

36–84). Most (73%) women had post-secondary education; 70% lived in an urban setting; 38% were menopausal at time of diagnosis and 50% had received prior adjuvant chemotherapy. All women had adjuvant T (11% < and 86% >5 years) and 59% were involved in the initial treatment decision to start adjuvant T. Following completion of adjuvant T, 39% remained 'worried' about cancer recurrence and 35% felt they 'needed additional treatment'. Only 25% of women felt recurrence was 'unlikely'. The majority (66%) were 'satisfied' with the information received from treating physicians at completion of adjuvant T, however other sources of information were also consulted by these women, including survivors (59%) and support groups (43%). Post adjuvant T, 72% were willing to take ExHAT (78% node+ and 69% node-). Of those unwilling to take ExHAT (24%), the majority felt it was 'unnecessary' or were concerned about side effects. For those who took ExHAT with L (n = 76), treatment duration was assumed to be 5 yrs (39%); <5 yrs (14%); >5 yrs (3%) and undefined (43%).

Conclusions: This study addresses gaps in information needs of women completing 5 years of adjuvant T. The majority of Canadian women (regardless of nodal status and duration of adjuvant T) would take ExHAT. Women need and desire further information about recurrence risk and treatment options. As support groups play a significant role in meeting this need, accurate information sharing through mechanisms such as SOLARIS are warranted. Supported by a research grant to the CBCN by Novartis Canada.

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Poster

The Pink Lady – Mobilising a community for breast cancer advocacy

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In August 2007, Breast Cancer Network Australia mobilised the Australian city of Sydney through its stunning *Field of Women LIVE* event. Australians – women and men alike, from across the country – rallied to the call to action with 13,000 standing together in the shape of "The Pink Lady" in pink ponchos and 100 in blue to make a powerful community statement about Australia's annual breast cancer incidence rate.

The display, held in the stadium used for the Sydney Olympics, was orchestrated to occur immediately before a major evening football game of 65,000 spectators and televised live nationally.

The event was an outstanding success from every perspective. Highlights included:

- Strong engagement over several months at the community level
- Significant media activity in the lead-up and on the night
- Unique opportunity to communicate key public health messages
- Attendance and ongoing commitments by major politicians
- Opportunity for the community to express support for the cause through tangible action
- Raising \$650,000 for BCNA's continued work
- Extraordinarily positive feedback from participants

The *Field of Women* display has become an international event, with communities around the world recognising its power as an advocacy tool. Planting of the Pink Lady silhouettes is an annual event in Cyprus and in July 2008 the *Field of Women LIVE* event will rally 10,000 to form the Pink Lady shape in Liverpool, UK.

"The experience will stay with me forever. In memory of my grandmother and mother, for myself and my friends who are now survivors. It was peaceful to be in a place where women all knew how you felt. The emotions and strength of everyone on the field was exhilarating." [Tracey]

"The whole night was totally awesome. Walking onto the stadium was electrifying and full of meaning. I was not alone and I have made it through a tough journey with the support of my loving family and friends. We stood united and I cried with total strangers." [Jenny]

Vision of the Sydney event can be viewed at www.fieldofwomen.org.au

Very moving DVDs from events held in Melbourne (2005) and Sydney are available from Breast Cancer Network Australia

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Poster

Knowledge, attitudes and behaviour among Cypriot women on breast cancer

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Background: Europa Donna Cyprus in its efforts to increase public awareness commissioned the first survey amongst Cypriot women in order to explore their knowledge, attitude & behaviour regarding breast cancer.

Method: A sample of 1000 women over 15 years old was randomly selected by applying the method of Multi-stage Cluster Probability Sampling. The sample population covered both rural and urban areas of Cyprus, the data was collected through personal interviews, based on closed questionnaires at their homes during May–September 2007. The questionnaire consisted of 2 parts: Part A 32 questions focused on perceptions and knowledge of women on breast cancer's issue. Part B 18 questions were designed to target those women in the sample who

were living with breast cancer and volunteered that information to the interviewers.

Results, Part A:

- Awareness: Nearly 50% avoid talking about breast cancer, 1 in 4 did not know how to do self examination, 8 in 10 said the prospect of developing breast cancer would frighten them more than having HIV/AIDS or Diabetes, there is positive correlation between the variables Education & Breast Awareness.
- Experience of a relative/friend: 6 in 10 knew someone with breast cancer, 35% said, knowing someone from their familiar environment has prompted them for breast checks.
- National Breast Cancer Screening Program: 58% knew about the program, 78% of those invited to the program responded positively, 22% who were invited and did not go for their appointment did not know getting older was a strong risk factor.
- Europa Donna Cyprus: Half of the participants knew there are around 400 new breast cancer cases a year, 55% was aware of Europa Donna activities.

Part B: Out of the 1000, 32 voluntarily disclosed the information of having breast cancer. More specifically, 3 in 10 declared knowledge of the European Resolution on Breast Care, Multidisciplinary Breast Clinics and Clinical Trials.

Conclusion: Greater effort is needed for awareness programs to empower women to be informed and active participants in their care, also demand and work effectively towards the implementation of the European guidelines on mammography screening programs, diagnostic procedures/treatment and after care.

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Poster

Breast cancer – a survey of 2000 Asian women and men to compare their level of knowledge

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Background: Singapore has one of the highest incidence of breast cancer in Asia. A nation-wide breast cancer screening programme was implemented in 2002. However, 21.5% of women still presented with late stage breast cancer. Due to a more conservative attitude, breast cancer is often a taboo topic amongst many Asian cultures. This may lead to incorrect myths and misconception about breast cancer that may result in a delay in treatment. In many Asian households the male relative (father, husband and/or brother) is an important decision maker in health matters.

A survey was conducted to compare the level of knowledge of breast cancer between Asian women and men in terms of screening, symptoms and treatment.

Material and Methods: Between January to June 2007, 1000 Asian women and 1000 men in Singapore completed a self-administered questionnaire. One point was given for correct knowledge answer and zero for wrong or "not sure" answer. The maximum knowledge score was 19.

Results: The response rate was 100%. The racial distribution follows that of the national demographics. The median score was 12 (women) and 10 (men) ($p < 0.05$) (range 0–19). Overall scores were high for general knowledge but low for risk factors, symptoms, screening and treatment. Older age, race (especially Malays), lower education, lower income, smaller housing and not knowing someone with breast cancer were independent predictors of poor scores. Men tended to score lower than women in most aspects.

Two thirds (60%) of the women compared to 48.2% of men were able to list at least one symptom of breast cancer correctly ($p < 0.05$). Half of the women compared to two-thirds of men thought that a cancerous lump would be painful ($p < 0.05$). Of the women respondents, 63.5% could name a screening centre compared to 42% of men ($p < 0.05$). There were 40.8% of women and 42.6% of men who believed that the arm would be crippled after a mastectomy ($p < 0.05$).

Conclusion: The level of breast cancer knowledge in an Asian population is low. Many myths and misconceptions are prevalent. Men compared to women have poorer knowledge. Identifying those with poor knowledge would enable organisation of public education programmes targeted at them. This may help to improve screening rates and hence breast cancer survival.