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A new navigation aid tool for breast health education

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Introduction: The navigation in healthcare is an evidence-based intervention aimed at guiding patients through the healthcare system, particularly for breast cancer patients. It addresses barriers like fear, communication issues, and treatment delays. Effective information dissemination, potentially via Instagram, can enhance patient support and continuity of care, though scientific documentation on this is limited. **Objective:** This study highlights the need for social media to improve patient navigation and reduce disparities in healthcare access, and thus aimed to evaluate Instagram as a tool for patient navigation in a breast health clinic. **Methods:** This is an observational, prospective study comprising female patients with active Instagram accounts and breast health issues. Two questionnaires assessed health education and barriers faced. Over a year, patients accessed educational content via the @mama_sus account. Data were collected ethically, ensuring privacy and consent. The study aimed to enhance patient support and navigation through social media, contributing to better health outcomes. **Results:** A total of 76 patients were screened at the mastology clinic of Barão de Lucena Hospital, with 63 meeting inclusion criteria. The study revealed that most participants were women aged 18–49 years, with various risk factors for breast cancer. After a year of educational content on Instagram (@mama_sus), 87.3% found the platform user-friendly, and 97.0% felt secure with the information provided. The initiative improved understanding of health rights and the importance of regular check-ups, with 95.0% stating that knowledge reduced their fears regarding breast health. **Conclusion:** Instagram is a useful tool for breast cancer patients, significantly reducing barriers. The platform is easily accessible and intuitive, benefiting patients of all education levels.

Keywords: breast cancer; epidemiology.