



# **Results of Breast Cancer Screening Perception & Awareness Survey 2010**

**Feb 2011**

# Background

**In Hong Kong, breast cancer is...**



 The most common type of cancer for women

 Mortality rate ranks third among all female cancer types

 One in every 20 females has a chance to develop breast cancer in her lifetime

 8 women are diagnosed every day

# Research Objectives

-  To examine the trend of Hong Kong women's awareness about breast cancer, attitudes towards and practice of breast examinations
-  To investigate the motivations and barriers that influence women's attendance to breast examinations

# Research Design

 **Methodology:** Computer Assisted Telephone Interviewing

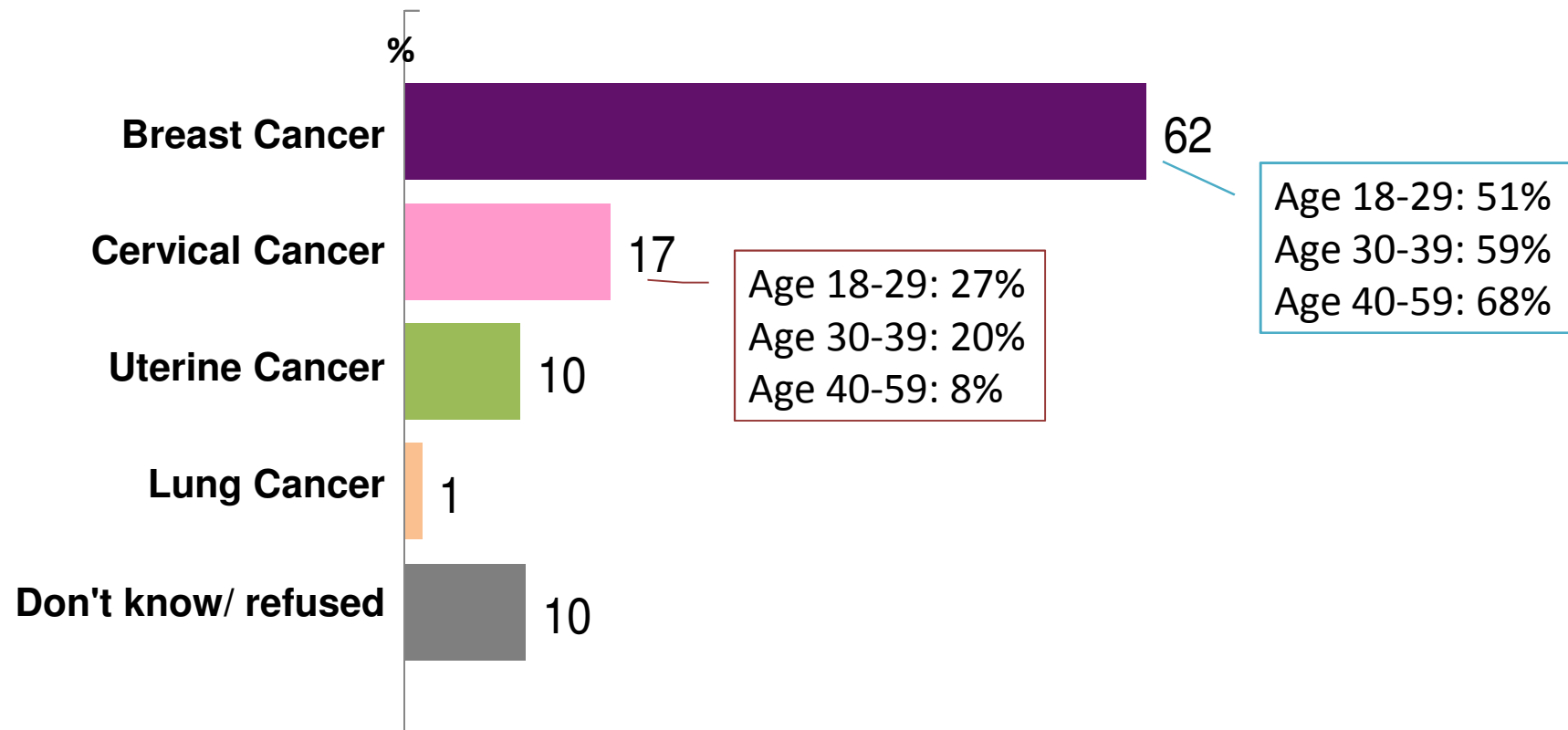
 **Sample Size:** 800 interviews averaging 20 to 23 minutes

 **Subjects :** Women aged 18-59

 **Fieldwork Period:** 22 Nov – 10 Dec 2010

**Notes:** weighting has been applied in terms of age according to Hong Kong population, the latest census statistics (source: C&SD, 2010)

# 60% respondents named breast cancer the most common cancer among women in HK



Base: All females aged 18-59

Weighted base ('000)

Unweighted base

2,540

800

Elder women tend to be more aware of breast cancer. Among the highest risk group (40-59), non-working or blue-collar women were less aware than white-collar, professionals , managers & executives (PME).

	Total	Students	White Collar			PME		Blue Collar		Other Non working		
			18-29	30-39	40-59	18-39	40-59	18-39	40-59	18-39	40-49	50-59
Breast Cancer	62%	45%	63%	67%	77%	47%	83%	46%	66%	55%	64%	64%
Cervical Cancer	17%	42%	21%	22%	8%	26%	14%	18%	9%	21%	17%	7%
Uterine Cancer	10%	7%	7%	5%	5%	6%	-	17%	16%	10%	12%	13%
Don't know/ refused	10%	5%	7%	1%	9%	15%	3%	15%	9%	13%	6%	14%

Base: All females aged 18-59

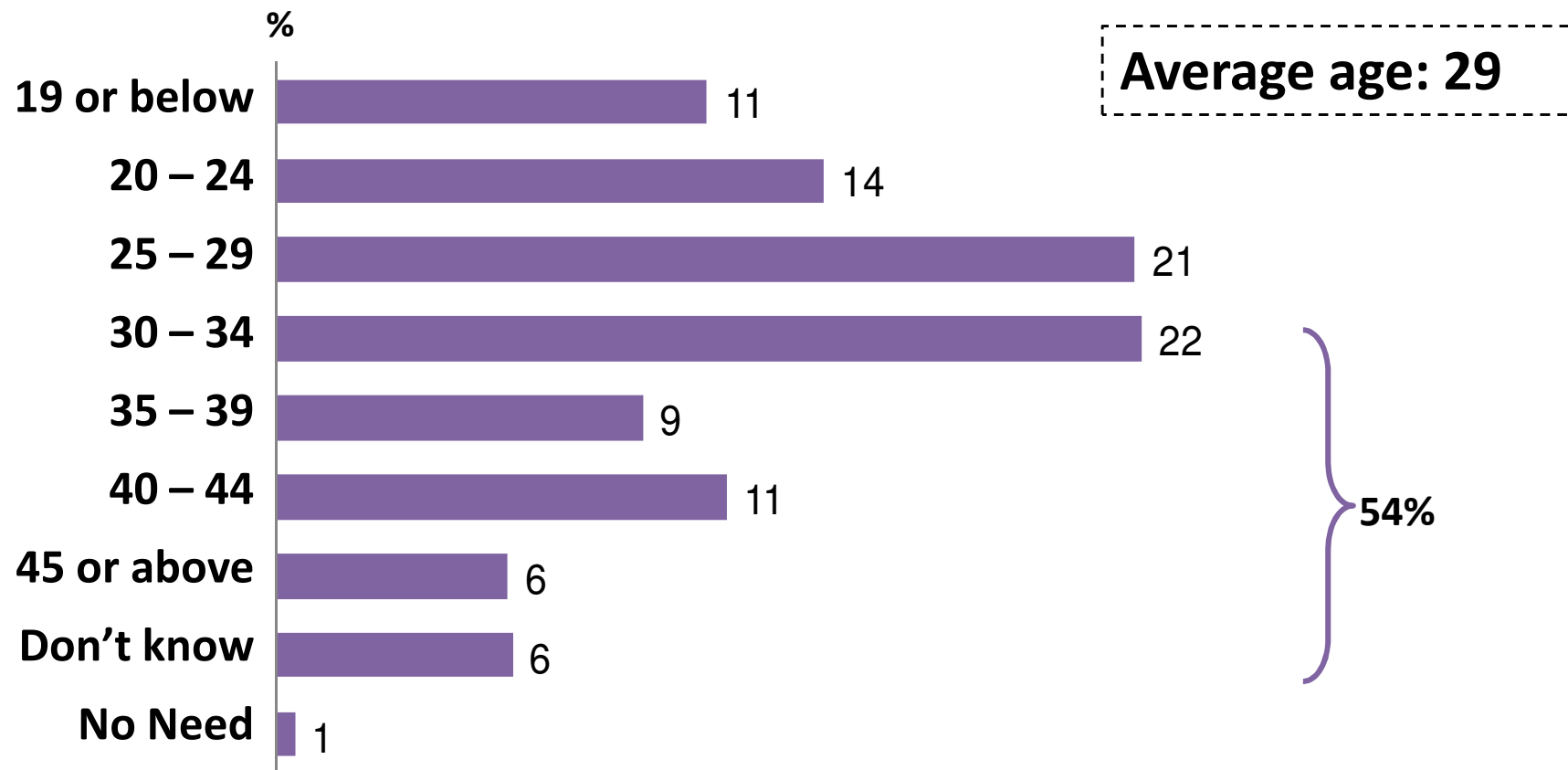
Weighted base ('000) 2540 131 246 230 245 116 93 259 259 256 274 349

Unweighted base 800 54 73 71 77 35# 29## 81 82 75 86 111

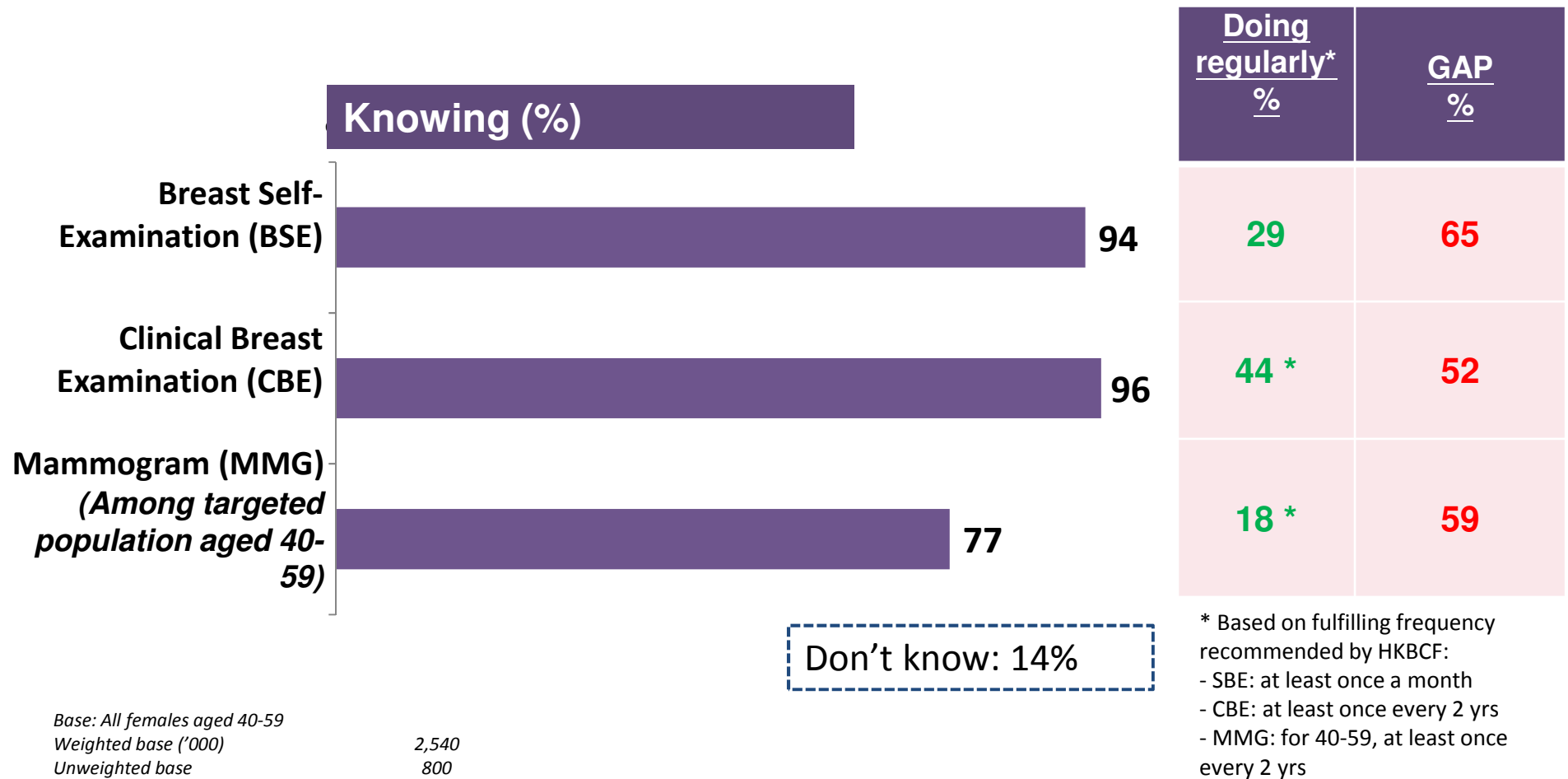
Note: 'total' mentions less than 3% are not shown

# small base; ## very small base

# About half respondents think regular breast exam should start after 30



# Few acted on their knowledge about the three ways of breast examinations





# Awareness-action gaps for Breast Exams were widest among youngest group.

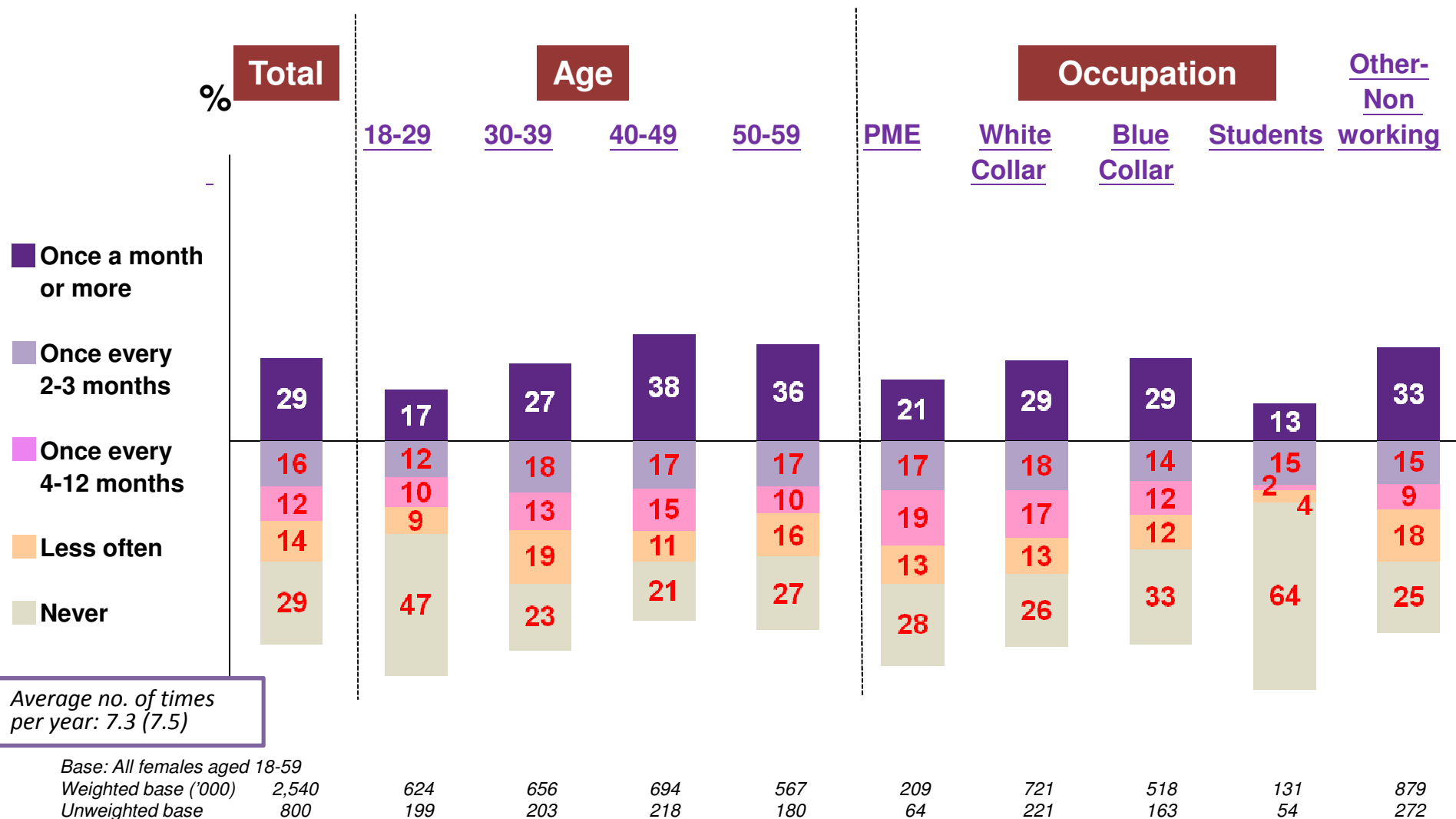
	<u>18-29</u>	<u>30-39</u>	<u>40-49</u>	<u>50-59</u>
<b>Breast Self-Examination</b>				
<b>Recommended Frequency (Monthly)*</b>				
Aided Awareness	93%	93%	97%	95%
Observe Recommendation	17%	27%	38%	36%
Awareness-action gap	76%	66%	59%	59%
<b>Clinical Breast Examination</b>				
<b>Recommended Frequency*^</b>	Every 3 yrs	Every 3 yrs	Every 2 yrs	Every 2 yrs
Aided Awareness	97%	95%	97%	95%
Observe Recommendation	21%	49%	56%	49%
Awareness-action gap	76%	46%	41%	46%
<b>Mammography Screening</b>				
<b>Recommended Frequency*</b>			Every 2 yrs	
Aided Awareness	46%	63%	80%	73%
Observe Recommendation	NA	NA	19%	17%
Awareness-action gap	NA	NA	61%	56%
Base: All females aged 18-59				
Weighted base ('000)	624	656	694	567
Unweighted base	199	203	218	180

\* Proper breast cancer screening procedures as recommended by HKBCF

^ For 18-29 and 30-39 y.o., fulfilling recommended frequency is based on at least once every 2 years

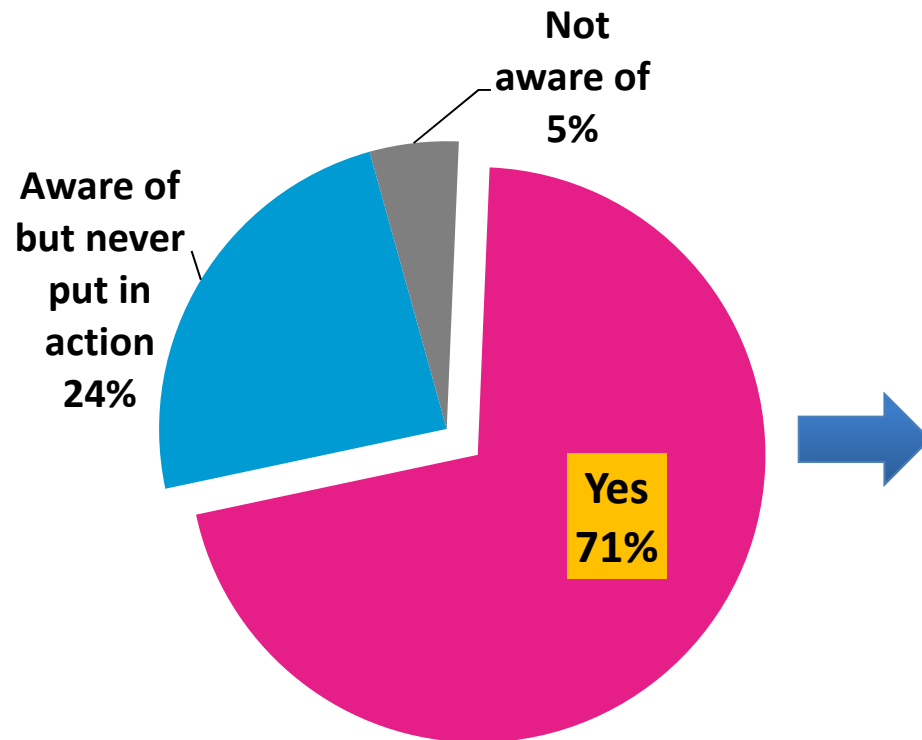
## Breast Self-Examination (BSE)

Only 1/3 women conduct monthly Breast Self-Exam;  
the majority do it occasionally.



# Reasons for having Breast Self-Examination

## Taking Breast Self-Examination



Base: All females aged 18-59

Weighted base ('000)

Unweighted base

2,540

800

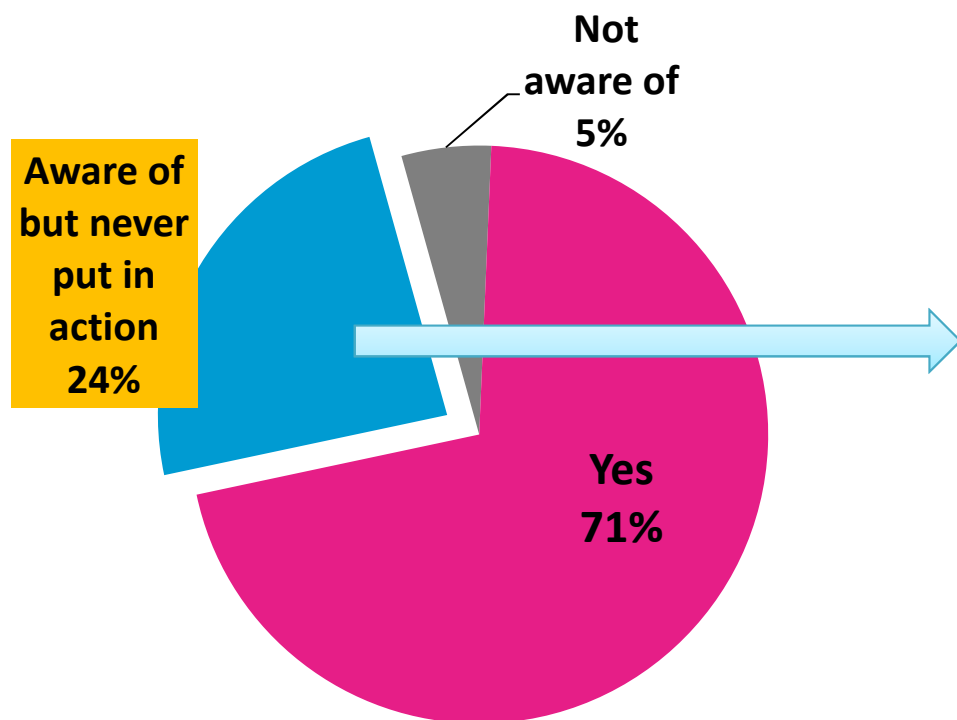


**#Having Breast Examinations cannot prevent breast cancer, but can help detect breast cancer early**

To prevent getting breast cancer#	25%
Early detection can protect my family	21%
I am not young, see the need	14%
Ease of mind	9%
Have suspicious symptoms of breast cancer	8%
Doctor told me to do so	7%
Someone I know has breast cancer	7%
Awareness from TV	6%
I have higher chance to get breast cancer	5%
Most common female cancer	4%
My family/friends told me to do so	4%
I am unhealthy, see the need	4%
Others (each 3% or less)	
Base: Those who did self breast examination	
Weighted base ('000)	1,805
Unweighted base	560

# Reasons for not doing Breast Self-Exam

## Taking Breast Self-Examination



Base: All females aged 18-59

Weighted base ('000)

2,540

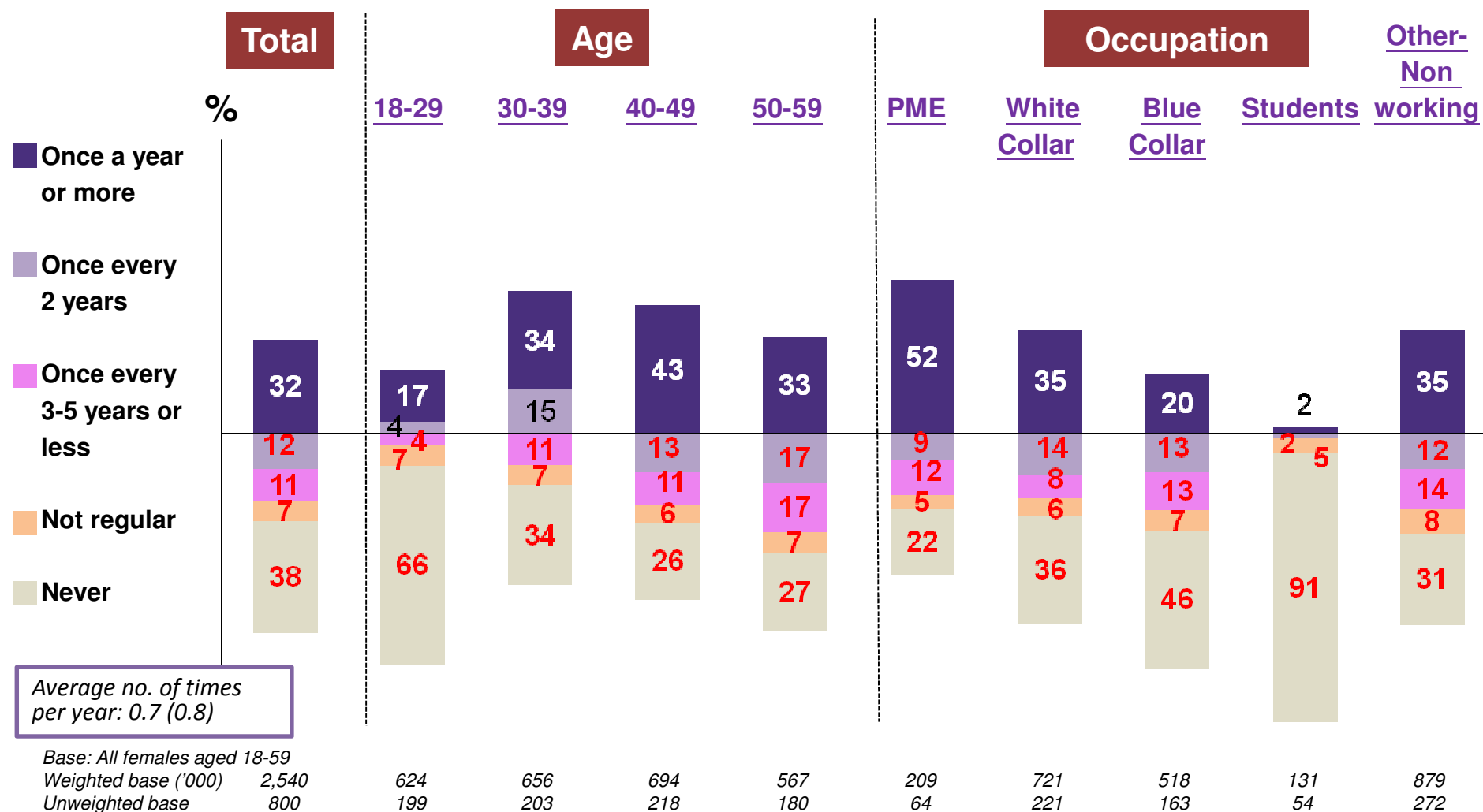
Unweighted base

800

I am healthy, do not see the need	30%
Don't know how to do it	29%
I am still young, do not see the need	17%
Already have medical check-up	16%
Don't know how to determine whether it is a problem or not	8%
I have lower chance to get breast cancer	6%
Checkup is useless if you are meant to have it	4%
Others (each 3% or less)	
Base: Those who are aware but never did self breast examination	
Weighted base ('000)	595
Unweighted base	194

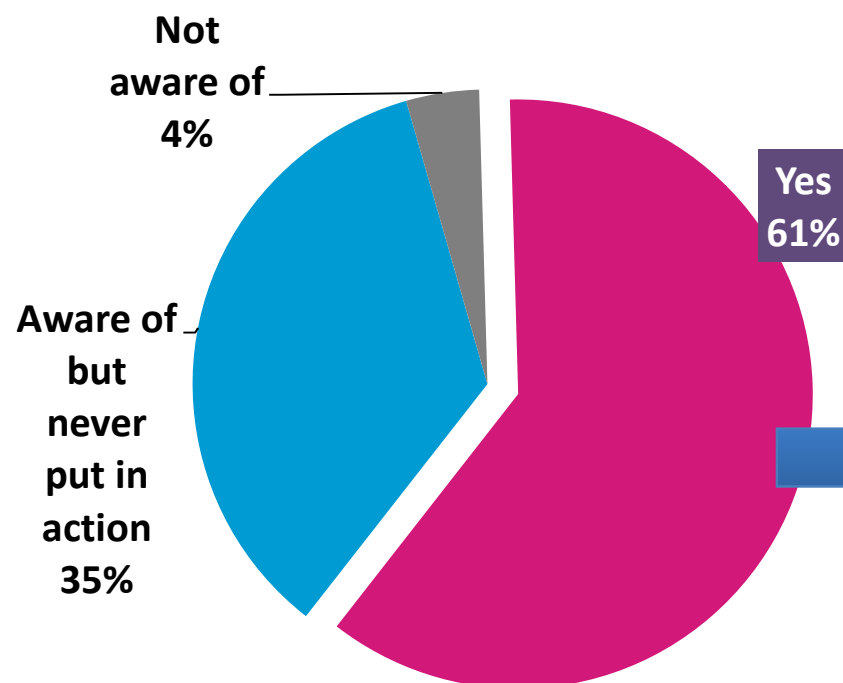
# Clinical Breast Examination

## One-third had attended Clinical Breast Examination



# Reasons for having Clinical Breast Exam

## Taking Clinical Breast Examination



Base: All females aged 18-59  
Weighted base ('000)  
Unweighted base

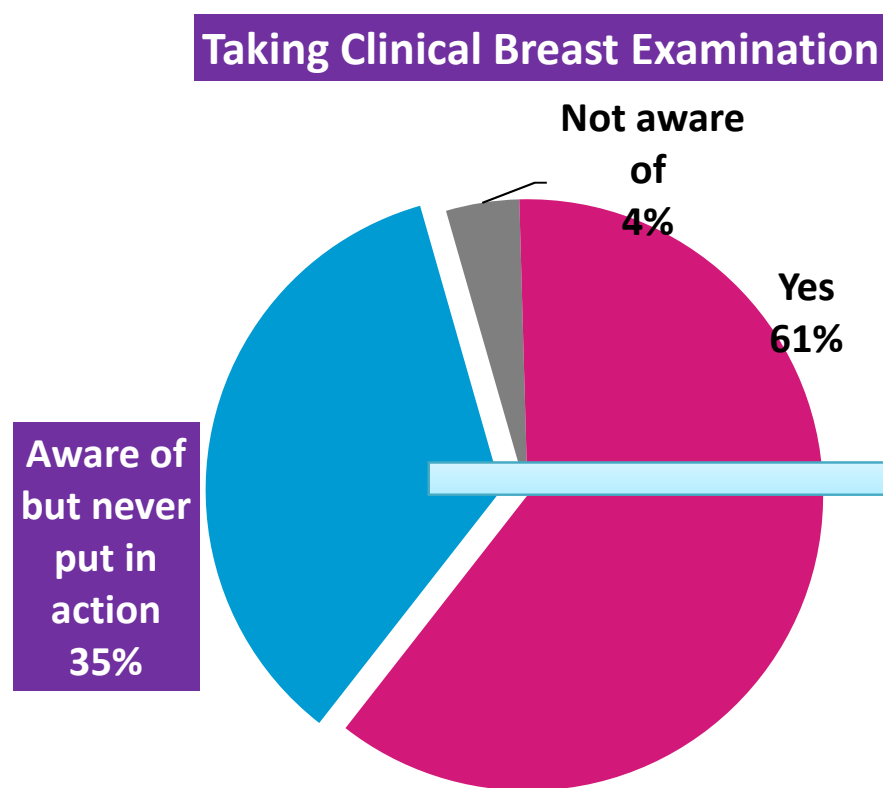
2,540  
800



**#Having Breast Examinations cannot prevent breast cancer, but can help detect breast cancer early**

Included when doing my female body check-up	39%
Included in my body check-up	17%
To prevent getting breast cancer#	8%
Doctors are more professional in checking	8%
Have suspicious symptoms for breast cancer	7%
I am not young, see the need	6%
Early detection can protect my family	5%
Ease of mind	4%
It is included in my insurance plan	4%
Others (each 3% or less)	
Base: Those who did clinical breast examination	
Weighted base ('000)	1,575
Unweighted base	481

# Reasons for not having Clinical Breast Exam



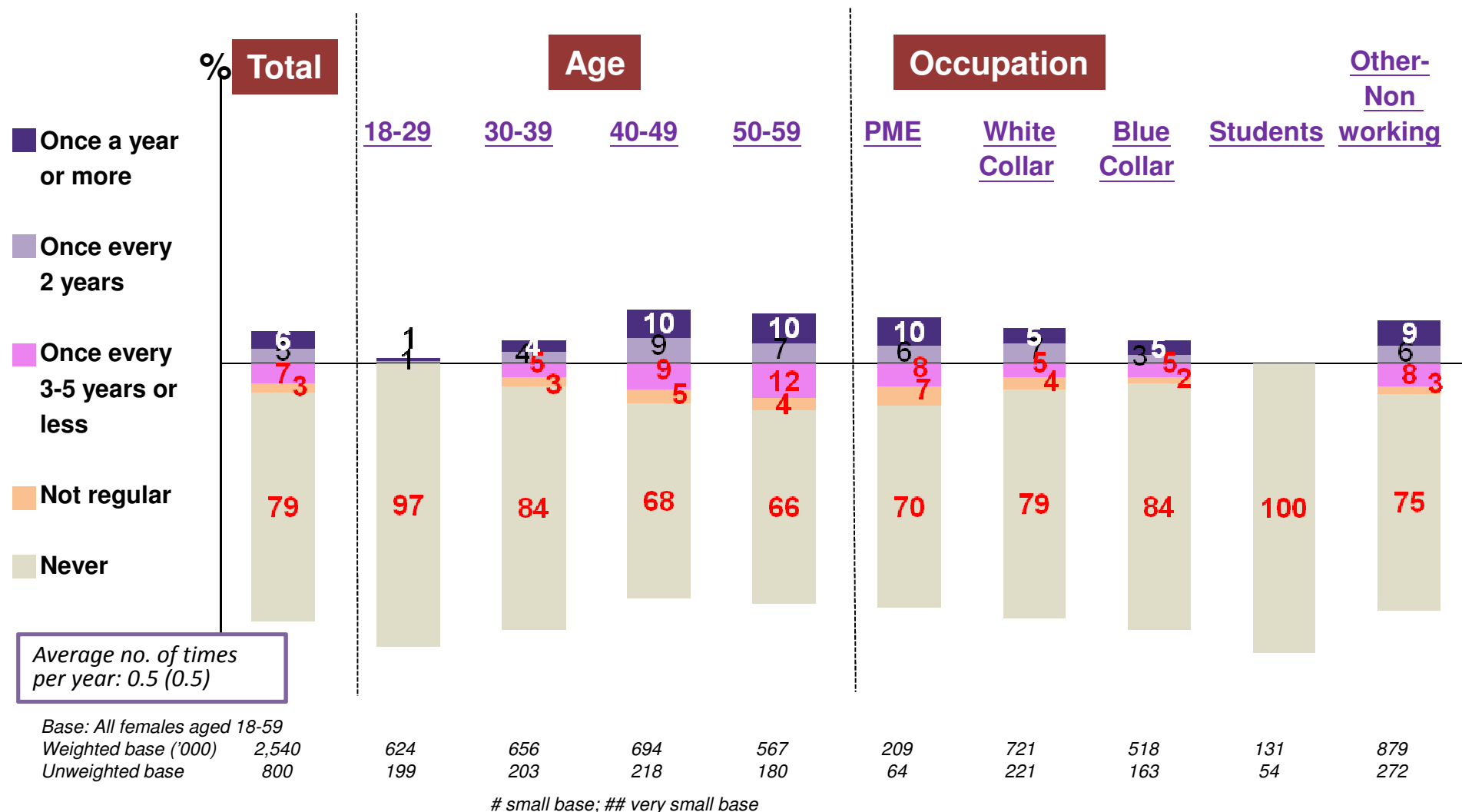
Base: All females aged 18-59  
 Weighted base ('000) 2,540  
 Unweighted base 800

I am healthy, do not see the need	43%
I am still young, do not see the need	20%
Do not have time	13%
Expensive	9%
I can examine by myself	9%
I have lower chance to get breast cancer	6%
Don't know where to have medical check-up	5%
It's embarrassing	4%
Others (each 3% or less)	

Base: Those who are aware but never did clinical breast examination  
 Weighted base ('000) 868  
 Unweighted base 289

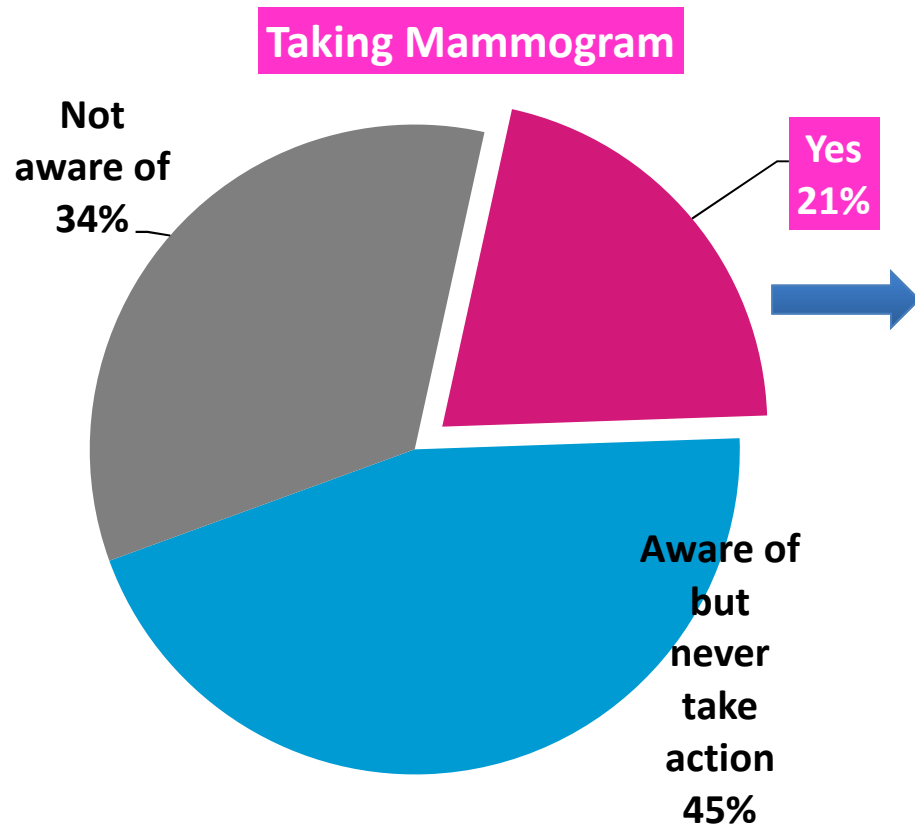
# Mammography Screening

Rates of regular mammography screening are low.





# Reasons for having mammography screening

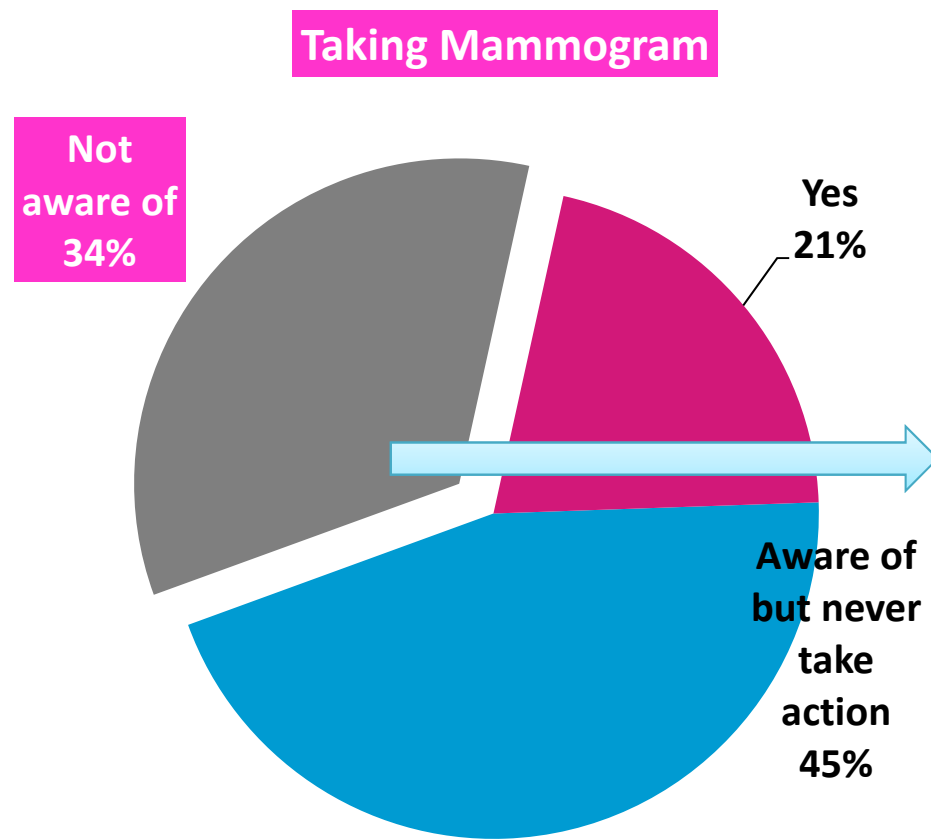


Base: All females aged 18-59  
Weighted base ('000)  
Unweighted base

2,540  
800

Doctor referred me to do it	27%
Have suspicious symptoms for breast cancer	16%
It is included in my body checkup	11%
I am not young, see the need	10%
Someone I know has breast cancer	9%
Early detection can protect my family	9%
To prevent getting breast cancer#	7%
Ease of mind	5%
My family/friends told me to do so	4%
Others (each 3% or less)	
Base: Those who did mammogram	
Weighted base ('000)	541
Unweighted base	171

# Reasons for not having mammography screening








Base: All females aged 18-59  
Weighted base ('000)  
Unweighted base

2,540  
800

I am healthy, do not see the need	32%
Doctor checked and said my breast is healthy, do not see the need	23%
Too expensive*	14%
I am still young, do not see the need	13%
Do not have time	7%
Not aware of mammogram	5%
Low chance to get breast cancer	4%
Don't know where to have mammogram	4%
Afraid it hurts	3%
Others (each 3% or less)	
Base: Those who did mammogram	
Weighted base ('000)	1,128
Unweighted base	352

\* Among the non-working women aged 40-59, 34% reported mammography screening is too expensive for them

# Conclusions

-  **60% respondents know breast cancer is the most common cancer among Hong Kong women.**
-  **Majority are aware of Clinical Breast Exam (96%) and Breast Self-Exam (94%); few acted on their knowledge**
-  **Few carry out Clinical Breast Exam (44%) and Breast Self-Exam (29%) on a regular basis. Rates of regular mammography screening are also low; less than 20% of the target population (age 40-59) observed the recommendation.**
-  **Over half of the respondents think they should start regular check-ups after the age of 30. Awareness about observing breast change and early detection is weak.**
-  **Many respondents perceived themselves “being healthy” and therefore did not concern with screening. Some said they did not receive adequate education on self examination.**

# Respondents' Profile

Age	
18-29	25%
30-39	26%
40-49	27%
50-59	22%
Occupation	
PME	8%
White collars	28%
Blue collars	20%
Housewife	28%
Unemployed	4%
Student	5%

Education Level	
Low education level (below F.4)	29%
Upper secondary (F.4-7)	40%
College/University or above	31%
Monthly Household Income	
Average	HK\$23,494

*Base: All females aged 18-59*

*Weighted base ('000) 2,540*

*Unweighted base 800*