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Breast Cancer Forum

Caregiving of a person with a chronic disease can also be a contributing factor to poor screening adherence.

The project aims to develop a mobile phone-based health intervention, as a means to enhance preventive health care behavior among informal carers population with tailored individual messages, covering broad content areas while also overcoming restrictions to place and time of delivery.



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prolepsis

## HEALTH PROMOTION BREAST CANCER SCREENING IN INFORMAL CARERS



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European guidelines are in place for the provision of mammography screening for the early detection of breast cancer, although, women for various reasons (e.g. lack of knowledge, limited health literacy) do not attend these screenings as expected despite their awareness on the availability of preventive cancer screening tests.

## PROLEPSIS

Women who assume the role of the informal carer face additional challenges in engaging in health promotion practices such as BC screening. Explicitly, studies on carers' health behaviors stress the presence of impaired health behaviors, such as neglecting health care appointments, eating a poor-quality diet, limited exercise time and forgetting to take prescribed medications, compared to non-carers.

The project aims to develop a mobile phone-based health intervention, as a means to enhance preventive health care behavior among informal carers' population with tailored individual messages, covering broad content areas while also overcoming restrictions to place and time of delivery.

### The specific objectives of the project are:

- 1 to create a methodology and relevant contents extending informal carers' knowledge regarding the impact of their prevention avoidance behavior on BC development
- 2 to educate and enhancing them to assume control over this disease through adopting and maintaining changes in their lifestyle and living practices. These include modifications of their lifestyle habits, self-monitoring, self-assessment and reinforcement of positive behaviors as well as encouragement of use of preventive BC services.
- 3 To develop a personalized mobile application (i.e. personal characteristics, needs and preferences), which will support informal carers to better manage self-care and behaviour change in illness prevention.

## THE APP

The main result expected after the completion of the project is to develop a mobile phone application, that will be based on the special characteristics of the user, the International Guidelines for BC screening, the data retrieved from the relevant literature and the focus groups with end users and health professionals experts in the field of BC and in the field of support and advocacy for informal carers.

By completion of the application, three multiplier events will be organized - one in each partners country - conference with the participation of local health professionals and representatives of professional associations and bodies to disseminate the final product within and beyond the partner countries.

As an additional tool, will be produced the handbook for educators working with informal and formal education and healthcare professional working with women's health promotion on how to use the app in health-literacy reinforcement programmes targeting not only informal carers but women's health in general.

The handbook will be an e-book containing practical suggestions and guidelines for the two different target group which will be based on the lessons learnt through the previous project actions.

