



# Understanding The Community Interest of Breast Cancer in Indonesia: a Digital Epidemiology Study Using Google Trends

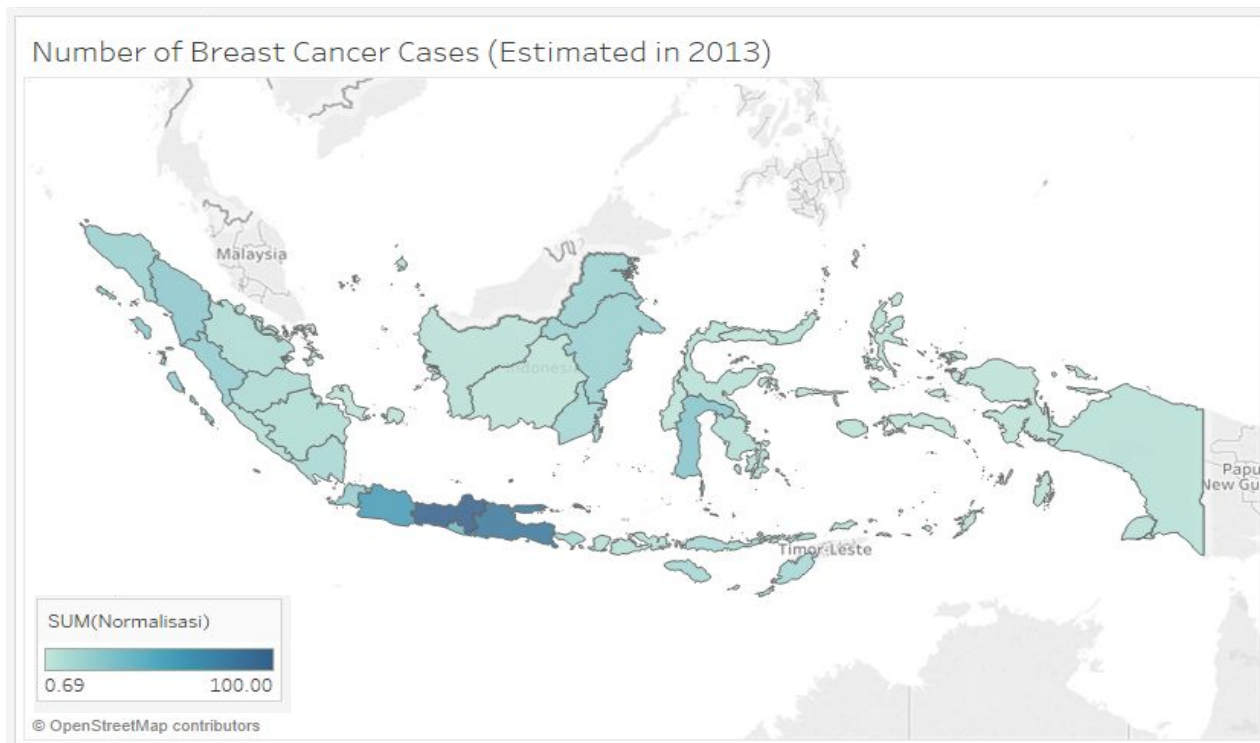
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## 01 Breast Cancer in Indonesia?

Prevalence of cancer is increasing to 1.8 per mil in 2018 [1]. Breast cancer was counted for 30.5% of all cancers diagnosed in Indonesia [2].



### Internet Penetration in Indonesia

Given the increasing growth of online information seeking behavior [3], adequate cancer health promotion through virtual setting

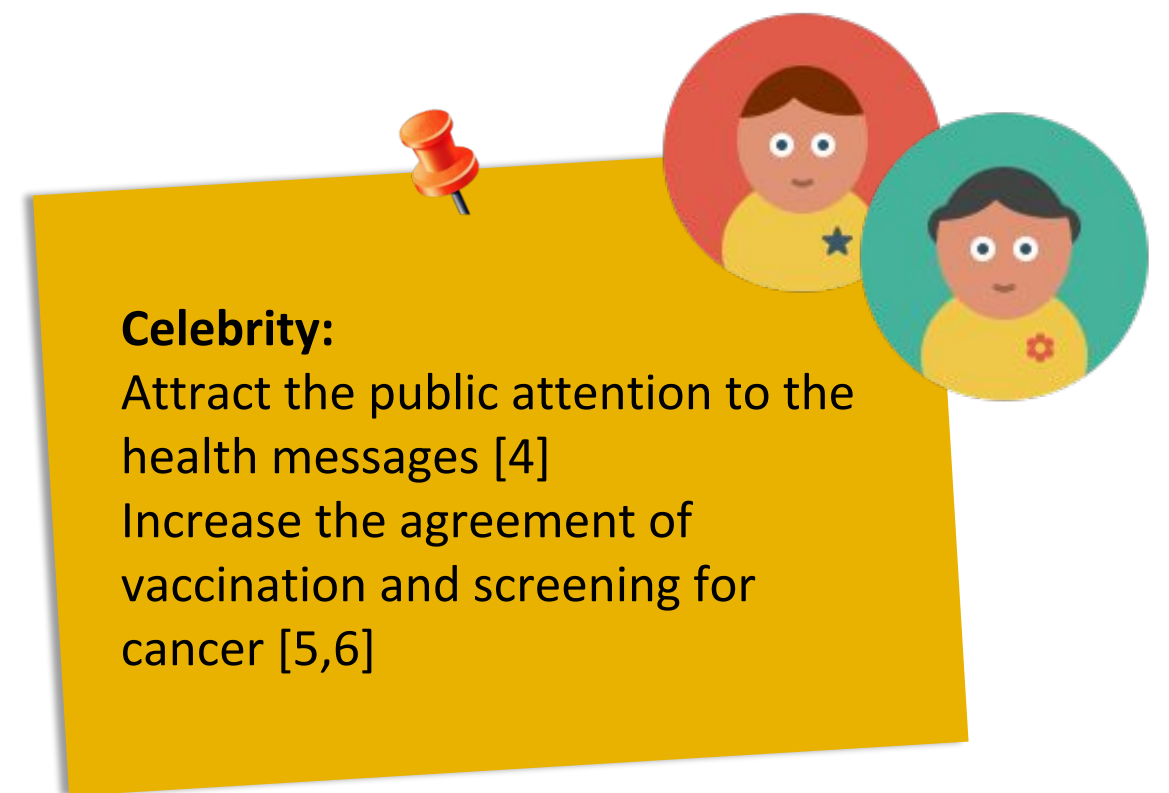
54,68%

## 02 Community Interest of Breast Cancer in Indonesia



Massive search happened in: July 2015 (Iceu Wong) June 2017 (Yana Zein) following the died of Indonesian celebrity who suffered from breast cancer

Cancer awareness month every October (red line) and world cancer day (black line) have little impact on the number of information searches



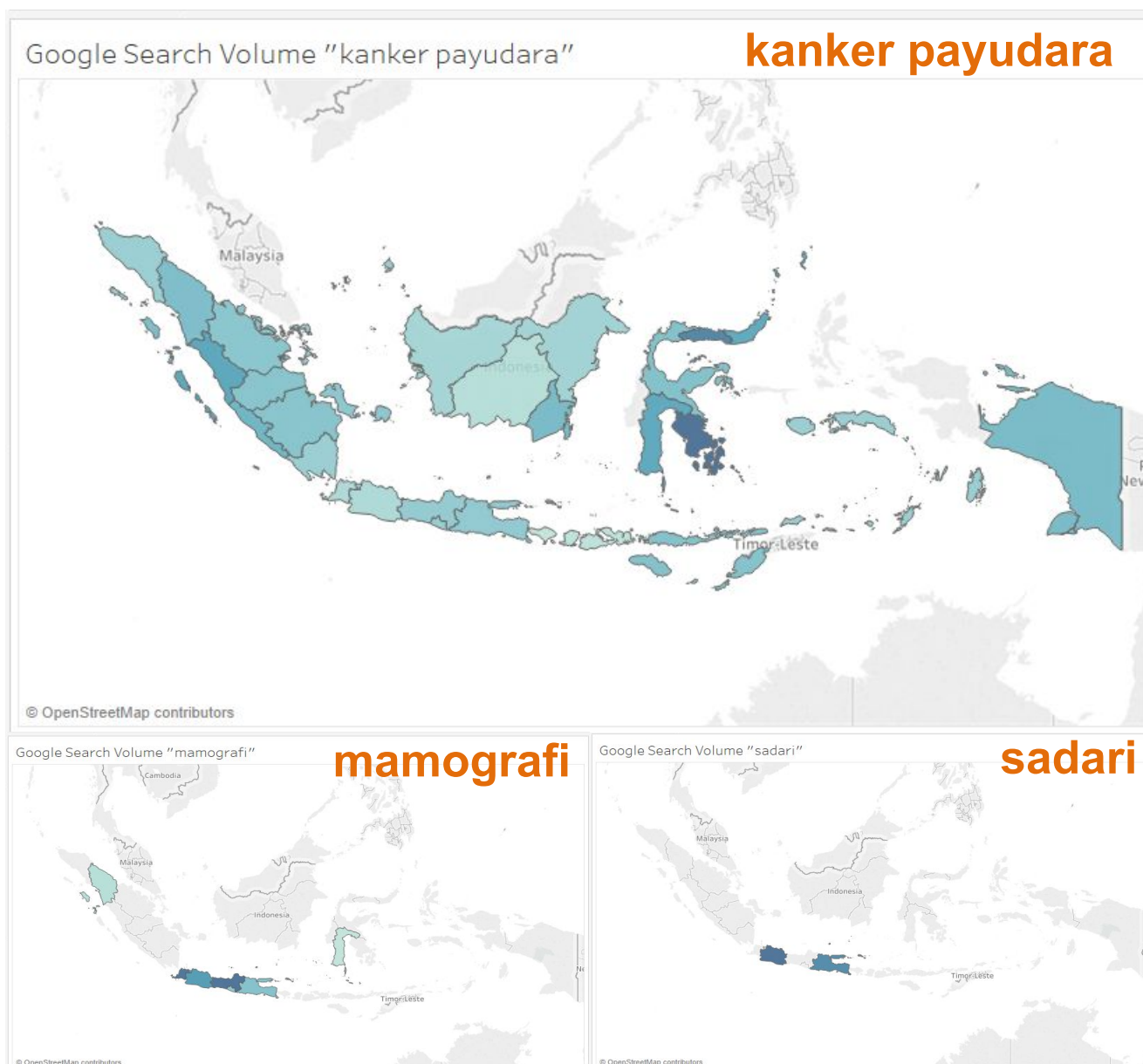
**Celebrity:** Attract the public attention to the health messages [4] Increase the agreement of vaccination and screening for cancer [5,6]



Celebrity involvement is needed to spread the health messages particularly for breast cancer in digital age

## 03

### Distribution of Queries



Search for **disease definition** are mostly located in the **eastern part** and search for **cancer screening services** mostly come from the **western part** of Indonesia particularly in Java island

the eastern part of Indonesia **extremely** needs information related to breast cancer

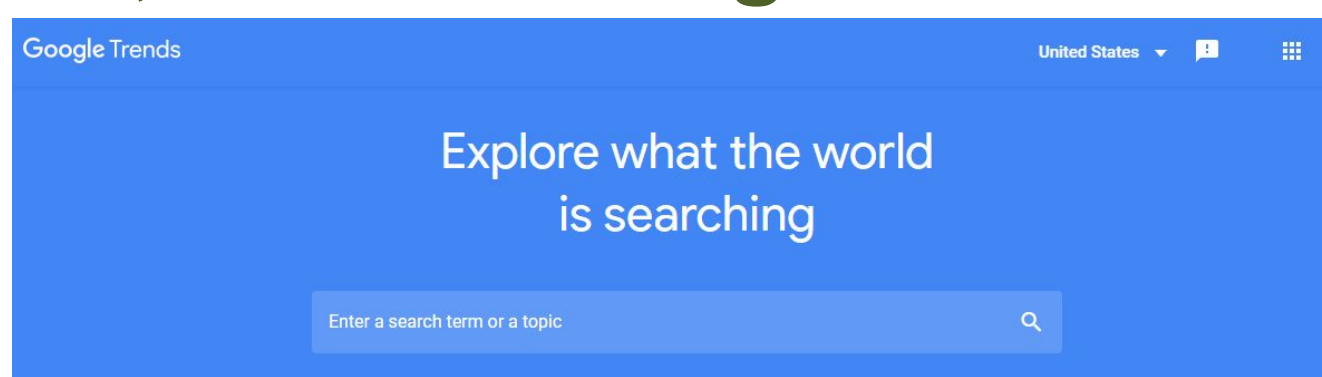
Celebrity involvement + availability of qualified breast cancer online information = key to win the breast cancer health promotion program in the digital era



We can use mJKN

**Objective** explore the community interest of breast cancer using Google Trends

So, what is Google Trends?



- 5 years (September 2013-August 2018) information searches
- retrieved in Indonesian language at national and sub-region