



Problems and ways to Improve the Effectiveness of Anti-Cancer Propaganda in the Context of a Pandemic

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Abstract

In the context of a pandemic and quarantine, surveillance measures do not reduce the incidence of malignant neoplasms. Medical examinations and targeted screening have been suspended. As a result, in most cases, the percentage of advanced cases (stage III-IV) of malignant neoplasms has reached more than 30% on average. The use of contactless information technologies is required.

In this regard, we use special slide shows on large-format screens of primary care clinics, paramedic and midwifery centers and enterprises. The results show the need for further development of anti-cancer propaganda and serial production of various forms of robotic complexes for primary care institutions, which allow conducting explanatory work and using a systematic questionnaire to identify risk factors and early forms of cancer.

Keywords: Digital Technologies; Robotic Complex; Slide Show

Introduction

The pandemic COVID 19 has also strongly influenced the specifics of interdisciplinary interaction with virologists, geneticists, and infectious diseases specialists. All this implies a broad medical Outlook, reducing cancer "alertness, which is not all well. Of course, these issues have always been relevant, but now they are extremely acute. Medical examinations and targeted screening have been suspended [Murashko M. A. Building a system of cancer care, 2020, UFA]. As a result, in most cases, the percentage of advanced cases (stage III-IV) of malignant neoplasms in the Novgorod region has reached an average of more than 30%, and in some localities more than 50% [1].

Using modern digital technologies for prevention, self-examination and medical monitoring, the rates of advanced

cancer cases could be significantly reduced. In this regard, we use digital TV screens, where on the back panel of the TV screen there is a connector for a flash drive with prepared thematic slide shows on the prevention and screening of tumor diseases, which, when turned on, can spin throughout the working day. We have prepared such slide shows for all districts of the region for placement in the halls of General clinics, women's clinics, FAP and halls of other enterprises and institutions where people are staying for a certain period.

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Thus, when the COVID-19 pandemic is on the Central TV screens, advertising of medicines aimed at eliminating certain symptoms prevails, when not primary diagnosis is promoted, but treatment on the principle of "ex juvantibus", we will not be able to achieve early and even timely diagnosis [2].

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