

"Tell me everything...about Cancer" community intervention to clarify myths and truths of Cancer

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BACKGROUND: Cancer control had been strengthened by the implementation of "Hope Plan" ("Plan Esperanza"), public policy that allows free access of the poor people to prevention services and oncology specialized treatment, however the population has myths which limits its inclusion and adherence to interventions considered in "Hope Plan". Cancer is a social multicausal disease that expressions of cultural manifestations of the disease as well as the symbolic interactionism are important to control, especially for the multiethnic feature of Peru. The evidence shows that the population has a fatalistic view of cancer: "death", "pain", "suffering", "impossible to be prevented", "difficult to be detected", feeling of being isolated or not treated as well as the perception of a change radical in their life, For this reason INEN, National Cancer Institute of Peru, developed the communication strategy "Tell me everything...about cancer".

OBJECTIVE: To improve knowledge of the population in cancer prevention, to strengthen the adherence to screening programs to early detection and the way that the patients "feel" the disease.

METHODS: We implemented "Tell me everything...about Cancer" with cultural adaptation and community participation. Components:

1. "I like it"; we communicate recommendations to cancer prevention: I like being active, eating fruits and vegetables, not smoke and have a responsible sexual life.
2. "Detect it early" importance of screening.
3. "With cancer can also live well"; participation of patients in different activities and demystify cancer.
4. "We are not alone, we have the Hope Plan": communicates the benefits of the National Comprehensive Cancer Plan.

RESULTS: Since 2011 we have been developed workshops with 1,250 stakeholders, achieving to developed communication strategies culturally accepted on mass media communication, the screening coverages have been increase; the community mobilization has successfully placed into political agenda the cancer control and more than 16 million of people know of cancer prevention and detection and they understood the real concept of cancer; 12,194 health professional were trained in cancer prevention and 10,805 teachers of school and health promoters were trained also around our country.