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## Male breast cancer: A public health problem that still lacks prevention among men

Rubens Rezende Ferreira<sup>1</sup>, Renata Coelho C. P. Rebouças<sup>1</sup>, Alice Ramos Rodrigues<sup>1</sup>, Tiago Marques Gomes<sup>1</sup>, Ana Flávia de Paula G. Campedelli<sup>1</sup>, Fernando Santos Azevedo<sup>1</sup>

<sup>1</sup>Centro Universitário de Mineiros – Goiânia (GO), Brazil.

**Objective:** This study aimed to bring epidemiological information about male breast cancer (BC) and also prevention importance to this group. **Methodology:** For this purpose, data from the Department of Informatics of the Unified Health System (DATA-SUS) were used, in which cases were investigated by gender according to the year of diagnosis of BC in Brazil, between the years 2013 and 2022. **Results:** BC is the second most prevalent cancer in the world. In Brazil, BC will represent, according to the National Cancer Institute, it is estimated that, between 2023 and 2025, 10.2% of all types of cancer in the country. Furthermore, it is common knowledge that BC also affects the male population, representing 1% of cases; however, its incidence has increased significantly throughout the world, including in our country in the last decade. Thus, there was a significant increase in the analyzed data during this period of time, in which, respectively, we had between 2013 and 2022, 229, 267, 255, 274, 268, 482, 1,021, 1,059, 1,493, and 848 cases of male BC. Moreover, when analyzing BC screening and combat campaigns in Brazil, it appears that they, for the most part, dialogue only with women, leaving an illusion that men should not be concerned with this category of cancer. In addition, studies reveal that male BC patients had worse survival outcomes compared with female patients. **Conclusion:** Therefore, we conclude that public policies and emphatic and educational campaigns are necessary, which explain the reality of male BC, with the intention of informing its risks, in an attempt to increase screening, thus reducing the incidence and mortality of BC in men.

**Keywords:** disease prevention; epidemiology; male breast cancer.