



## AYESHA SHAHID

Shaikh Khalifa Bin Zayd Alnyhan Medical & Dental College  
Pakistan

### Rising incidence of cervical cancer: Where we stand for its awareness

#### Abstract:

**Background:** The increasing mortality of cervical cancer besides being preventable and curable is quite an alarming situation globally. It is the third most common cancer of females in developing country like, Pakistan. With the advancement in technology, breast cancer awareness has surpassed the specific number. Hence, cervical cancer being the common malignancy among females need to be addressed with the same zeal. Objective: This study intends to discover awareness, understanding as well as role of mass media towards cervical cancer and its screening awareness.

**Methods:** Cross-sectional study was conducted on married women (20-60 years of age) through self-administered questionnaire; visiting OPD of Gynecology and Obstetrics department of Shaikh Zayed hospital dated 1-7-2022 to 1-8-2022, Lahore, Pakistan. Data was analyzed through IBM SPSS Statistics version 24.

**Results:** Only 17% respondents had an understanding and 83% respondents were not familiar with the word cervical cancer and its screening. The study concluded that age, occupation, education and monthly household income showed positive associations with understanding of cervical cancer and its screening; this is because most of the respondents were of young age, housewives, less educated, and belongs to low socio-economic status. Whereas, 28% respondents found mass media imperative and 72% respondents had not found mass media significant in their awareness approach. Residence and source of information had shown significant associations with role of mass media in cervical cancer and its screening awareness because urban residence and utilization of information sources enhances knowledge as well as give awareness on their health spectrum.

**Conclusion:** Cervical cancer can be easily prevented with the help of screening methods. Thus, it is need of an hour to work on mass media for its awareness to prevent the third most common cancer among females in developing countries.

#### Biography

I am Dr. **Ayesha Shahid**, recently successful in obtaining my fellowship in Gynecology and Obstetrics from Pakistan. Furthermore, I have also cleared the MRCOG-2 in January 2024. As a keen researcher, I have contributed to various research projects, both nationally and internationally, resulting in multiple publications. I have actively participated in numerous conferences across the globe. I am also an author of a book chapter related to gynecology. During the COVID-19 pandemic, I served as a frontline healthcare worker and also conducted researches on various aspects of the pandemic. Additionally, I have dedicated my efforts to advocate for women's health, particularly in the field of gynecology. Presently, I am spearheading an awareness campaign focused on cervical cancer, which ranks as the third most common cancer among females in Pakistan. My involvement in cervical cancer research, coupled with participation in conferences and delivering lectures, underscores my commitment to raising awareness about this critical health issue. Furthermore, I am in the process of developing a website dedicated to cervical cancer awareness. I am recently running a YouTube channel as a free study guidance for exam aspirants of gynecology