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The importance of primary care in the prevention of breast cancer in Brazil

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Objective: This study aimed to present the importance of actions to promote, prevent, and protect women's health in preventing breast cancer in Brazil. **Methodology:** This is a narrative review of the literature, using the PubMed and Google Scholar databases, using the descriptors "breast cancer prevention" and "primary care." Inclusion criteria were articles published in Portuguese, available online, and free of charge. Exclusion criteria were articles not available in full and repeated. The initial sample identified 516 studies, of which 5 were selected for the construction of this study. **Results:** The results indicate that effective primary care performance is correlated with earlier diagnoses of breast cancer, through campaigns encouraging self-care, healthy eating, and physical activity. In addition, carrying out a physical examination during consultations and health literacy actions in basic health units regarding measures to reduce the chance of developing breast cancer, enabling more effective treatments, and increasing survival rates, therefore, suggest an integrated approach between primary care services and specialized oncology and mastology services. **Conclusion:** Therefore, primary care is an important tool in the early detection of this cancer, having a significant impact on the good prognosis of patients and offering well-being and quality of life for these women.

Keywords: breast cancer; primary care; early diagnosis.