

# BEYOND BREAST CANCER AWARENESS



The fight against breast cancer is far from over. There is a need to accelerate efforts to increase breast cancer screening and awareness amongst women, to improve current survival rates of Indian women with breast cancer.

Despite being the most common type of cancer that affects women in India, breast cancer remains underdiagnosed. The stigma, anxiety, negativity, and grim images associated with the disease make it even more challenging for women to seek help.

PruSper conducted a survey through a series of webinars for Indian corporates in October 2021. Here are the findings from the collated data points of the survey.

## Breast Cancer Facts from the Survey

Over **90%** women are aware of breast cancer

Over **50%** women weren't aware of breast self-examinations

**18%** women underwent clinical breast examination

**40%** working corporate female employees are unaware of clinical breast examinations

The approach towards breast cancer is not always easy as the subject isn't discussed and taken as seriously as it should be. In many cases the lack of symptoms of breast cancer mean it can only be detected during a regular clinical screening. Women with a family history of breast cancer are at a higher risk of developing the disease. The combination of these factors makes it crucial for women to be vigilant of changes in their breasts and review the changes with a doctor to determine if there is a need for further evaluation.

## Barriers to Breast Cancer Screening

The societal stigma associated with breast cancer and possible repercussions often drive women's decision to not take the self-exam or go in for screening despite being aware of the importance of screening and early detection.

Although there was increased awareness among women who participated in the survey, a significant percentage of women were unaware of self-screening and clinical breast-examinations.

Fear of the test and its outcome, anxiety, worry, cost of testing, lack of time to go in for a screening were factors that emerged as barriers to breast cancer screening from the survey.



## Awareness Trends Amongst Corporates

Increasing number of corporates in India are educating their employees about the importance of early detection and treatment of breast cancer. If detected early on the disease is highly treatable. A greater push towards breast cancer awareness in women through these campaigns has led to increased awareness and screening that can be correlated with the higher number of diagnosed cases in the Audit & Assurance, BFSI, and IT sectors\*.

\*According to Prudent claims data

### The Need of The Hour

Although encouragement of breast cancer awareness programs is a step in the right direction, a lot more needs to be done. Partnering with experts and specialist wellness providers to disseminate information can equip women with the knowledge of different forms of diagnosis, treatment options, and support available. This would encourage them to prioritise their health and take a step towards fighting breast cancer.