



REPORT ON BREAST CANCER AWARENESS CAMPAIGN “BRAVE IN PINK”

Introduction

Breast Cancer Awareness Month, held annually in October, is a crucial initiative aimed at raising awareness about breast cancer, promoting early detection, and offering support to those battling the disease. The campaign focuses on educating the public about the importance of regular self-examinations, understanding risk factors, and emphasizing the significance of timely medical intervention. The 2025 theme, “Every Story is Unique, Every Journey Matters,” highlights the diverse experiences of individuals affected by breast cancer, reinforcing the need for personalized care and a compassionate approach to treatment.

Objectives of the Campaign

The primary objectives of the Breast Cancer Awareness campaign are:

- **Early Detection:** Identifying any changes in the breast early through self-examination.
- **Promoting Self-Examination:** Encouraging regular self-checks for any signs of breast cancer.
- **Increasing Awareness:** Educating the public about breast cancer symptoms, risk factors, and prevention.
- **Preventive Practices:** Advocating for lifestyle modifications to reduce breast cancer risk.
- **Empowering Women:** Reducing morbidity and mortality through education and timely medical intervention.

Theme for 2025

In line with global efforts to combat breast cancer, the World Health Organization has declared the 2025 theme for Breast Cancer Awareness Month:

“Every Story is Unique, Every Journey Matters.”

This theme underscores the individuality of each person’s experience with breast cancer,



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emphasizing that quality, timely, and personalized care should be available to all, irrespective of geographic location, socioeconomic status, or background.

About the Programme

The Breast Cancer Awareness programme was organized under the guidance of the Department of Obstetrics and Gynecological Nursing at Sree Gokulam Medical College Hospital. Students of the 6th semester B.Sc. Nursing actively participated in various activities, including health education, AV aids presentation, and role-play. The event was held in the Antenatal OPD, with the active involvement of faculty members, students, and patients.

Event Highlights

Several impactful activities were conducted during the event:

Role-play

The role-play focused on societal perceptions of breast cancer, addressing common myths and misconceptions surrounding the disease. It also included a detailed demonstration of breast self-examination techniques. This interactive session aimed to clarify any confusion and encourage regular self-checks among participants.

Health Education Session

A comprehensive health education session was delivered to participants, where the following topics were covered:

- ✓ **What is Breast Cancer?:** An explanation of the disease, its types, and how it develops.
- ✓ **Risk Factors and Symptoms:** Information on factors that may increase the risk of breast cancer and how to recognize early signs.
- ✓ **Diagnostic Measures:** Overview of screening methods like mammograms and ultrasound.
- ✓ **Treatment Options:** A discussion on the available treatment options, including surgery, chemotherapy, and radiation.



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- ✓ **Prevention and Lifestyle Modifications:** Tips on maintaining a healthy lifestyle to reduce the risk of breast cancer.
- ✓ **Gynecomastia:** Information on gynecomastia, a condition where men experience breast tissue enlargement.

AV Aids Presentation

Visual aids, including flashcards, charts, and posters, were presented in the Antenatal OPD to communicate vital information on breast cancer prevention, risk factors, and the importance of self-examination. The use of visual tools helped to simplify complex concepts and reach a broader audience effectively

Conclusion

The Breast Cancer Awareness session at Sree Gokulam Medical College Hospital, held on October 9, 2025, successfully achieved its objective of educating participants about breast cancer. The session not only provided a deeper understanding of the disease but also emphasized the importance of early detection through regular self-examination. By tackling common misconceptions and encouraging proactive health practices, the event helped reduce the stigma surrounding breast cancer and empowered participants to take charge of their health. Moving forward, spreading awareness remains crucial in the fight against breast cancer, as it plays a significant role in early diagnosis, treatment, and ultimately, saving lives.



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