

VIDEO EDUCATIONAL MEDIA ABOUT BREASTFEEDING FOR EARLY DETECTION OF BREAST CANCER

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SUMMARY

Background *Early detection is a very important first step to find out early if there is a tumor or lump in the breast so that it can be treated, reduce the death rate due to cancer. **Objective** To increase the knowledge and awareness of young women about the importance of BSE as an early detection method for breast cancer, so that it can encourage them to do BSE regularly. **Method** The media used in this method is animated video media that can educate and increase public knowledge, especially for young women. The content was produced using the Canva application, then the content was validated through respondent trials. **Results** The educational video "BSE Education for Early Detection of Breast Cancer" with a duration of 5.02 minutes after being given education can increase the knowledge and skills of the community, especially young people, about the importance of BSE as an early detection of breast cancer. **Conclusion** The video media produced can be used to increase knowledge, skills, and even behavioral changes related to early detection. of breast cancer with BSE, especially in young people.*

Keywords: *Breast Cancer, Breast Self-Examination, Video Media*