

BREAST CANCER

A Pilot Study: Evaluation of Breast Cancer Knowledge and Barriers to Screening Among Women in Juárez, Mexico



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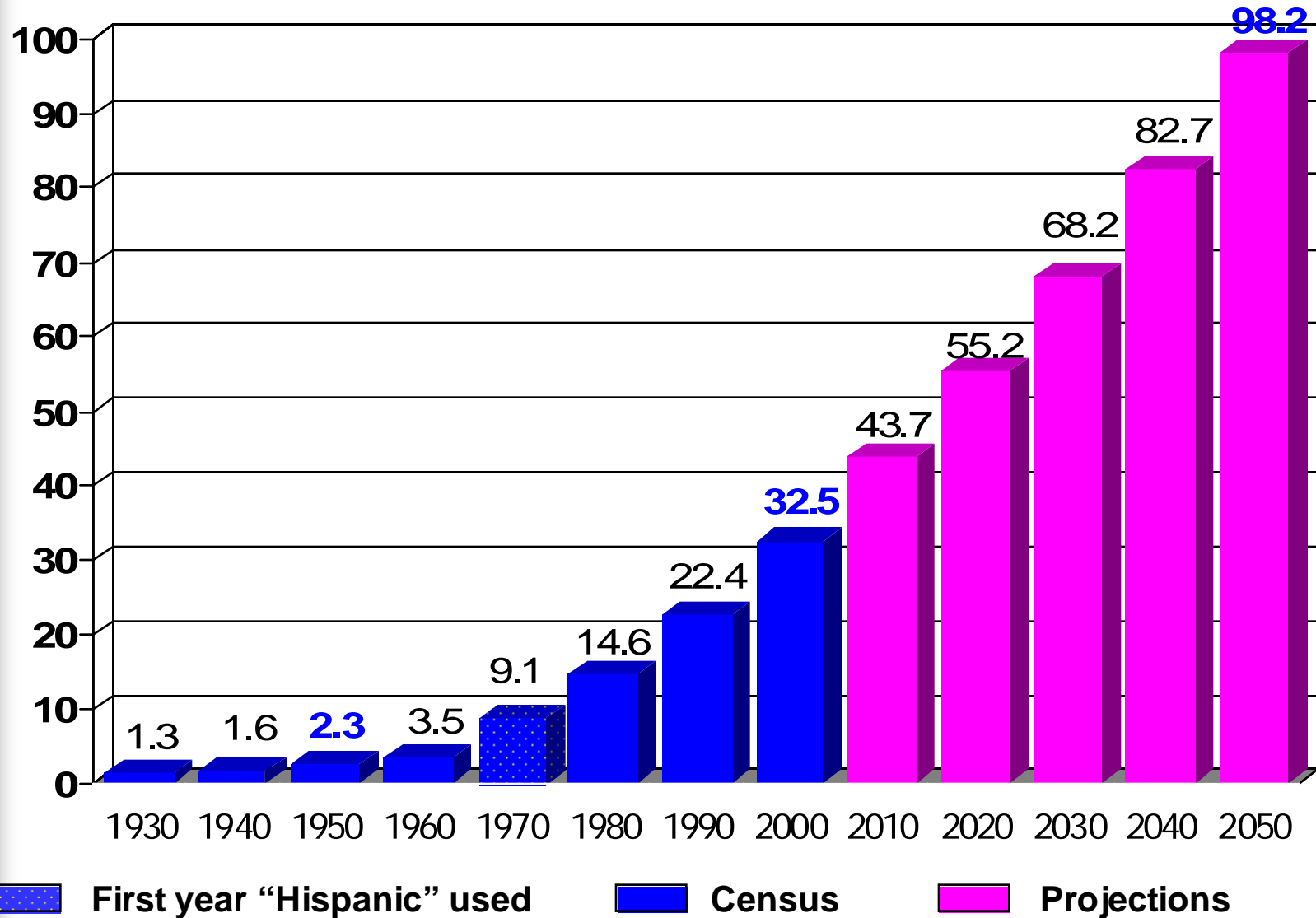
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BREAST CANCER: General Facts

- **Breast cancer (BC)** is one of the most frequent malignancies in the world.
- **BC** represents the **leading cause of cancer death** among women ages **35-54** [1].
- In the **US**, **one in every eight** women will develop **BC** during her lifetime; [2].
- Likewise, **BC** is one of the **main causes of morbidity and mortality** among women in **Mexico** [3].

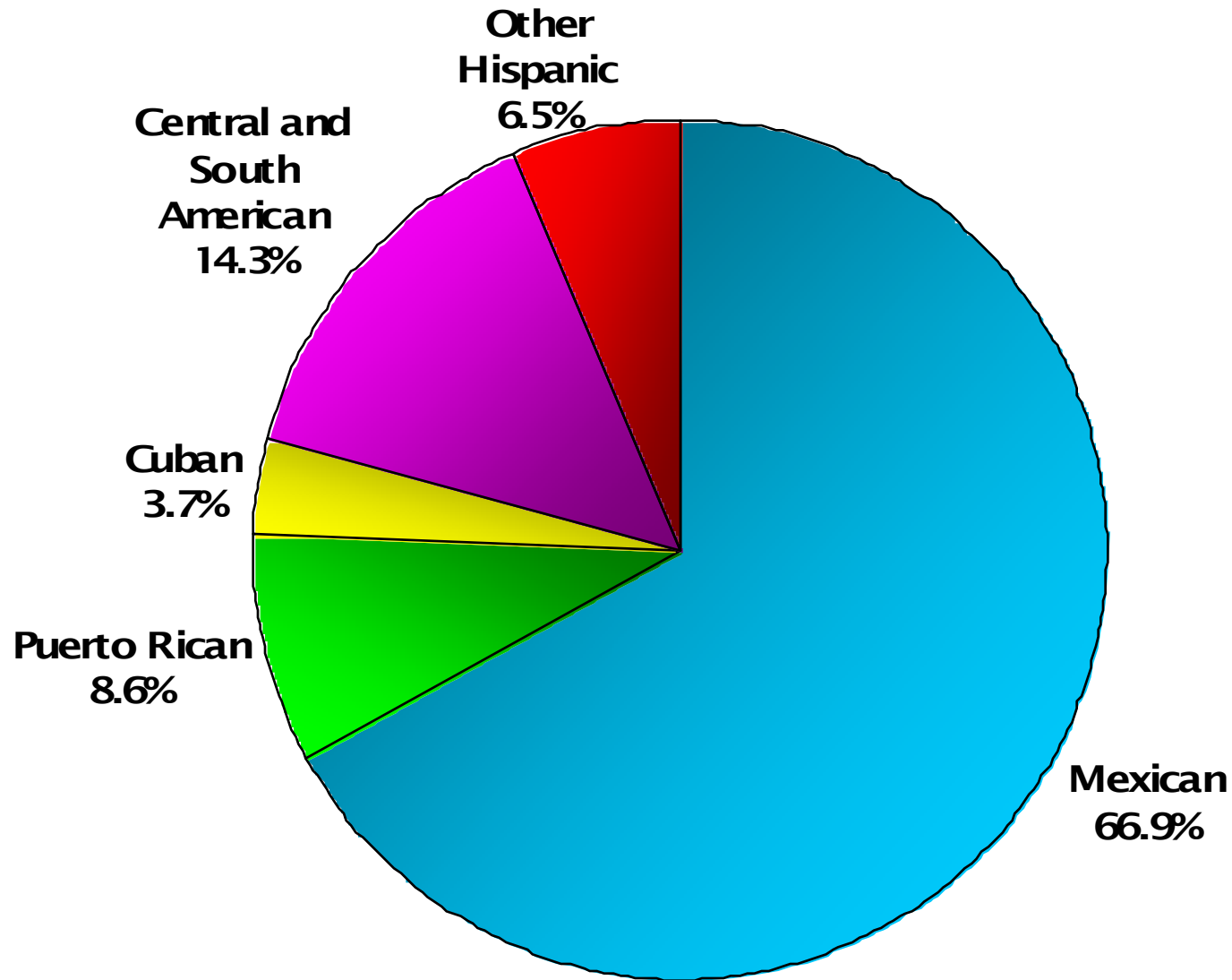


USA: Hispanic Population (1930-2050)



Source: U.S. Department of Commerce. (1993) We the American... Hispanic.
U.S. Census Bureau.(2000). Projections of the Resident Population by Age, Sex, Race, and Hispanic origin, 1999 to 2100.

USA: Distribution of Hispanics by Type



Source: U.S. Census Bureau, Current Population Survey, **March 2002**

BREAST CANCER: USA-Hispanic Facts

- **Third highest incidence** rates among minorities
- **Third highest mortality** rates among all groups
- **Most commonly** diagnosed cancer
- **Leading cause** of cancer death
- **Diagnosed** at a more **advanced** stage of the disease
- **Uninsured 2.3 times** more likely to be diagnosed at a later stage
- **Lower 5-year survival rate:**
76% vs. 87%



Source: American College of Physicians 2000; Healthy People 2010, 1998

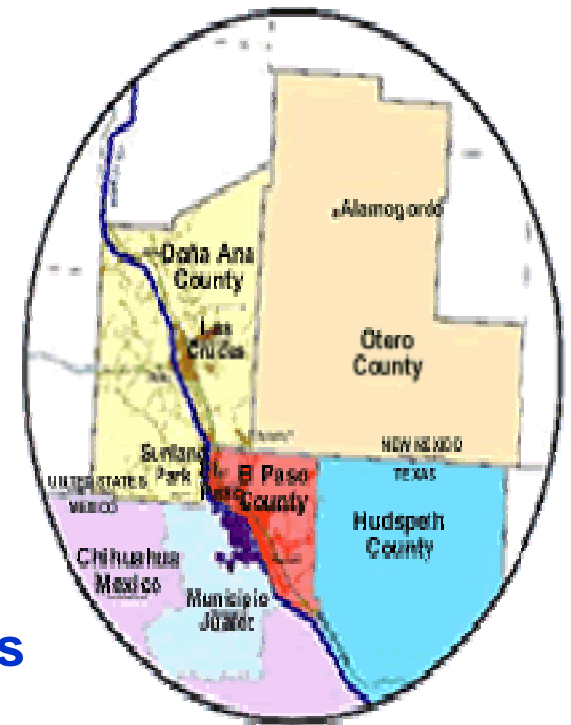
BREAST CANCER: US-Mexico Border Region

- The **Paso del Norte Region** is defined as the area where there is a union of **two countries, three states, and three cities**; **US: Texas-El Paso, New Mexico-Las Cruces** and **Mexico: Chihuahua-Ciudad Juarez**.



BREAST CANCER: Significance on US-Mexico Border

- The **U.S.-Mexico border area in general** and the **Paso del Norte region in particular** has had
 - a history of economic ties and
 - the sharing of physical, cultural, and health characteristics.
- There is a **scarcity of research** in the area of **breast cancer** that
 - accurately addressed the health needs of the women in the **Paso del Norte region**, as well as
 - the dynamics associated with the **etiology** of the disease.





BREAST CANCER: Significance on US-Mexico Border

- In **Mexico**,
 - the **Northern Border States** have a **higher mortality rate due to breast cancer** than the rest of the country.
- In the **United States**,
 - the **diagnosis of new cases of breast cancer** is **increasing** among **Hispanics**.
- **Breast Cancer** represents
 - The **most lethal cancer** for women living on the **US-Mexico border**.

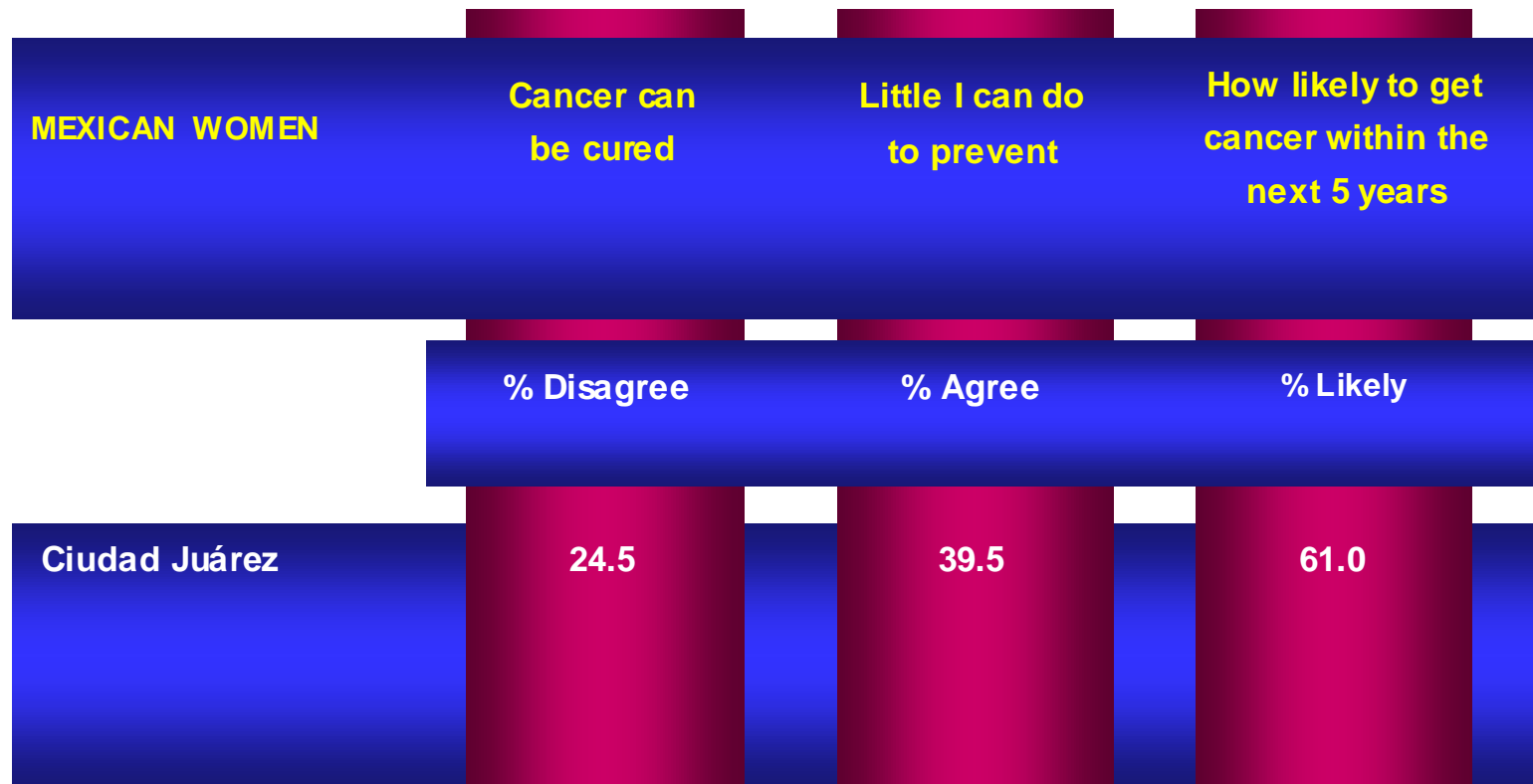
BREAST CANCER: Methodology

- A **population-based survey** was administered to **60 Spanish-speaking women, 23-64 years old or older**, who received **clinical breast examinations** at **Hospital de la Familia** in Juárez, Mexico.
- Additionally, **face-to-face qualitative interviews** were conducted with all the participants in an effort to **determine:**
 - **Attitudes &**
 - **Knowledge** about **breast cancer**, &
 - **Barriers to Screening**



BREAST CANCER: Findings

Attitudes Toward Breast Cancer

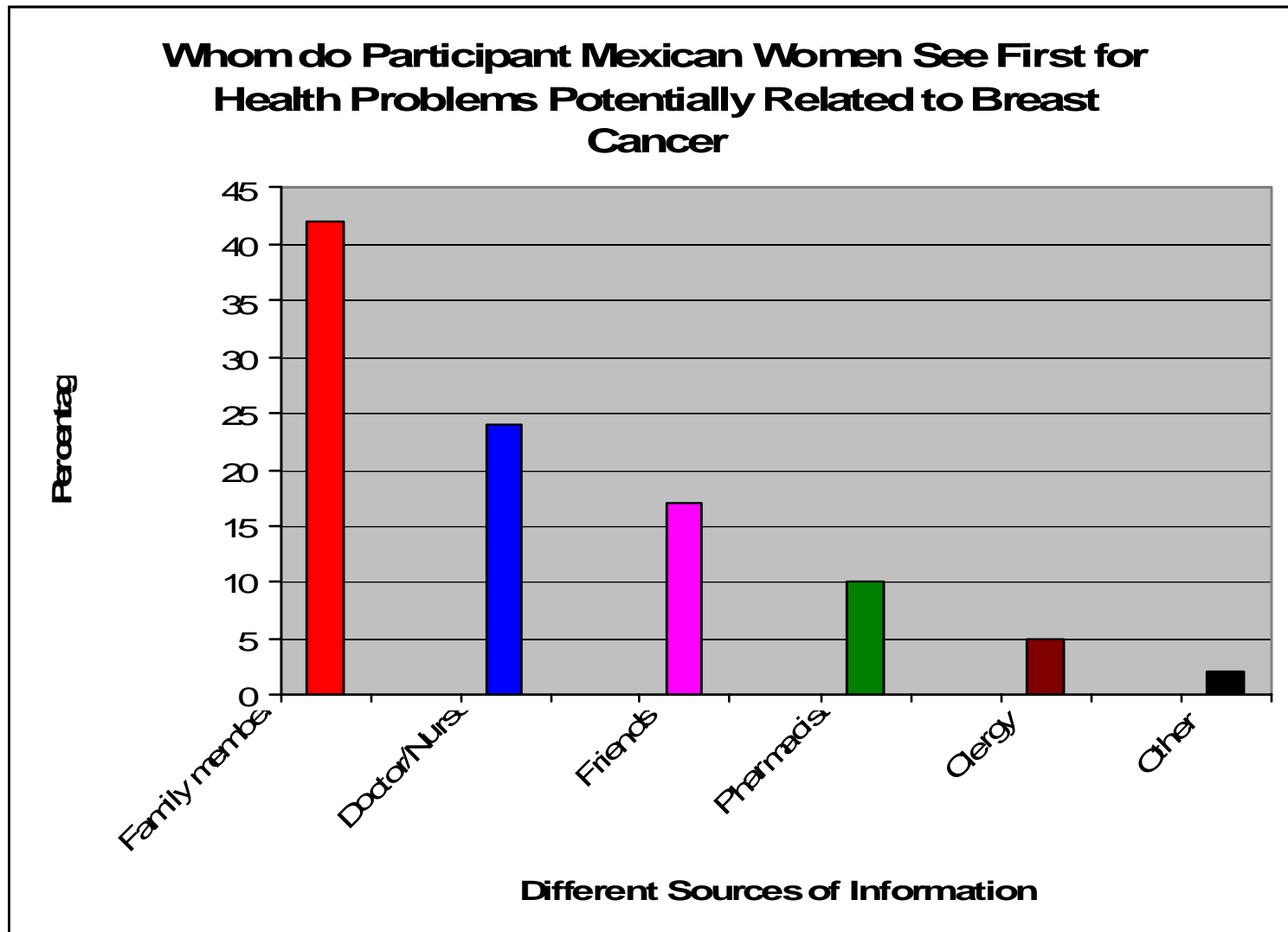


BREAST CANCER: Findings

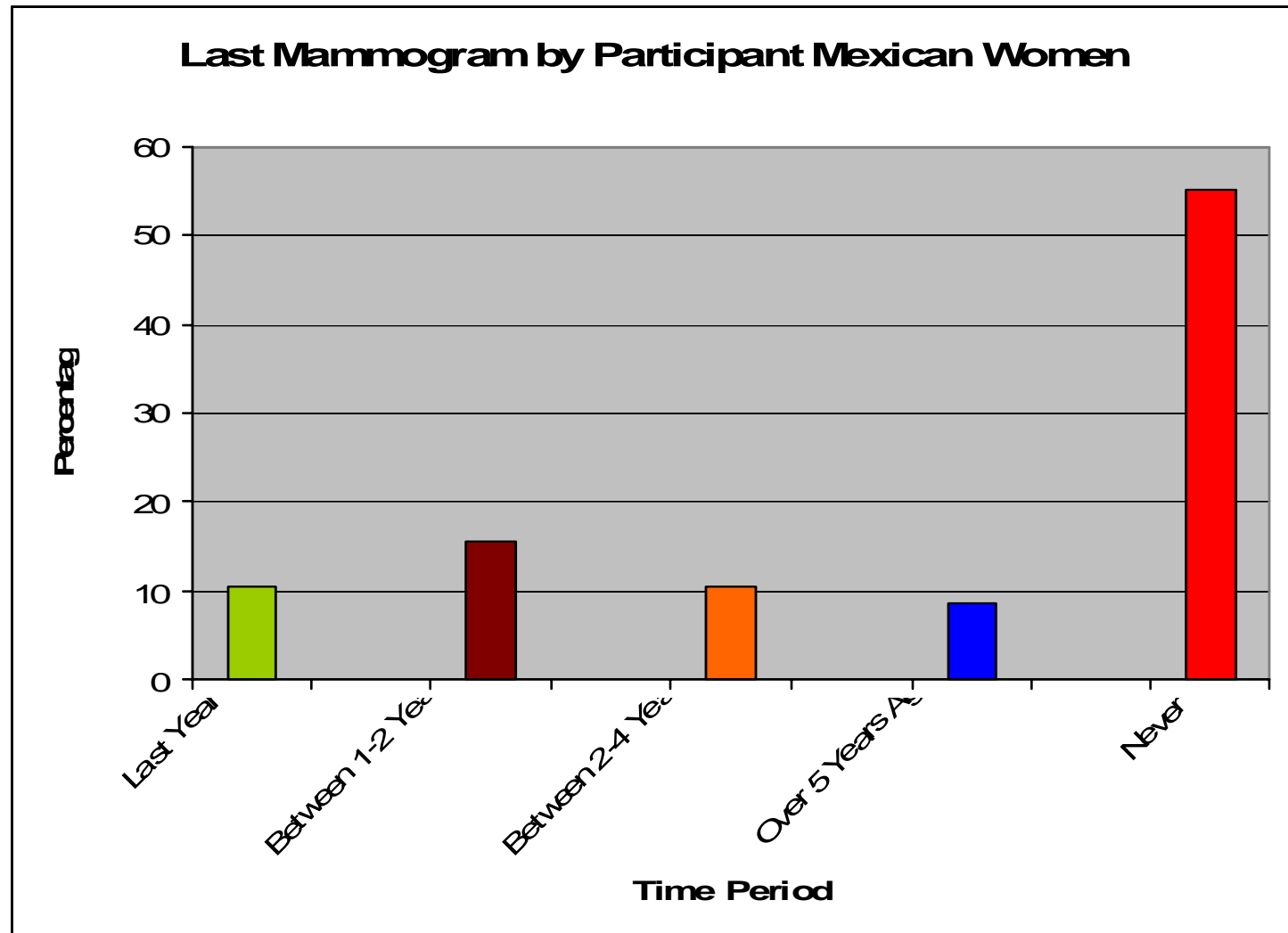
Knowledge of Breast Cancer

MEXICAN WOMEN	Never Heard	Heard but no Knowledge	Knowledge
• Awareness of Breast Cancer			
• Ciudad Juárez	5.0	43.3	51.7
• Awareness of Breast Cancer Guidelines			
	15.0	68.0	17.0
• Educated by a Physician about Breast Cancer			
	55.0	22.0	23.0

BREAST CANCER: Findings

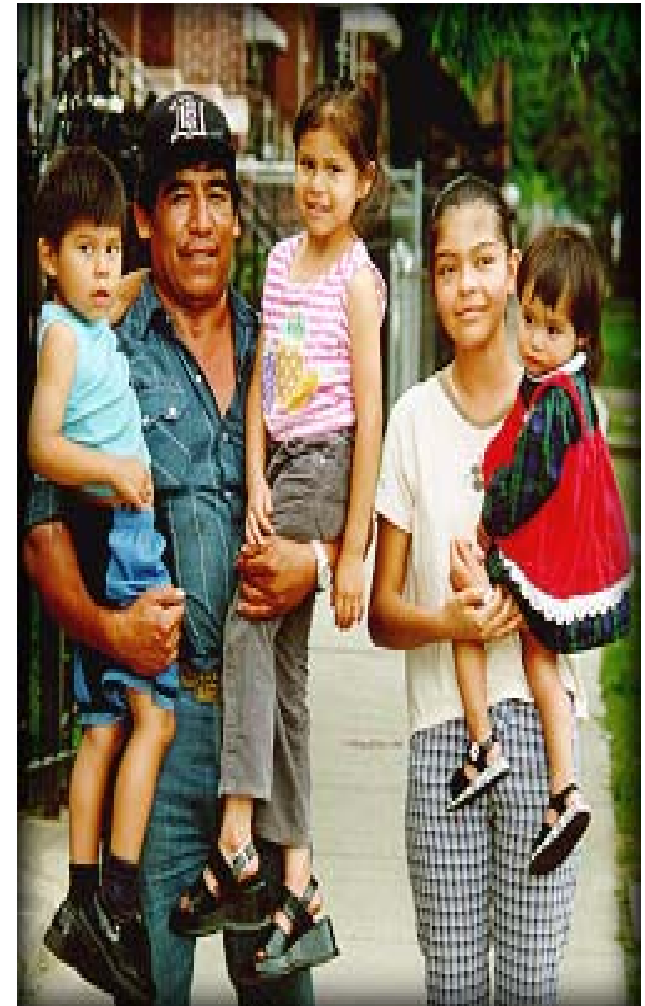


BREAST CANCER: Findings



BREAST CANCER: Barriers to Screening

- **Poverty**
- **Low educational attainment**
- **Low levels of knowledge about breast cancer**
- **Reliance on folk/alternative medicine**
- **Lack of orientation toward preventative health behaviors**
- **Strong family ties**
- **Strong religious beliefs**



BREAST CANCER:

Myths & Misconceptions Concerning Screening

- **Talking** about breast cancer causes breast cancer
- **Touching** the breasts too often will lead to cancer
- A **bruise** on the breast will lead to breast cancer.
- Getting **too many mammograms** leads to breast cancer.
- **Mammograms** are **only used** when you **already have** a **breast lump** or **breast pain** and you want to evaluate it.
- If an **incision** is made during breast biopsy or breast cancer surgery, the cancer will spread.



BREAST CANCER: Importance of this Research

■ Why is this research important:

- Because **breast** cancer can be:
 - **detected early** and
 - **treated promptly**,
 - **reduce suffering** and
 - ultimately **decrease loss of life**.
- For early stage **breast** cancer,
 - there are **more treatment options**,
 - **treatment** can be **less disfiguring**
 - and **less toxic** and
 - **survival is greatly improved**



BREAST CANCER: Conclusions

- Women in Ciudad Juarez, Mexico are **uninformed** about **breast cancer** and the **resources** available to help prevent it.
- **Breast cancer** among women residing in Ciudad Juarez, Mexico will **not significantly decrease** until
 - **Knowledge** pertaining to breast cancer is **increased**
 - **Barriers** associated with the low levels of screening are **overcome** and
 - **Myths** and **misconceptions** are **dispelled**.



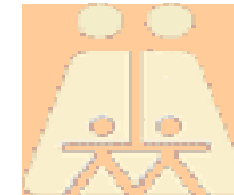
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