

## The Effectiveness of WhatsApp and Instagram as SADARI Health Promotion Media to Prevent Breast Cancer

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### ABSTRACT

**INTRODUCTION:** The incidence of breast cancer in West Sumatra Province, Indonesia ranks third out of 34 provinces in Indonesia, with an estimated number of 2,285 breast cancer patients. Based on the initial study, 18 out of 30 female students learned about the term Breast Self Examination (SADARI), but 14 people have never done SADARI. Health promotion innovation by utilizing technology is needed to improve the students' awareness in reducing the incidence of breast cancer. This study aims to measure the effect of SADARI health promotion through WhatsApp and Instagram social media on increasing knowledge, attitudes, and perceptions of the usefulness of technology in Andalas University students. **METHODS:** Quasi experiment study with a non-equivalent pretest post test design approach to female students in non-medical faculty of Andalas University, which are divided into health promotion recipients using WhatsApp dan Instagram. **RESULTS:** There are differences in the average score of knowledge, attitudes, and perceptions of the usefulness of the respondents technology before and after SADARI health promotion using WhatsApp and Instagram social media ( $p < 0.05$ ). The results of statistical tests show that the knowledge, attitudes and perceptions of the usefulness of technology respondents in WhatsApp group are higher than the Instagram group ( $p < 0.05$ ). **DISCUSSION:** Health promotion using WhatsApp is more effective than Instagram. It is recommended to use WhatsApp and Instagram as an alternative SADARI health promotion media.

**KEYWORDS:** Health promotion, SADARI, WhatsApp, Instagram

## The Evolution of Cervical Cancer Control Program in Malaysia

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### ABSTRACT

**INTRODUCTION:** Cervical cancer is the leading cause of mortality among women worldwide. However, it is one of the most preventable and treatable forms of cancer, as long as detected early and managed effectively. **METHODS:** The performances of pap smear services were analysed through the annual data and report of pap smear services from all the states. It was later mapped with the latest incidence of cervical cancer in Malaysia to see the impact of the program. **RESULT:** In 1996, the second National Health and Morbidity Survey (NHMS II) revealed that only 26% of eligible women underwent cervical cancer screening using Pap smears while in 2006 (NHMS III) this proportion had doubled to 43.7%. However, five (5) years later, the NHMS 2011 reported that only 12.8% of eligible women had Pap smear examination. The MOH pap smear screening target was set at 40% of eligible women. The performance for the past 5 years (2013-2017) was on average 25%. There were multifactorial reasons for the poor uptake and the coverage of the program. **CONCLUSION:** With the success of a national HPV vaccination program, MOH recognises the need to review our national cervical screening program. While HPV vaccination will not remove the necessity for cervical screening, there is a need to change to a more effective screening modality that aligned with current international evidence.

**KEYWORDS:** cervical screening, cancer, effective