

# IMPACT OF PINK OCTOBER IN MAMMOGRAPHIC SCREENING IN A SELF-MANAGEMENT HEALTH PLAN

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## BACKGROUND

Breast Cancer (BC) is the most frequently diagnosed type of cancer, excluding non-melanoma skin tumors and is the leading cause of cancer death in the female population, and represents 24.5% of all types of diagnosed neoplasms. In Brazil, in the 2020–2022 triennium, the estimated incidence is around 66,280 new cases of breast cancer per year, which represents a rate of 61.61 cases/100,000 women.

Although lower incidence rates of breast cancer are observed in developing countries comparing to developed countries, the mortality rate is on the rise implying due to low and middle-income countries lack the resources for preventative screening for early detection and adequate treatment resources.

## OBJECTIVES

To analyze the impact of Pink October Campaign (Figure 1) in the mammographic screening adherence in a national based private health insurance in Brazil, which also carries out wide national dissemination to encourage early diagnosis of the disease (Figure 2).

(Figure 1)



(Figure 2)



## WHAT

Cross-sectional, descriptive, and retrospective study using population-based health administrative database

## WHERE

Health payer perspective in Brazil

## WHY

To analyze the impact of Pink October Campaign in the mammographic screening adherence

## WHO

Adult women who underwent mammographic screening

## WHEN

From January 2019 to December 2022

## HOW

Insurance database source was analyzed, extracting rate of mammograms per 100 women, comparing year quarters

## METHODS

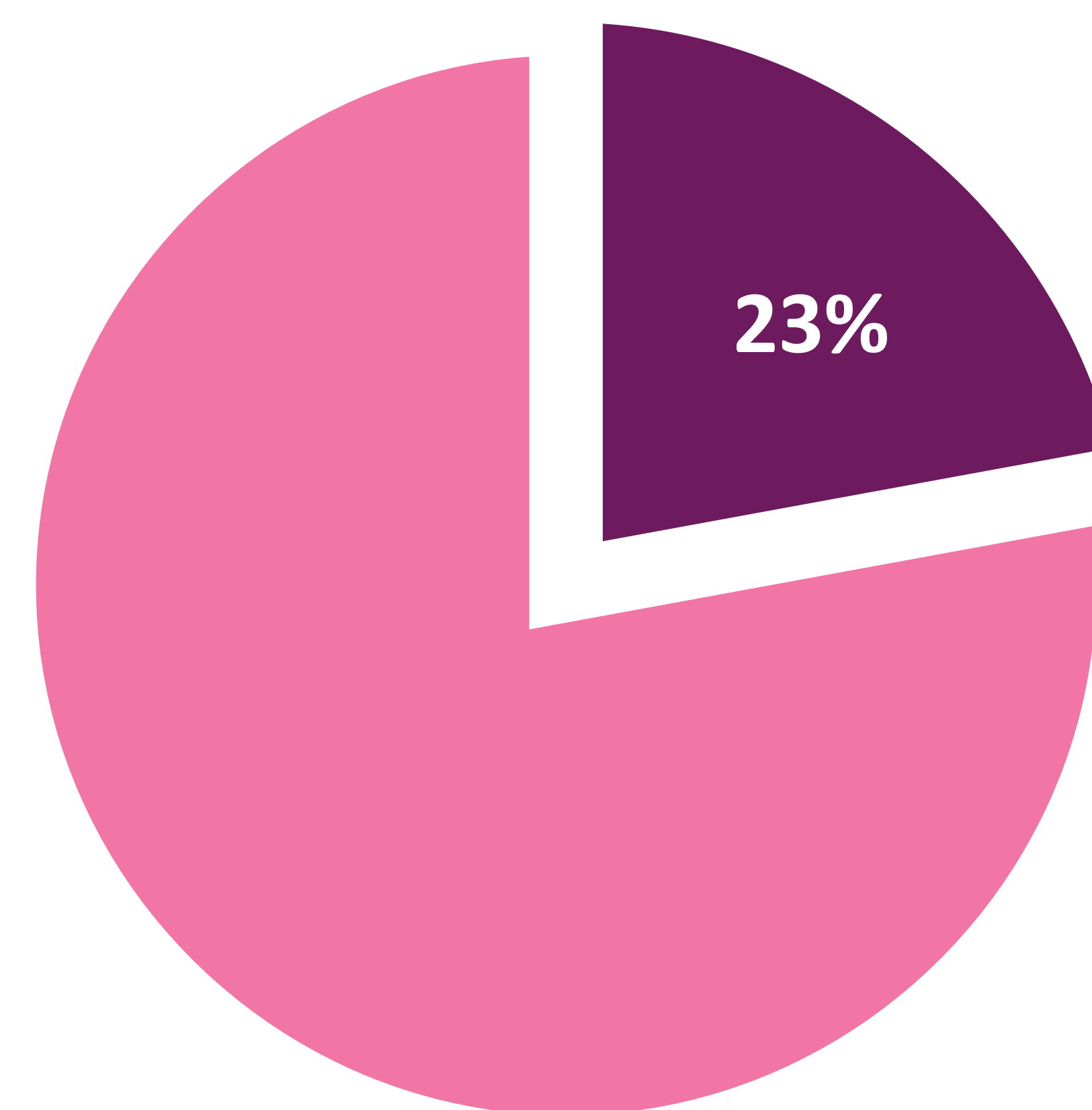
Cross-sectional, descriptive, and retrospective study in a population of adult women who underwent mammographic screening from 2019 to 2022. Insurance database source was analyzed, extracting rate of mammograms per 100 women, comparing year quarters. For statistical analysis, the Shapiro Wilk test was used to verify the normality of the sample and subsequent analysis of variance (ANOVA) with Turk's post-test, assuming  $p < 0.05$  for statistical significance.

## RESULTS

During the study, the average number of exams performed monthly over the four years was 20,718 (annual average of 5,180). The average annual mammography rate in the period was 23% (Figure 3).

An increase in the number of mammograms performed in the last quarter of the year was identified, respectively 10%, 68%, 31%, and 19%, with statistical significance ( $p < 0.05$ ) in relation to the three first quarters of each year (Table 1).

Annual mammography rate



(Figure 3)

Rate of mammograms per 100 women

(Table 1)

Year	Quarter 1 - 3	Quarter 4	%
2019	6.53	7.20	10%
2020	3.87	6.50	68%
2021	5.55	7.28	31%
2022	6.05	7.17	19%
Mean	5.50	7.04	28%



## CONCLUSIONS

This study showed an increase in mammographic screening in the quarter following the Pink October Campaign, which transmitted and popularized health information and induced behaviors related to this information in a private insurance in Brazil.

Health promotion campaigns to encourage behavioral changes in factors directly related to breast cancer such as alcohol consumption, excess weight, not having breastfed and a sedentary lifestyle should be also carried out.

The presented results reinforce the importance to maintain our program that encourage the annual mammography regarding the screening and early detection of breast cancer.

## REFERENCES

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