

P42**Prevention of breast cancer: Results of a survey towards attitudes of women with an average risk of breast cancer (n = 7000) and gynaecologists (n = 800) in Germany**

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Introduction: The updated meta-analysis of randomised tamoxifen preventions studies shows a 38% reduction in the incidence of breast cancer (Odds Ratio 0.62; 95% CI 0.42-0.89). In Germany, pharmacological prevention can currently only be recommended under the conditions of a clinical study. In contrast to comparable international studies, participation of women at an increased risk in breast cancer prevention studies is problematical. The question is what are the underlying factors. To analyse them, the attitude of both women at an average risk of breast cancer and gynaecologists was assessed.

Material and methods: I. During a visit to their gynaecologist, 7000 women were asked to complete a questionnaire on their awareness of and readiness for pharmacological prevention. The return rate of the questionnaires was 82.5%. II. In preparation of the start of the IBIS II Study (a comparison of anastrozole vs. placebo), a questionnaire was sent to 800 free-practising gynaecologists in Germany.

Results: 19.5% of the women surveyed knew about the possibility and 55.3% would take medications for prevention. The distribution is almost identical in the various regions of Germany. Attitude of free-practising gynaecologists towards the prevention of breast cancer: • Do changes in the way of life and nutrition have an influence on the incidence of breast cancer?: 82.47% (n = 127). • Is pharmacological prevention of breast cancer principally possible?: 58.44% (n = 90). • Would you recommend pharmacological prevention?: 43.51% (n = 67). • Would you tend to recommend pharmacological prevention when asked by a patient?: 35.06 (n = 54).

Discussion: Changes in the way of life and nutrition are regarded as important for the prevention of breast cancer. More than half the doctors asked believe that pharmacological prevention is possible. Acceptability by women also exceeds 50%. Nevertheless, a considerably lower proportion of gynaecologists would recommend pharmacological prevention, and part of them would even recommend against it.

Conclusion: The majority of the women asked are motivated, while gynaecologists are rather sceptical towards pharmacological prevention. Therefore, enormous information work must be done and an infrastructure with leading centres be created in order to achieve a nation-wide coverage of all women interested in pharmacological prevention as part of the IBIS II Study. www.brustkrebsvorbeugen.de

P43**High acceptance of www.brustkrebsvorbeugen.de, the German Web-site of the IBIS II breast cancer prevention trial**

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The IBIS-II breast cancer prevention trial is including women at increased risk of becoming breast cancer or patients with DCIS. A key success factor for the recruitment of healthy women in this trial is an increased awareness of breast cancer risk in the general population and by general practitioners. The German IBIS II steering committee started therefore a PR campaign aimed at physicians and the public including posters, flyers, brochures, telephone hotline, mailings, press releases and an interactive website. An eye-catching, provocative logo was created for instant recognition and connection of all promotion materials in order to stimulate interest and transport the messages that all women have a relevant breast cancer risk and that this risk can be assessed. Through the website, women can access information on breast cancer, risk factors, screening and prevention. Included is a risk questionnaire which women can complete online via an interactive section of the website(www.brustkrebsvorbeugen.de). For those women revealed to be at increased risk, the website provides a variety of advice including current prevention strategies and links to organizations such as the cancer information service, patient support groups and comprehensive breast centers. Finally, the IBIS-II trial is presented. Password protected areas comprise latest scientific data for physicians, important data for IBIS-II investigators and a chat-room for participants. When leaving the web-site, visitors are asked to answer a short questionnaire to evaluate the number of visitors, their gender, feedback concerning the logo and the content. Finally comments of any kind are requested. Within the first two months after the kick-off press release 4500 visitors were counted with a questionnaire response rate of about 10%. 10% of these visitors were male. 47% of the visitors found the page via paper magazines, 41% through the internet and the rest through relatives, their physicians and radio/TV. 82% of the responding visitors were satisfied with the web-site and felt that it was helpful. 90% judged the logo as good or very good, only 3% of the responders felt themselves adversely affected by the logo, especially young women. These results show, that this web-site is frequently visited, highly accepted and informative not only for the female population. Whether or not the internet can improve recruitment of the IBIS II trial has still to be evaluated.