

PRESENTATION: E-POSTER

<https://doi.org/10.29289/259453942025V36S10944>

944 – Analysis of fake news about mammography in the Vale do Itajaí: perceptions and implications for public health

Guilherme Gamba¹, Ana Gabriela de Souza Barbosa¹, Maria Eduarda de Campos Lemos da Silva¹, Rebeca Neves Heinzen¹

¹Centro Universitário da Fundação Educacional de Brusque – Brusque (SC), Brazil.

Introduction: Mammography is an essential tool for the early detection of breast cancer.

Objective: To explore how fake news may impact the perception of and adherence to mammography screening among women in the Vale do Itajaí, as well as its implications for public health.

Methods: This was a cross-sectional, quantitative, and descriptive study. A structured questionnaire was developed by the researchers and applied to 465 women aged 18 years and over, selected according to eligibility criteria. The collected data were organized and statistically analyzed using tables and graphs created with Microsoft Excel 2019 and further analyzed using Jamovi. Descriptive analysis and Spearman's correlation were used to identify associations between variables, and multinomial logistic regression was used to evaluate factors related to adherence to mammography, considering educational level, knowledge, and beliefs. A significance level of $p < 0.05$ was adopted.

Results: Among the 465 participants, 52.0% had undergone mammography and 69.1% were aware of the recommended screening age. A significant correlation was observed between exposure to fake news and refusal to undergo the exam ($\rho = 0.434$; $p < 0.001$), indicating that greater exposure to negative information was associated with a greater likelihood of avoiding mammography due to fear. Among the 45 participants who did not undergo the exam, 64.0% reported that the reason was fake news from friends and family. Additionally, an association was found between lower educational level and higher vulnerability to misinformation. Beliefs such as fear of pain and radiation negatively influenced adherence, while professional guidance and greater knowledge were identified as protective factors.

Conclusion: Fake news and low health literacy act as significant barriers to adherence to mammographic screening, influencing preventive behaviors and contributing to the late diagnosis of breast cancer.

Ethics: Approved by the Research Ethics Committee (CAAE 90509525.0.0000.5636).

Keywords: mammography; breast neoplasms; mass screening; educational status.