

**EFFECTIVENESS OF BREAST CANCER  
AWARENESS EDUCATIONAL  
PROGRAMME AMONG UCSI  
UNIVERSITY'S FEMALE STUDENTS**

**LEONG JING WAN**

*Library Services  
UCSI Education Sdn. Bhd. (185479-U)  
No. 1, Jalan Menara Gading, UCSI Heights,  
56000 Kuala Lumpur, Malaysia.  
Tel: 603-9101 8880 Fax: 603-9102 3606  
Website: www.ucsi.edu.my*

**B. Sc. (Hons.) Food Science & Nutrition  
Faculty of Applied Sciences  
UCSI University**

**2009**

## ABSTRACT

Breast cancer has become the most common cancer malignancy among women and the incidence rate is increasing annually worldwide. The objective of this study was to heighten awareness of breast cancer by improving knowledge on breast cancer and early detection methods thus reduce mortality and increases survival rate. Though the major risk factor of breast cancer is age, breast cancer had become the most common cancer diagnosed among women who aged below 35 recently. Hence, it is important to heighten awareness among teenage or women aged early 20s. Effectiveness of educational tools toward breast cancer awareness, knowledge and practice toward breast cancer was determined. 95 UCSI University's non-science female students of who aged between 18 to 25 years old were recruited to be involved in this study. The respondents were given a set of questionnaire before they were educated with four modules. In each module, slides presentation and short video were given before another questionnaire was done for accessing the effectiveness of educational tools and improvement of knowledge. Data analysis was done by using the Statistical Package for Social Sciences Version 11.5 and p value of  $<0.05$  indicate statistical significance. The mean age for respondents was  $20.8 \pm 1.3$  years. Before the education programme, the overall mean knowledge score was  $6.8 \pm 3.8$ . There is a significant increase in the desired knowledge level in breast cancer with the mean score of  $15.2 \pm 1.2$  after educational programme. This study had shown the effectiveness of educational programme in increasing the knowledge about breast cancer. Among young adult women, the learning outcomes of all 4 modules were agreed to be achieved by majority of the respondents. Effectiveness of educational tools was agreed by majority of the respondents through learning outcomes assessment and breast cancer knowledge of the respondents had significantly improved after the educational programme. Awareness of breast cancer among the young adult women was desirably increased through the educational programmes.

Library Services  
UCSI Education Sdn. Bhd. (115476-U)  
No. 1, Jalan Menara Gading, UCSI Heights,  
56000 Kuala Lumpur, Malaysia.  
Tel: 603-9101 8880 Fax: 603-9102 3606  
Website : [www.ucsi.edu.my](http://www.ucsi.edu.my)