

# Training workshop for community radio journalists from Northern Brazil to help in the prevention of cancer of the cervix

Daniella Daher, Cláudia Lima, Mônica Lisboa Torres  
Brazilian National Cancer Institute (INCA)

## INTRODUCTION

Lack of access to simple, clear and quality information is one of the main obstacles to be overturned so as to women can prevent cancer of the cervix. The disease is 100% preventable as long as all women who have started their sexual life do the preventive gynecological examination, preferably every three years. But owing to the fact that it is a slow developing disease, although women take the exam at longer intervals, it is still possible to detect precursor lesions and to treat them before they become a cancer.

## CANCER OF THE CERVIX

For Brazil, in the year 2012, we expect 17,540 new cases of cancer of the cervix, with an estimated risk of 17 cases per 100 000 women. Excluding the non-melanoma skin tumors, it is the most incident type of cancer in the Northern Region of our country with estimated risk of 24 cases per 100 000 women.

BRAZIL	Primary location	New cases	Percentage	NORTHERN	Primary location	New cases	Percentage
1º	breast	52.680	27,9%	1º	cervix	1.860	23,7%
2º	cervix	17.540	9,3%	2º	breast	1.520	19,5%

In the world, it is the third most common type of cancer among women. Its incidence is approximately two times higher in less developed countries when compared to more developed countries.

In general, the ratio mortality/incidence is 52 %, being responsible for the death of 275,000 women in 2008. Over 85 % of these deaths occur in developing countries. A likely explanation for the high incidence rates in developing countries would be the absence or inefficiency of the screening programs, although the tumor is one with the greatest potential prevention and cure when diagnosed early.

The conventional Pap smear test constitutes the main strategy used in screening programs for the control of cancer of the cervix.

The incidence of cancer of the cervix is manifest from age 20 to 29 years, increasing their risk quickly to reach the peak age between 50 and 60 years. The main risk factor for the development of it is high-grade intraepithelial lesions and infection with human papillomavirus (HPV). Although be considered a necessary condition, HPV infection alone is not a sufficient cause for the appearance of this neoplasm. As related the HPV infection itself (type and viral infection, single or multiple), other factors related to immunity, genetics and sexual behavior appear to influence still uncertain mechanisms that determine the regression or persistence of infection and also the progression to cancer or premalignant lesions. Age also interferes in this process, with the majority of HPV infections in women under 30 years regress spontaneously, while above that age, persistence is more common. Cigarette smoking increases the risk for development of cervical the uterus. This risk is proportional to the number of cigarettes smoked per day and increases especially when smoking is initiated at an early age.

## OBJECTIVES

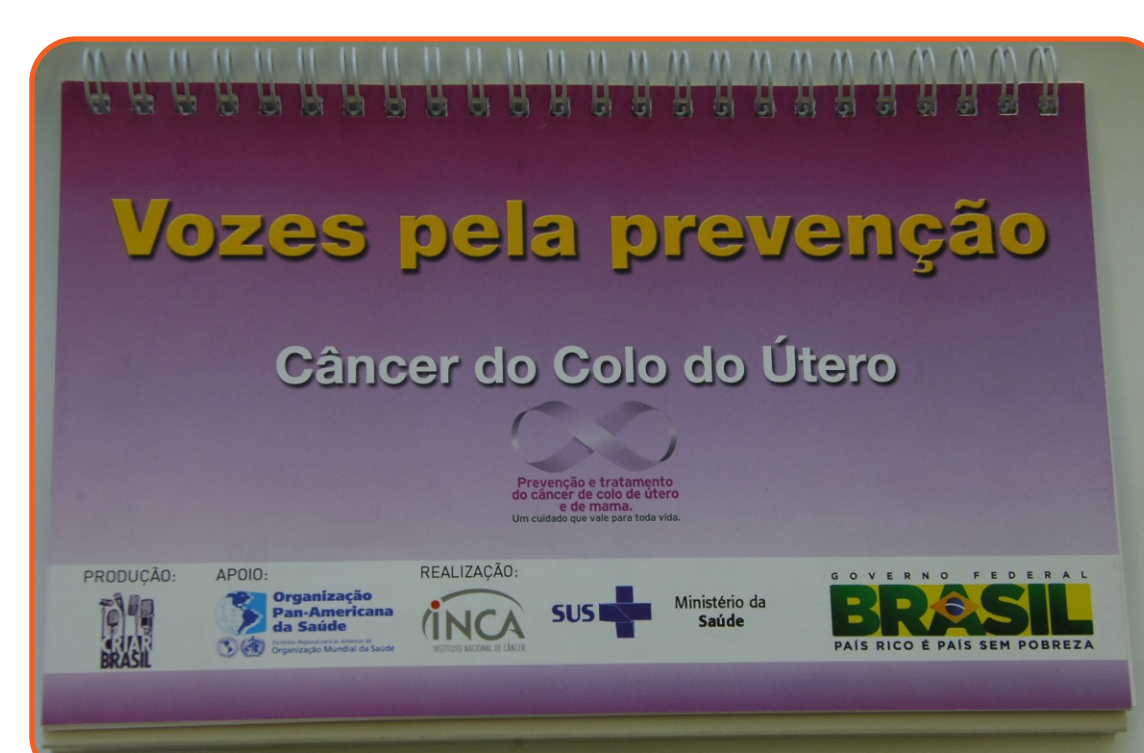
To train 20 community radio journalists from Northern Brazil, the most affected by the incidence of cervical cancer in the country, to present the topic of prevention, early diagnosis and treatment of this disease, with knowledge and with a mission to overturn preconceived opinions.

## METHOD

A two-day workshop. On the first day, broadcasters were trained to produce different radio programs such as news, flash, newsletter and radio drama, and also attended a presentation by a doctor on the main aspects of prevention, early detection and treatment of cancer of the cervix

We also used a written and illustrated material to support the group.

On the second day, broadcasters were divided into groups and they produced all the radio programs they had learned.



## NORTHERN BRAZIL

- ❖ Population: 16,318,163 (2012, estimated)
- ❖ Population density (estimated 2012): 4.2 person / Km<sup>2</sup>
- ❖ Illiteracy: 10.2% (2011)
- ❖ Number of municipalities: 449 (2010)



## RESULTS

The four programs produced were made available on a social network of radio programs, which has over 3000 broadcasters, who might take advantage of the programs to play them on their radio stations.



## CONCLUSION

The lack of knowledge of community radio journalists about ways of preventing cancer of the cervix, as well as the preconceived opinions of both men and women about going to the gynecologist is very large in Northern Brazil. The workshop enabled the understanding of the importance of the dissemination of preventive gynecological examinations to avoid the high incidence of cancer of the cervix in the region.