

# [Introduction group discussions were conducted with the](https://assignbuster.com/introduction-group-discussions-were-conducted-with-the/)

IntroductionDue tothe strong rapport between pharmacist and patient, pharmacists can use thisrelationship to their advantage in educating both healthy and sick individuals onthe symptoms of breast cancer. Pharmacists have the first opportunity inpromoting the early detection and prevention of breast cancer among the community. Upon researching this issue, an article with the title ‘ Breast Cancer Awareness and PreventionBehaviour among Women of Delhi, India: Identifying Barriers to Early Detection’revealed that breast cancer has become the primary cause of mortality in women.

In this article, focus group discussions were conducted with the help of womenwho sought to participate in a breast cancer awareness workshop. The women wereasked questions and their answers were recorded and analysed in three majorthemes; 1) awareness and perception on breast cancer; 2) barriers faced bywomen in the early detection of breast cancer; and 3) healthcare seekingbehaviour. The findings revealed that shyness and fear were the majorbehavioural barriers in the early detection of breast cancer.

1  SummaryThe article findsthat many individuals lack knowledge on the symptoms of breast cancer. 1 Despitethe study being held in Delhi, India, this issue is widespread wax in the UK. So, this is where a pharmacist’s role comes into play.  As mentioned in thearticle, one of the major factors as to why people hesitate to visit a doctoror get checked for breast cancer is shyness. 1 A solution to this issue wouldbe that female pharmacists encourage their female patients to get checked and educatethem on how to test for breast cancer and the same would be done for male patientswith the help of male pharmacists.  Another factor islack of symptom awareness.

1 There is a misconception that breast pain andlumps in the breast are indicators of breast cancer, however most individualsare unaware that a change in the shape or size of the breast, discharge fromthe nipple and swelling in the armpit or around the collar bone are allsymptoms of breast cancer. 2 Due to the strong relationship pharmacists holdwith their patients, pharmacists can work alongside GP practices to raiseawareness on breast cancer symptoms. The most suitable way this could be doneis to organise workshops to help demonstrate how to test for breast cancer aswell as informing individuals on breast cancer symptoms. As pharmacists areone of the most accessible healthcare professionals, simple cancer-screening measures conducted withinthe pharmacy could have an impact on improving patient involvement incancer-screening programmes. 3 Pharmacists may alsostart a campaign alongside the NHS where pamphlets are handed out and posters areput up in pharmacies containing crucial information on breast cancer that theaverage individual is likely to be unaware of.  ConclusionBased on the previous research, I believe that pharmacists could play a crucial role in educating the communityon breast cancer. Pharmacists should take more responsibility in doing so asthis will greatly reduce the level of ignorance that the community holds withregards to this issue.