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Brazilian Society of Mastology Podcast: creation and consolidation of a new communication channel

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Objective: This study aimed to describe the creation and first year of operation of the SBM Channel, the official podcast of the Brazilian Society of Mastology (SBM – Sociedade Brasileira de Mastologia). **Methodology:** The SBM Channel was created in 2021 at the initiative of the SBM Board of Directors, with the aim of increasing communication and generating knowledge for members and the general population. To organize it, six associated mastologists were invited, of which four were women aged between 30 and 40 years. The channel has two programs: Breast Health in Focus (BHF), released weekly and aimed at the lay public, with an objective and didactic approach, and Point and Counterpoint (PCP), released monthly and aimed at physicians, in which specialists debate various topics related to mastology. Episodes were recorded monthly in an online studio, prepared, and made available on various podcast aggregator platforms. **Results:** In 1 year, there were 13 episodes of PCP, 56 episodes of BHF, and an additional 4 episodes covering the Congress of the American Society of Clinical Oncology (ASCO). In total, 125 specialists were involved in the project, the majority of mastologists from all regions of the country. The Channel's audience was over 10,000 listeners, predominantly composed of women (67%), aged between 35 and 44 years (43%), and accessed mainly through the Spotify platform (79%). **Conclusion:** The SBM Channel fulfilled its objective of spreading knowledge among members and the general population, constituting a new form of communication and access to reliable and quality information.

Keywords: breast neoplasms, health communication, health education, webcast.