

Introduction group
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Introduction Due to the strong rapport between pharmacist and patient, pharmacists can use this relationship to their advantage in educating both healthy and sick individuals on the symptoms of breast cancer. Pharmacists have the first opportunity in promoting the early detection and prevention of breast cancer among the community. Upon researching this issue, an article with the title 'Breast Cancer Awareness and Prevention Behaviour 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 women who sought to participate in a breast cancer awareness workshop. The women were asked questions and their answers were recorded and analysed in three major themes; 1) awareness and perception on breast cancer; 2) barriers faced by women in the early detection of breast cancer; and 3) healthcare seeking behaviour. The findings revealed that shyness and fear were the major behavioural barriers in the early detection of breast cancer.

1 Summary The article finds that many individuals lack knowledge on the symptoms of breast cancer. 1 Despite the study being held in Delhi, India, this issue is widespread as well in the UK. So, this is where a pharmacist's role comes into play. As mentioned in the article, one of the major factors as to why people hesitate to visit a doctor or get checked for breast cancer is shyness. 1 A solution to this issue would be that female pharmacists encourage their female patients to get checked and educate them on how to test for breast cancer and the same would be done for male patients with the help of male pharmacists. Another factor is lack of symptom awareness.

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1 There is a misconception that breast pain and lumps in the breast are indicators of breast cancer, however most individuals are unaware that a change in the shape or size of the breast, discharge from the nipple and swelling in the armpit or around the collar bone are all symptoms of breast cancer. 2 Due to the strong relationship pharmacists hold with their patients, pharmacists can work alongside GP practices to raise awareness on breast cancer symptoms. The most suitable way this could be done is to organise workshops to help demonstrate how to test for breast cancer as well as informing individuals on breast cancer symptoms. As pharmacists are one of the most accessible healthcare professionals, simple cancer-screening measures conducted within the pharmacy could have an impact on improving patient involvement in cancer-screening programmes. 3 Pharmacists may also start a campaign alongside the NHS where pamphlets are handed out and posters are put up in pharmacies containing crucial information on breast cancer that the average individual is likely to be unaware of.

Conclusion Based on the previous research, I believe that pharmacists could play a crucial role in educating the community on breast cancer. Pharmacists should take more responsibility in doing so as this will greatly reduce the level of ignorance that the community holds with regards to this issue.