Head and neck cancer day training and promotion for the community

Introduction

Mongolia has population of three million and the half of the population lives in the capital city Ulaanbaatar. Our country used to be a socialist country with centralized, planned economy. After the communist system fell apart in 1990 the economy was shifted into free market. However, the medical system and its finance remained the same, dependent on the state budget. Though other hospitals are gradually being connected to health insurance the Cancer Center is still dependent on the state budget because it is stated in the law that all cancer treatment is covered by state. Very limited budget for cancer awareness is allocated out of this and is mainly devoted for liver and other digestive system cancer which is the leading cancer in our country.

Rationale

1. Head and neck cancer can be detected at early stage. Unfortunately, majority (80%) of our patients present with advanced staged cancer.
2. Due to the medical system including the training is still in the transition the knowledge and capacity of first and secondary health service doctors regarding cancer is still low. This is also contributing to the late presence of the patients.
3. In order to lessen cancer related burden on community, health education of the community should be improved by all means including different mass media as well as promotion measures through health workers and volunteers.
4. To give a message to medical doctors as well as to the community that head and neck cancer is early detectable and if early detected it is curable.
5. In order to lessen the first and secondary health care doctors’ misdiagnosing we need to improve their skill and knowledge on head and neck complete examination by teaching the correct techniques and hints.

Target population

The population of Ulaanbaatar for the screening and the whole country for the promotional information.

Methods to be used

1. One to two most seen TV channels (depending on their price), most popular FM channel and social media websites will be used to promote the message that Head and neck cancer is early detectable and is curable if early detected. Head and neck surgeon will participate popular programs and give interviews with live correspondence from audience. Information on when to seek for medical aid,
what are the suspicious symptoms of head and neck cancer will be given to all the audiences.

2. On site training for secondary health care doctors for screening and examining patients with head and neck complaints.
3. Screening for head and neck cancer at the secondary health care centers of 4 districts of Ulaanbaatar.

The expected outcome

1. The important message can reach more audiences than before due to media involvement.
2. Because of the half of the population resides in the capital city, screening at the health center of each district can reach more population as the service comes closer to them rather than at the only Cancer center of the country.
3. Training the secondary health doctors can help them recognize suspicious lesions earlier so that the detection can be at the earlier stage of cancer.

The expected impact on community and/or knowledge on HN cancer early detection

Because of the screening will be at the district health centers more people can be involved. The training of the local dentists, ENT doctors and oncologist on screening head and neck cancer will improve head and neck cancer detection and enables the continuity of this important part of head and neck cancer management.

No other funding is available