



Social sensitization of breast cancer by the directorates of social activity

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Summary and objectives of the study :

the Algerian government has given importance to socio-cultural animation Through the laws. It has established directorates across the country's states, interested in helping the weak and the poor people.

Health issues are among the most important programs that these institutions aim to disseminate and raise in the community, Especially breast cancer, which has spread significantly among women in the recent period. but the geographical distribution of the population in Algeria between the urban and rural areas may affect the equitable distribution of the sensitization and prevention process against cancer, Especially since the statistics provided during the year 2018 indicated that women infected with this disease outside the urban areas are more than women in urban areas. What makes us look at the Role in sensitization played by the directorates of social activity on this disease between the urban and rural areas.

Social activity has a very important role in communicating the sensitization message, which is the link between the sensitization message and the recipient, so, the success of the social activity is determined by the use of psychotherapy methods through educational and social programs that help the patients to raise their morale and help theme.

One of the other roles is the development of society by linking urban and rural areas in the framework of social interaction activities and highlighting the role of the revitalization process, not only culturally but also socially to improve public relations at various levels. This study is directly related to the third axis, "the masses as regions", where women are taken as a social field to study through the activation programs related to breast cancer awareness and to evaluate the impact on the mental and physical health of this group of society.

In this study we will use two research methods :

_ The first method is the statistical method through the Social sensitization activities by the directorates of social activity of each of the urban and rural areas to know the communication strategy adopted between the regions

_ The second method is descriptive analytical method by distributing an information form to women in both urban and rural areas to know their opinions and evaluation of the sensitization programs of these institutions.

This study aims to :

--- Know the relationship between geographical regions And communication strategy of social activity by directorates on sensitization about breast cancer

--- Evaluation of sensitization programs Which are carried by the directorates of social activity Through statistics provided by official institutions.

--- Know the opinions and attitudes of women about sensitization campaigns and the effectiveness of these campaigns and its ability to prevent women from cancer.

--- Provide solutions to improve and activate women's sensitization programs on breast cancer.

As a general conclusion of this study :

The results of this study has great importance in understanding the government communication strategy in Social sensitization of breast cancer

As well as the impact of the geographical area in the orientation of awareness campaigns.

In addition to evaluating the impact of this social activity on reducing the incidence of breast cancer in women.

1. Social Planning For breast cancer patients in Algeria

Since independence, Algeria has established a system of social activity based on justice in the distribution of aid . But looking at Institutions in charge of social activity all rely on a centralized system, far from isolated and rural areas, Especially if we know that the population in rural areas more than the population of cities and urban areas. This government funding also touched on scientific research to find out the real causes of breast cancer,

The government has established the Higher Committee for Combating Cancer in addition to investing university research in this field in order to find possible solutions to this disease

Statistics provided by the Cancer Society in 2017 show that the number of women with breast cancer in rural areas is twice of women in urban areas.

Algeria has adopted a free policy in the process of sensitization of this disease, especially early detection through convoys to sensitize the seriousness of the disease, as well as the opening of free centers to examine women in order to detect the presence of this disease and referred in case of infection to specialized hospitals. (Kadri 2018)

The social plan in Algeria depends on several aspects:

* The government provides free testing and treatment for people with cancer :

The Algerian government announced the National Cancer Control Plan 2015-2019. " During this period, the government improved the offers of treatment in the field of chemotherapy and radiotherapy. 41 departments and 77 chemotherapy units were established, operating normally throughout the country.

* For the sake of prevention, the government announced a set of laws and regulations to combat the causes of cancer such as smoking, excessive alcohol consumption and substance abuse, as well as developing healthy lifestyles.

* Creation of directorates distributed in all states of the country charged to social activity : Since the early years of independence, the government has created directorates in charge of social activity, especially with regard to poor social groups and those with special needs, including cancer patients.

* Organizing awareness campaigns to prevent breast cancer : Official institutions and associations active in the field of health and women have adopted several sensitization campaigns to educate women about the risk of breast cancer and work to prevent it by clarifying its first symptoms.

* Adopt a national cancer control plan : Since 2015, Algeria has adopted a national plan to combat cancer and reduce its spread, This chart includes 8 axes
These axes concern four types of cancer, which represent 50% of the total cancers spread in Algeria according to the National Cancer Registry, there are 50,000 new cases per year, a large proportion of them involving breast, colorectal, lung and prostate cancer. In order to reduce the incidence of these four types, the Ministry of Health has launched campaigns for the early detection of breast cancer in seven pilot states in Algeria. (Kaderi 2018)

* Improve treatment and good patient follow-up : There are 100 centers specialized in chemotherapy for breast cancer patients distributed throughout the regions of Algeria

and to help the poor the government established the National Cancer Fund, which contains 30 billion dinars funded by the state treasury. This government funding also touched on scientific research to find out the real causes of breast cancer.

The government has established the Higher Committee for Combating Cancer in addition to investing university research in this field in order to find possible solutions to this disease (zitouni 2019)

2. Directorate of Social Activity and its role in the fight against breast cancer :

According to Executive Decree No. 10-128 of 2010, the Directorate of Social Activity is responsible for the implementation of all measures pertaining to help the poor and suffering from special health conditions.

Each of the directorates of social activity distributed across 48 states in the country is headed by a director, affiliated to the Ministry of Solidarity and Family Affairs.

Each directorate has 3 to 6 departments and Each department has a maximum of three offices :

- Department for the Protection and Promotion of Persons with Disabilities
- Department for Family and social solidarity
- Child and Youth department
- Department of Social Development Programs, Activities and Solidarity
- Department of Social Communication and Information System
- Department of Public Administration and Means

The directorates of social activity have many functions, the most important are:

-- implements protection, education and care programs for persons with disabilities. As well as developing assistance programs for women in difficult situations.

--Liaise with various sectors to help disadvantaged families

--Organize information and communication activities aimed at social assistance and frame social solidarity programs for disadvantaged social groups

-- Supporting awareness-raising activities to combat poverty, diseases and various social scourges. (Official Gazette of the Republic of Algeria 2010)

3. Breast cancer And health awareness in Algeria :

Several factors play a role in breast cancer, such as genetics, genes, alcohol and obesity, among others. But scientists have not yet understood the exact mechanism of the disease, so the World Health Organization says that in addition to the need to prevent the disease, people must also be educated on ways to detect early breast cancer. (Almass 2017)

In Algeria More than 11,000 cases of breast cancer are reported each year

However, the number of women with breast cancer in Algeria is more than official statistics, because there are no accurate statistics of disease in rural areas for physical reasons and the nature of societies.

Professor "Kamal Bouzid ", Responsible for the Department of Cancer Oncology in Pierre and Marie Curie National Cancer, that 50,000 new cancer cases are registered annually at the national level starting in 2025.

The President of the National Registry Network, Professor Douja Hamouda, said 103 new cancer cases per 100,000 people, warned of a possible rise in cancer rates in the future due to changing environmental factors, individual behaviors and high smoking rates.

Algeria is one of the countries that could see an increase in cancer rates, which could reach 61,000 cases a year, If the government does not take all measures to control this disease, especially breast cancer.

The high incidence of breast cancer in Algeria is the result of poor medical coverage and unconsciousness, which often lead to the discovery of the disease in the third stage, which is a late stage, sometimes requires intensive medical care for the patient, in addition to undergoing chemotherapy and radiation.

Health education and social activism play an important role in reducing the incidence of breast cancer, There are many sensitization campaigns in the

context of social activity related to the fight against breast cancer, such as pink month "October", which devotes to awareness campaigns and organizing mobile convoys to sensitize the risk of cancer and the need for early screening. (Dawi 2018)

In turn, the directorates of social activity organize periodic campaigns and awareness meetings in order to raise the level of awareness among women, whether sick or not with cancer.

Many women's and health associations also organize awareness campaigns to reduce cancer. These associations are active in coordination with the official departments, but they do not use the media much to publicize their activities.

Health awareness about breast cancer in Algeria has the following characteristics :

-- Weak planning : Most awareness campaigns on breast cancer lack good planning in terms of lack of good coverage for all groups concerned because of the limited publicity of these campaigns. so The majority of women are unaware of the existence of these campaigns and they dont exposed to it and do not benefit from its objectives.

-- Organizing awareness campaigns in urban areas: The exclusion of rural areas deprives millions of women from benefiting from these sensitization campaigns, as the lack of transportation prevents many women from moving to the city to attend these sensitization campaigns.

-- Lack of coordination between different sectors: awareness campaigns are usually organized individually by various actors such as associations, official directorates or the media

Lack of coordination loses sensitization campaigns a chance Combining efforts to draw up an integrated plan aimed at following up the patient until his recovery.

-- Engage specialists in health Awareness : Many breast cancer awareness campaigns are based on doctors and specialists who explain everything related to the disease, prevention and treatment. This gives confidence to those exposed to these campaigns and increases the level of awareness by asking more questions about this disease and receiving answers.

-- Ignorance of the personal differences of the audience of the campaign :

The sensitization campaigns do not care about individual differences among the targeted women such as marital status, place of residence and educational level Although these differences often constitute an important part in the success or failure of the campaign sensitization.

4. Applied Study:

the relationship between geographical regions And communication strategy of social activity by directorates on sensitization about breast cancer :

In this field study, we questioned 200 women have breast cancer, 100 of them in rural areas and 100 women in cities, Using the questionnaire tool, in order to find their opinions on the awareness campaigns organized by the directorates of social activity.

In the following table we will show the most important answers in percentages :

questions	Answers			
	Women in Urban areas	percentage	Women in rural areas	Percentage
What is your educational level?	Less than primary	% 11	Less than primary	% 54
Did you know that there are awareness campaigns about	yes	% 84	yes	% 14

breast cancer?				
Have you ever attended one of these sensitization campaigns?	yes	%71	yes	%03
If yes, have you benefited from these campaigns?	yes	% 52	yes	% 02
What prevented you from attending these sensitization campaigns ?	Society's perception	% 63	Distance and fiscal deficit	% 84
Is there enough information about these campaigns before launched?	yes	% 32	yes	% 09
Do you receive enough information about the disease during the sensitization campaign?	yes	% 89	yes	% 84
Will the organizers communicate with you after the sensitization campaign to follow up the treatment?	yes	% 12	yes	%00
Are your personal information taken by campaign organizers?	yes	% 12	yes	% 00

Were you to avoid some of the actions that caused your illness or aggravated your illness if you follow the sensitization campaigns in time	yes	% 82	yes	%91
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Results :

1. There is interest in the awareness campaigns on breast cancer in Algeria by the official and unofficial directorates, but this interest has many negative aspects such as:

-- Lack of coordination between the various parties concerned with breast cancer in order to draw up a joint plan to fight the disease, such as associations, media and researchers.

-- Poor media about awareness campaigns makes attendance at these events few.

-- Most of the awareness campaigns are organized in urban areas, which gives the chance to attend only for women in these areas and not women in rural areas.

2. Women benefit greatly from the information they receive from awareness campaigns, especially that these awareness campaigns are active by doctors and specialists in the field.

3. There are many differences between women with breast cancer such as educational level, social level and area of residence.

These differences are not taken by the directorates of social activity in the organization of awareness campaigns, which makes the impact of these campaigns different between each category of women.

4. Women with breast cancer in rural areas are more excluded from sensitization campaigns than women in urban areas.

While community perception is the important reason women in urban areas do not attend sensitization campaigns, distance and poverty play an important reason why women in rural areas do not attend breast cancer awareness campaigns.

5. Deprived women of sensitization campaigns about breast cancer May contribute to breast cancer by not stopping some cancer-causing behaviors or worsening their health.

6. There is no follow-up by the organizers of sensitization campaigns such as follow-up of patients' condition or connect permanent contacts with them.

The link between social activity directorates and these women often breaks after the sensitization campaign ends.

7. Most women are willing to increase awareness campaigns and learn more about breast cancer to improve their health.

8. There is insufficient care for breast cancer patients at the health center level, especially the timing of the chemical sessions and the drugs for the disease.

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