

4th Annual Conference on
Preventive Oncology
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Usage of E - technology in raising cancer awareness in Chandigarh, India - A step towards preventive oncology

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Cancer incidence is increasing globally and nationally day by day and one of the major reasons for its increase is unawareness. Hence this interventional research study was designed to raise awareness and to assess the impact of e- technology in generating awareness about preventable causal mechanisms of cancers and to establish referral from community to preventive oncology clinics in GMCH-32. This longitudinal community-based study was carried out in 4 villages (36437 populations) in periphery of Chandigarh with minimal health facility. Study population comprised of school students as well as general population. A team comprising of field workers/ field volunteers were educated about varied preventive aspects of cancer. They in-turn educated population and raised their knowledge pertaining to causal and preventive modifiable aspects of cancer. More thrust was on changing the behavior (BCC) of population than just rendering information (IEC). Similarly other target group, school students of class 9th to 12th, too was approached after seeking permission from the principal of the school in that area. First their level of awareness was assessed by giving them self administered questionnaire. Then their doubts were clarified through the health educative videos/presentations. The impact of this intervention was assessed after a span of 3 months to negate recall bias. Women were more receptive in understanding as well as change in behavior. A total of 3459 population aged 15- 60 years showed varied levels of awareness on risk factors such as family history (13-58%), reproductive history (1-88%) and obesity (11-51%). The awareness about varied aspects of different cancers increased by 21%. Also the knowledge about importance of changing life style increased by 24%. Awareness levels were not consistently higher for the stronger determinants of risk.

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