

# Changing the Narrative: Shifting Perspectives on Breast Health Advocacy

Robert Fernandez\*

College of Medicine and Dentistry, James Cook University, Townsville, Australia

Breast health advocacy has long been intertwined with campaigns for awareness, early detection, and treatment. While these efforts have undoubtedly saved lives and raised critical awareness, there's a growing recognition that the narrative around breast health advocacy needs to evolve. Beyond solely focusing on detection and treatment, there's a call for a broader, more inclusive approach that encompasses prevention, equity, and holistic well-being. This article explores the changing narrative of breast health advocacy, highlighting the importance of shifting perspectives to address the multifaceted aspects of breast health [1-2].

## Redefining Breast Health

Traditionally, discussions around breast health have centered predominantly on breast cancer detection through screening methods like mammograms and self-examinations. While early detection remains crucial, the narrative is expanding to encompass a broader understanding of breast health. This includes emphasizing the importance of lifestyle factors such as diet, exercise, and stress management in reducing the risk of breast cancer and promoting overall breast health. By promoting preventive measures and holistic well-being, advocates are empowering individuals to take proactive steps in caring for their breast health [3].

## From Awareness to Action

While raising awareness about breast health is essential, the effectiveness of advocacy efforts is increasingly being measured by tangible actions and outcomes. Shifting the narrative involves moving beyond simply spreading awareness to mobilizing communities and implementing evidence-based interventions. This includes advocating for policies that support access to affordable screening and treatment, promoting breast health education in schools and workplaces, and addressing disparities in healthcare access and outcomes. By focusing on actionable initiatives, breast health advocates can drive meaningful change and improve outcomes for individuals and communities [4-5].

## Promoting Equity and Inclusion

The changing narrative of breast health advocacy also emphasizes the importance of promoting equity and inclusion. Historically,

certain populations, including women of color, low-income individuals, and LGBTQ+ communities, have faced disparities in breast cancer outcomes due to factors such as limited access to healthcare, cultural barriers, and systemic inequalities. To truly advance breast health for all, advocates must actively work to address these disparities and ensure that everyone has equal access to prevention, screening, and treatment services. This requires engaging with diverse communities, understanding their unique needs and challenges, and advocating for policies and programs that promote equity and inclusion [6].

## Embracing Holistic Well-being

Beyond the physical aspects of breast health, the changing narrative of advocacy recognizes the importance of addressing the emotional, psychological, and social dimensions of breast cancer and breast health. This includes providing support services such as counseling, support groups, and survivorship programs to help individuals cope with the emotional impact of a breast cancer diagnosis and navigate the challenges of treatment and survivorship. By embracing a holistic approach to well-being, breast health advocates can ensure that individuals receive comprehensive support that addresses their physical, emotional, and social needs [7-9].

Changing the narrative of breast health advocacy involves shifting perspectives to encompass a broader understanding of breast health that goes beyond detection and treatment. By promoting prevention, equity, and holistic well-being, advocates can empower individuals to take proactive steps in caring for their breast health and improve outcomes for all. As we continue to evolve our approach to breast health advocacy, let us strive for a future where everyone has the knowledge, resources, and support they need to achieve optimal breast health and well-being [10].

## References

1. Olagoke A, Reyes K, San Miguel LG, Torres P, Robledo C, Kling W, et al. Intentional Storytelling to Sustain Low-cost/Free Breast Cancer Services: A Latina Example of Community-driven Advocacy. *Prog Community Health Partnersh.* 2022;16(2):205-15.

\*Correspondence to: Robert Fernandez, College of Medicine and Dentistry, James Cook University, Townsville, Australia, E-mail: Fernandez.r90@jcu.edu.au

Received: 11-Apr-2024, Manuscript No. JWH-24-30721; Editor assigned: 15-Apr-2024, PreQC No. JWH-24-30721 (PQ); Reviewed: 22-Apr-2024, QC No. JWH-24-30721; Revised: 27-Apr-2024, Manuscript No. JWH-24-30721 (R); Published: 30-Apr-2024, DOI: 10.35248/2167-0420.24.13.724

Citation: Fernandez R, (2024). Changing the Narrative: Shifting Perspectives on Breast Health Advocacy. *J Women's Health Care.* 13(4):724.

Copyright: © 2024 Fernandez R. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited

2. Lane W, Phillips BT, Offodile AC. Where advocacy meets patient-centered care—cost considerations in breast reconstruction decision-making. *Gland Surg.* 2021;10(1):507.
3. Kizub DA, Zujewski J, Gralow JR, Ndoh K, Soko U, Dvaladze AL. Patient advocacy approaches to improving care for breast and cervical cancer in East and Southern Africa. *JCO Glob Oncol.* 2020;6:49-55.
4. Chopra S, Khosla M, Vidya R. Innovations and challenges in breast cancer care: a review. *Medicina.* 2023;59(5):957.
5. Litton JK, Regan MM, Pusztai L, Rugo HS, Tolaney SM, Garrett-Mayer E, et al. Standardized definitions for efficacy end points in neoadjuvant breast cancer clinical trials: NeoSTEEP. *J Clin Oncol.* 2023;41(27):4433.
6. Ingman WV, Richards B, Street JM, Carter D, Rickard M, Stone J, et al. Breast density notification: an Australian perspective. *J Clin Med.* 2020;9(3):681.
7. Swain SM, Shastry M, Hamilton E. Targeting HER2-positive breast cancer: advances and future directions. *Nat Rev Drug Discov.* 2023;22(2):101-26.
8. Patel AK. Breast radiology advocacy: responding to the call-to-action. *Radiol Clin.* 2021;59(1):13-7.
9. Weber WP, Gentilini OD, Morrow M, Montagna G, de Boniface J, Fitzal F, et al. Uncertainties and controversies in axillary management of patients with breast cancer. *Cancer Treat Rev.* 2023:102556.
10. Sessa C, Balmaña J, Bober SL, Cardoso MJ, Colombo N, Curigliano G, et al. Risk reduction and screening of cancer in hereditary breast-ovarian cancer syndromes: ESMO Clinical Practice Guideline. *Ann Oncol.* 2023;34(1):33-47.