



Applicant Information

Applicant Name	Applicant Email	Affiliation	Country
Ms Deborah Nutsugah	deborahnutsugah1@gmail.com	University of Health and Allied Sciences	Ghana

Abstract Details

Title:

PREFERRED ROUTE OF RECEIVING MESSAGES ON BREAST SELF-EXAMINATION VIA SANITARY PADS AMONG UNDERGRADUATE FEMALE STUDENTS IN THE FRED N. BINKA SCHOOL OF PUBLIC HEALTH UNIVERSITY OF HEALTH AND ALLIED SCIENCES, HOHOE

Category:

Non-communicable diseases including mental health

Authors:

Deborah Nutsugah, Hadija Salifu Benin, Belinda Obeng Dapaah, Clement Tetteh Narh

Objectives:

Early detection of breast cancer through breast self-examination (BSE) is crucial for reducing morbidity and mortality rates. We aimed to determine the preferred route of receiving messages on BSE via sanitary pads among female undergraduate students.

Method:

A cross-sectional study was conducted among 800 female undergraduate students at FNBSPH. Data was collected using the Breast Cancer Awareness Measure tool designed in KoboCollect application. Descriptive (frequencies and percentages) and inferential (multinomial logistic regression analysis reporting the Adjusted Relative Risk Ratios [aRRR] and 95% CI) statistics was performed to determine the factors associated with preferred route of receiving messages on BSE via sanitary pads.

Results:

Majority of respondents 649 (81%) were aged between 20-24 years. Most 714 (90%) knew of BSE but only 432 (61%) ever practiced it. Majority 436 (61%) had good knowledge on BSE. Many 318 (44%) preferred "Printed outside the packet of the pad" for receiving BSE messages with English 628 (88%) as preferred language. Respondents who preferred English as the language were 2.3 times more likely to receive breast health messages printed outside the packet of the pad as compared to others (aRRR=2.33, 95% CI= 1.13-4.83). Level 400s were 4.1 times more likely to prefer BSE messages printed on leaflets in the packet as compared to level 100 (aRRR=4.1 95% CI=1.49-11.2).

Conclusion:

This study showed acceptance and importance of incorporating BSE messages via sanitary pads to promote early detection of breast cancer and serves as a monthly BSE reminder with English as the preferred language of information.

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