

ENHANCING BREAST CANCER AWARENESS AMONG MALAYSIAN WOMEN THROUGH INFOGRAPHICS

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ABSTRACT

Breast cancer is a major health issue for women globally, including in Malaysia. Despite advances in treatment, late-stage diagnosis remains challenging. Poor recognition leads to adverse effects from a lack of understanding and confusion. Fostering awareness can contribute to quicker discovery, more effective treatment choices, and higher survival rates. In the Quran, Surah Al-Isra' verse 36 advises against pursuing matters without knowledge, emphasizing accountability for what one hears, sees, and feels. This aligns with this study's aim to bridge the gap in breast cancer awareness and understanding among Malaysian women of all ages. Additionally, the study aims to design an attractive infographic on breast cancer. It involves a systematic review of existing literature, including books, articles, research publications, and news on breast cancer awareness among Malaysian women. The creation of engaging infographics will make complex information more accessible. These infographics can also serve as valuable study references for medical students, aiding in retaining crucial information and providing quick references during their studies and clinical practice. In conclusion, new initiatives are required to ensure that women are educated about breast cancer and motivated to seek regular screening, thereby reducing the mortality rate associated with this disease.

Keywords: Breast Cancer; Awareness; Educate; Knowledge; Infographics

1. INTRODUCTION

Breast cancer represents a significant health concern globally, with its impact profoundly felt among women in Malaysia. Despite considerable advancements in medical treatments, the challenge of late-stage diagnosis remains pervasive, leading to less favorable prognoses and limited treatment options. Early detection is crucial in improving treatment efficacy and survival rates (American Cancer Society, 2023); however, a widespread lack of awareness and understanding often results in delayed diagnosis. This delay complicates treatment and diminishes the overall effectiveness of medical interventions (World Health Organization, 2023). Addressing this gap in knowledge and fostering greater awareness is essential for enhancing early detection and, consequently, improving health outcomes.

The imperative for greater awareness is not only a public health issue but also deeply intertwined with cultural and religious values. In the Islamic tradition, the pursuit of knowledge is a fundamental principle, as articulated in the Quran. Surah Al-Isra', verse 36, states:

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُولَئِكَ كَانَ عَنْهُ مَسْئُولًا (٣٦)

And do not pursue that of which you have no knowledge. Indeed, the hearing, the sight, and the heart—about all those [one] will be questioned.

This verse underscores the ethical obligation to seek knowledge and to act upon informed understanding. The emphasis on accountability for what one learns and perceives aligns with the objectives of this study, which seeks to address the gap in breast cancer awareness among Malaysian women. By facilitating informed decision-making through education, this study aims to empower women with the necessary knowledge to identify early symptoms of breast cancer and to seek timely medical advice.

To achieve this, the study utilizes an innovative approach by designing a comprehensive infographic that simplifies complex medical information about breast cancer (Krause et al., 2020). Infographics are powerful tools for visual communication, effectively conveying essential information in a clear and engaging manner. The use of an infographic ensures that the information is accessible to a broad audience, thereby enhancing the reach and impact of the educational material. The infographic is designed to resonate culturally and contextually with Malaysian women, further aligning with the study's objectives.

The integration of this Quranic principle into the study highlights the broader cultural and religious context within which health awareness campaigns must operate. In a predominantly Muslim society, aligning health education initiatives with religious teachings can enhance the relevance and acceptance of the message. The study's focus on breast cancer awareness, combined with the use of a visually engaging infographic, is thus not only a response to a pressing public health issue but also a reflection of the ethical imperative to pursue and disseminate knowledge, as prescribed in the Quran.

By empowering women with knowledge through this targeted educational effort, the study seeks to encourage early detection practices and to reduce the incidence of late-stage diagnoses. Through the use of an infographic, the study aligns with both public health goals and the ethical mandates of religious teachings, offering a holistic approach to addressing the breast cancer burden in Malaysia.

2. MATERIALS AND METHODS

The methodology for this study is grounded in a comprehensive and critical review of existing literature related to breast cancer awareness and the use of infographics in health education. This review involved the analysis of various sources of information, including books, news articles, and research publications focusing on breast cancer awareness among Malaysian women (Schliemann et al., 2022). Additionally, the study includes the creation of a breast cancer awareness infographic designed using Canva, a user-friendly graphic design tool.

An essential component of this study involved the creation of a breast cancer awareness infographic. The infographic was designed using Canva, a widely accessible and intuitive graphic design platform. Canva was chosen for its versatility and ease of use, enabling the creation of a visually appealing and educational infographic that could effectively communicate key information about breast cancer to a broad audience (Dunlap et al., 2016). The design process involved synthesizing the information gathered from the reviewed literature into a format that was both engaging and informative, with the goal of enhancing public understanding and encouraging proactive health behaviors.

This methodology provided a robust framework for understanding the current landscape of breast cancer awareness in Malaysia and the role of infographics in enhancing public knowledge. By synthesizing information from various sources and incorporating it into a well-designed infographic, the study aims to present a comprehensive overview of the challenges and opportunities in breast cancer education.

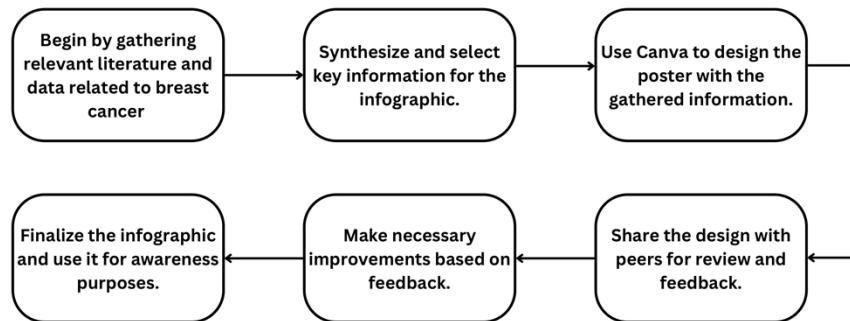


Figure 1. Infographics on Breast Cancer Awareness

3. RESULTS AND DISCUSSION

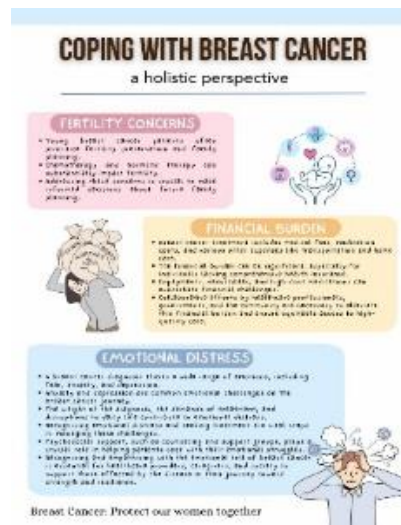




Figure 2. Infographics on Breast Cancer Awareness

Infographics (Figure 1) shows an awareness on breast cancer that covered topics on lifestyle effect, coping with breast cancer from a holistic perspective and enhancing the path of breast cancer awareness. These infographics are designed by using bright colors, clean design, straightforward and simple language to reach wider attention and are accessible to a broad audience (Barnes et al., 2024).

Based on the recent study proved that infographic could significantly enhance the understanding and retention of information (Chu et al., 2024). Thus, the study results may show a significant increase in breast cancer awareness among Malaysian women after engagement with the infographic, particularly in understanding risk factors, symptoms, and the importance of early detection. The infographic may prove to be an effective educational tool not only for the general public but also for medical students, who found it useful in simplifying complex medical concepts and enhancing their learning (Butdisuwan et al., 2024). This dual benefit highlights the infographic's value in both raising public awareness and serving as a quick reference and study aid for medical professionals in training.

This method emphasizes the usefulness of visual aids in health education by showing how well-thought-out design can successfully convey complex information. The infographic promotes preventative actions like routine checkups and social engagement and highlights that additional healthcare subjects might be included in it, and that it could be revised and shared online to reach a wider audience in future projects.

4. CONCLUSION

The study highlights the need for comprehensive breast cancer awareness initiatives using innovative tools like infographics to overcome stigmas and improve the information accessibility. Future efforts will involve a collaboration among healthcare providers, community, and organizations to empower Malaysian women to take proactive steps for prevention and early detection, thus enhancing health outcomes.

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