**Title**

Social media video improves informed choice for breast cancer screening

**Author and affiliations**

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**Background**

There is strong evidence that women in Australia are not aware of the harms and benefits of breast cancer screening when deciding to screen1. They are thus not making an informed choice. While tools have been developed to improve informed choice these are not being sought and are laborious to use2. Social media has increasingly become a platform by which the public obtain health information.

**Aims**

This research aims to determine whether a short video, suitable for social media, could be used to improve informed choice in women deciding to undergo breast cancer screening.

**Method**

A two-minute video outlining the harms and benefits of breast cancer screening was created using data from the Cochrane review3. Women were recruited via Facebook and completed a survey that tested their knowledge of the harms and benefits of breast cancer screening. They then watched the video and were again tested on their knowledge of the harms and benefits. Data was also collected on attitudes and intention to screen.

**Results**

388 eligible women completed all survey responses.

The mean knowledge score went from 40% to 80% after watching the video. There was no change in attitudes towards screening or intention to screen. 92% of participants subjectively reported improvements in their understanding of the harms and benefits of screening. 94% of participants reported the information in the video was important to give to women prior to screening.

**Conclusion**

Women value being informed of the risks and benefits of breast cancer screening. This short, social media video, is an effective method to communicate this information.

**References:**

1. BMJ 2013;346:f158
2. The Lancet 2015;385:9974:1642

3. Cochrane Database Syst Rev. 2011 Jan 19;(1):CD001877