer mortality can be reduced with early detection via mammogram screenings.
- Risk factors for developing breast cancer include increased breast density, family history of breast cancer, age, obesity, alcohol consumption, and the BRCA 1 and 2 genes, among others.
- Many women do not have an accurate understanding of which risk factors pose the most danger and how they can act accordingly.
- Washington State is considered among the top 10 states with the highest incidence rate for newly diagnosed invasive cancer

Research Question

How does education on breast cancer prevention and screening impact the health outcomes of women?

EBP Intervention & Implementation Proposal

Our Evidence-Based Practice idea is to create a health campaign to educate women about breast cancer and the benefits of screening. The primary goal is to reduce breast cancer incidence and promote early detection, ultimately saving lives. We believe women WANT to protect themselves, but many currently do not have the tools and information necessary to do so.

- Educate on risk factors
- Promote the importance of early detection by encouraging regular clinic breast exams (mammograms) and providing a detailed guide on how to perform a self-exam.
- Clarify misconceptions (i.e. breast density, proper breast-cancer screening frequency, etc.).
- Educate on the statistics of breast cancer in Washington State
- Outreach at pre-existing community events, such as fairs, markets, concerts, and sporting events.
- Booth set up for breast cancer awareness explaining the need for screenings and providing accurate information about risk factors (10 minutes maximum)
- Trained personnel can discuss specific risk factors for women.
- Create a dedicated website to serve as a centralized hub for extended resources and information.
- In each county, our campaign will partner with a local business to encourage women's participation in education. Partnerships with local businesses could offer incentives, such as coupons for free items, to encourage mammogram screenings, benefiting both health promotion and local commerce.

Expected Outcomes

- Increase breast cancer screening frequency in WA
- Promote breast cancer screening practices in various locations to expand breast education
- Educate and correct common misconceptions about screening
- Improve healthcare and awareness
- Decrease possible fears regarding screening by improving exposure to the process
- Prioritize breast cancer as a community-wide concern



References

