



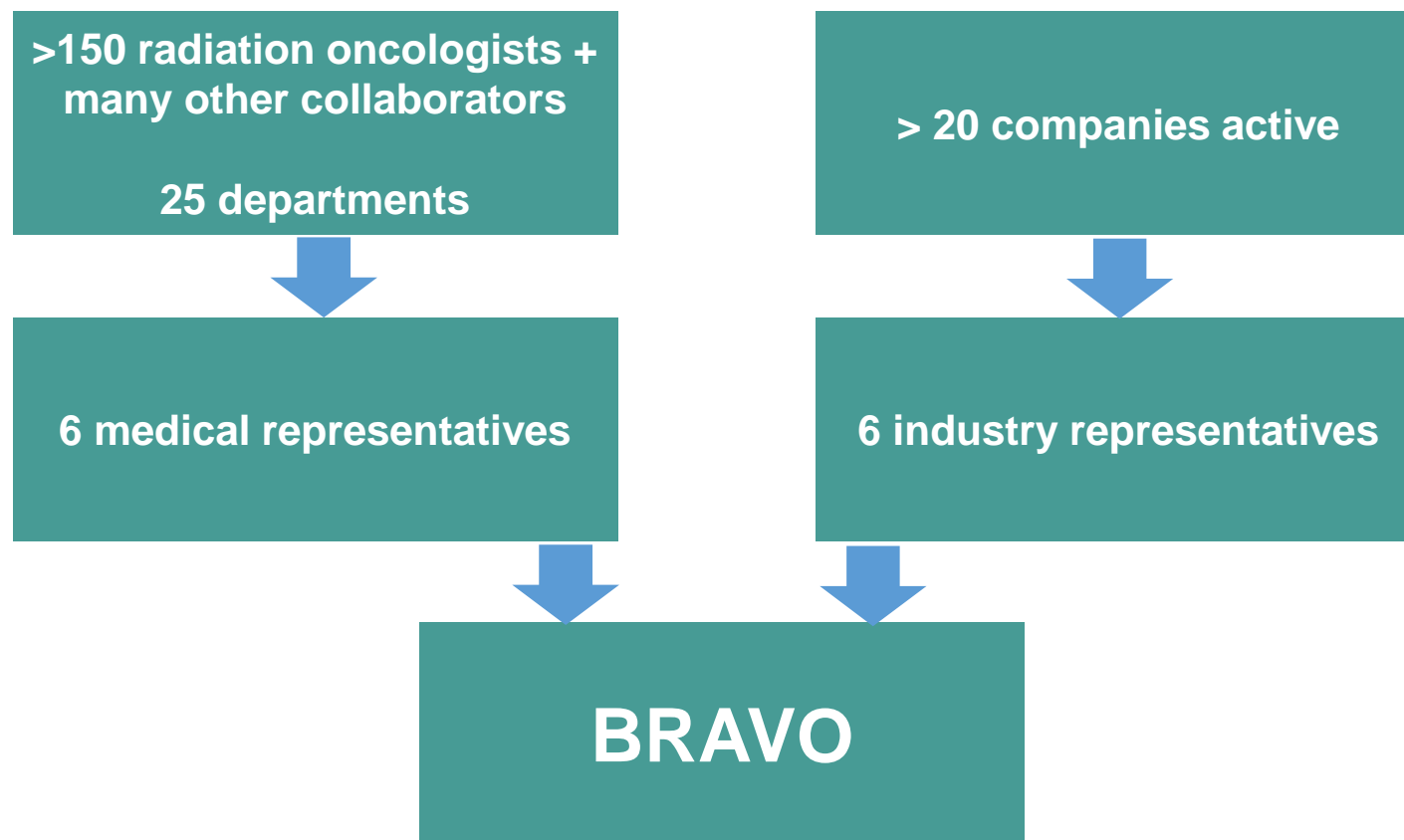
HOW DOES THE GENERAL PUBLIC FEEL ABOUT RADIOTHERAPY? THE CASE OF BELGIUM

3RD ESTRO FORUM 24-28 APRIL, BARCELONA, SPAIN
NICOLAS JANSEN MD

A STUDY ORGANISED BY BRAVO IN COLLABORATION WITH THE KU LEUVEN



THE BELGIAN RADIATION ONCOLOGY AWARENESS AND VISIBILITY ORGANISATION



**THE BELGIAN RADIATION ONCOLOGY
AWARENESS AND VISIBILITY ORGANISATION**



BRAVO

CREATED IN 2012 TO EVALUATE AND WHERE REQUIRED INCREASE

KNOWLEDGE CONCERNING RADIATION ONCOLOGY

BY INFORMING (BELGIAN)

- PATIENTS, FAMILY MEMBERS AND THE GENERAL PUBLIC**
- HEALTHCARE PROFESSIONALS**
- POLICY MAKERS**

THE BELGIAN RADIATION ONCOLOGY AWARENESS AND VISIBILITY ORGANISATION



ACTION DECIDED IN 2013 : STUDY

**“PERCEPTION OF RADIOTHERAPY AS A
TREATMENT FOR CANCER”**





BACKGROUND

- **ONLINE STUDY BY YOUNG AND RUBICAM IN 2011 (N=2.297) IN THE UK CONCERNING THE IMAGE OF RADIOTHERAPY**
 - **15% PRECISE TREATMENT**
 - **40% FRIGHTENED**
 - **89% HEARD OF THE TREATMENT**
- **CONCLUSION: NO POSITIVE PERCEPTION OF RADIOTHERAPY IN UK**
- **BELGIAN RADIATION ONCOLOGISTS HAD THE FEELING A SIMILAR IMAGE PROBLEM COULD BE THE CASE IN BELGIUM**



OBJECTIVE

TO EVALUATE KNOWLEDGE AND PERCEPTION OF RADIOTHERAPY BY THE BELGIAN GENERAL POPULATION

METHODS

- i. FACE TO FACE STREET INTERVIEWS IN ALL (10) PROVINCES OF BELGIUM BY A PROFESSIONAL CONSULTING, MARKETING AND COMMUNICATIONS AGENCY**
- ii. SAMPLE SIZE: 750 (746 COMPLETED) BETWEEN MARCH AND JUNE 2014**
- iii. ERROR MARGIN OF 3.5% WITH 95% RELIABILITY**
- iv. STATISTICAL ANALYSIS: SPSS FOR FREQUENCY ANALYSIS**
- v. PARTICIPANTS (N=746) WERE WELL BALANCED FOR GENDER AND GEOGRAPHICAL DISTRIBUTION WAS HOMOGENEOUS. AGE DISTRIBUTION SHOWED THAT A MAJORITY OF PARTICIPANTS WAS YOUNGER THAN 40 YEARS (57%).**

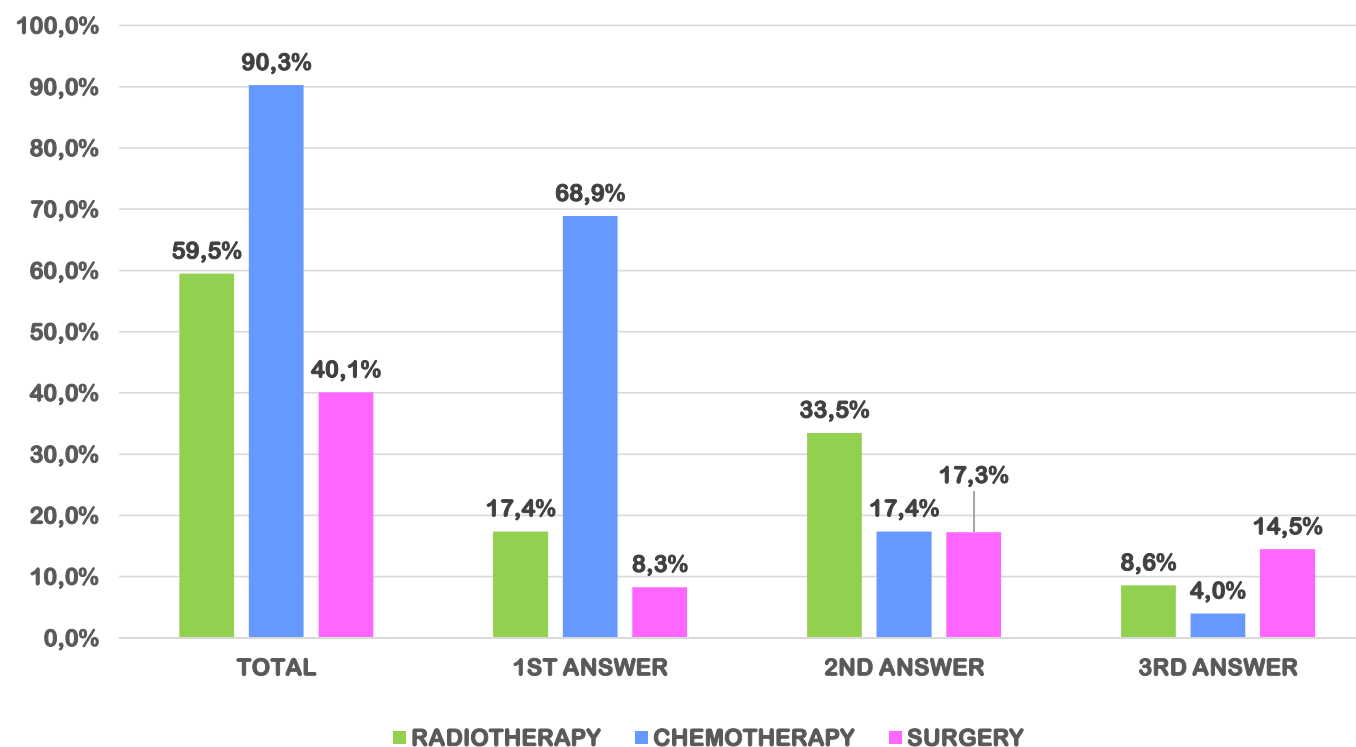
METHODS QUESTIONS



1. There are different ways to treat cancer. Which ones do you know ?
2. What do you think of when you hear the word 'radiotehrapy'
3. Could you explain the difference between radiotherapy and radiology ?
4. How safe would you qualify radiotherapy, surgery and chemotherapy ? (scale 1-5)
5. Which of these 3 treatments do you consider most painful ?
6. And least painful ?
7. Please indicate side effects of radiotehrapy you might know (first 3 noted)
8. Do you think patients irradiated can suffer from the radiotherapy treatment in the long run ?
9. Which of the 3 treatments (radiotherapy, surgery, chemotherapy) is the most innovatibe ?
10. Which of the 3 treatments offers do you associate with the best cure rate of cancer ?
11. How have you been mainly informed on cancer treatments ?
12. Do you know anyone personally who has been treated for cancer ?
13. Sociodemographic data of the respondent : gender / age / province / highest education

RESULTS: GENERAL AWARENESS

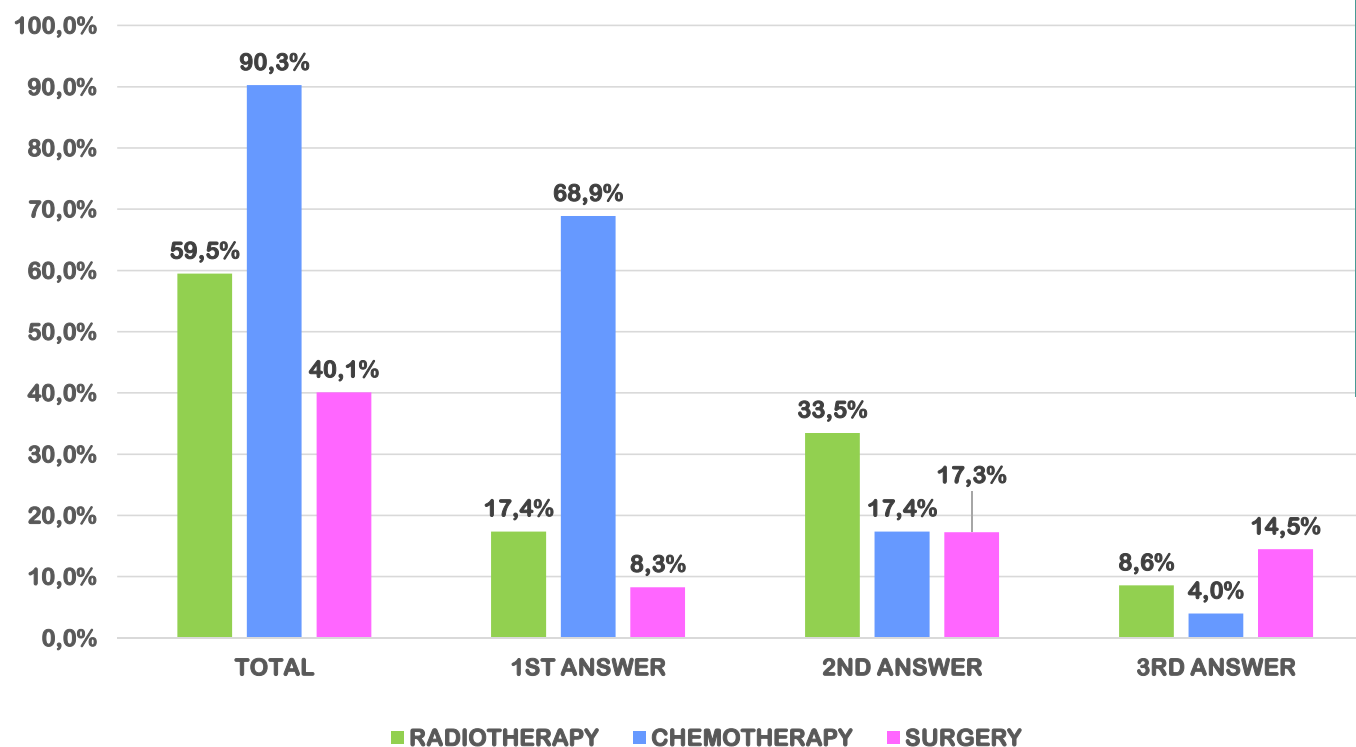
THERE ARE DIFFERENT WAYS TO TREAT CANCER
WHICH ONES DO YOU KNOW OF?





RESULTS: GENERAL AWARENESS

THERE ARE DIFFERENT WAYS TO TREAT CANCER
WHICH ONES DO YOU KNOW OF?



17% of respondents mention radiotherapy first

60% do mention radiotherapy



RESULTS: PERCEPTION

WHAT DO YOU THINK OF UPON HEARING THE WORD “RADIOTHERAPY”? (OPEN QUESTION)

1ST ANSWER (WORD CLOUD)

Behandeling Bestraling Cancer
Haaruitval Hôpital Kanker Ondes Radiation
Radio Radioactiviteit Rayon Scanner Soin
Stralen Straling Thérapie Traitement Tumor Ziek Zijn Ziekte

2ND ANSWER (WORD CLOUD)

Behandeling Bestraling Brulure Cancer Cheveux
Dangereux Hôpital Kanker
Ondes Plaatselijk Radio Rayon Scanner
Secondaire Soin Stralen Thérapie
Traitement Tumor Verschillende Sessies Ziekenhuis Ziekte



RESULTS: PERCEPTION

WHAT DO YOU THINK OF UPON HEARING THE WORD “RADIOTHERAPY”? (OPEN QUESTION)

3RD ANSWER (WORD CLOUD)



danger – painful – burns – baldness – fatigue – feeling ill



RESULTS: PERCEPTION

WHAT DO YOU THINK OF UPON HEARING THE WORD “RADIOTHERAPY”? (OPEN QUESTION)

3RD ANSWER (WORD CLOUD)



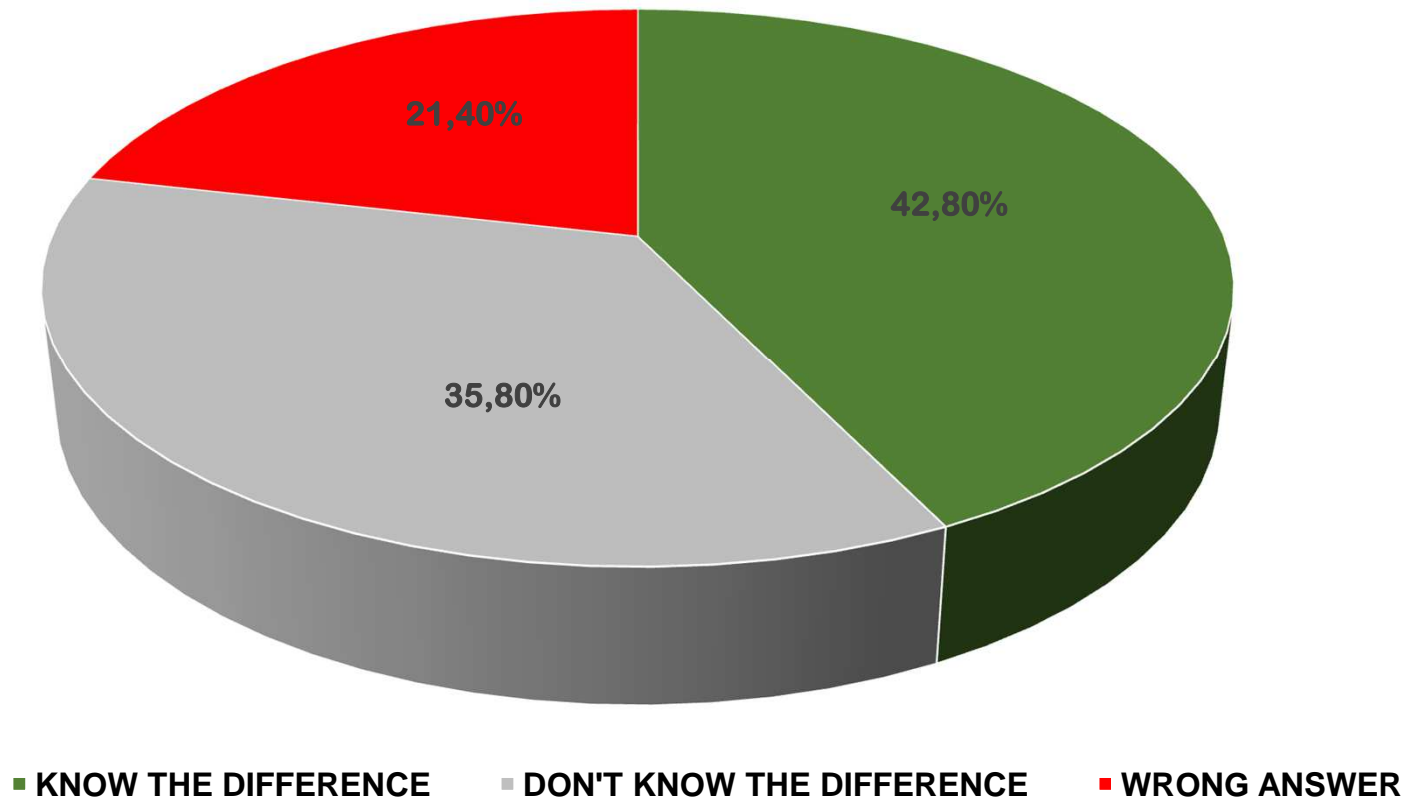
danger – painful – burns – baldness – fatigue – feeling ill

Neutral (first answer)
to negative (2nd-3rd answer)

RESULTS: KNOWLEDGE



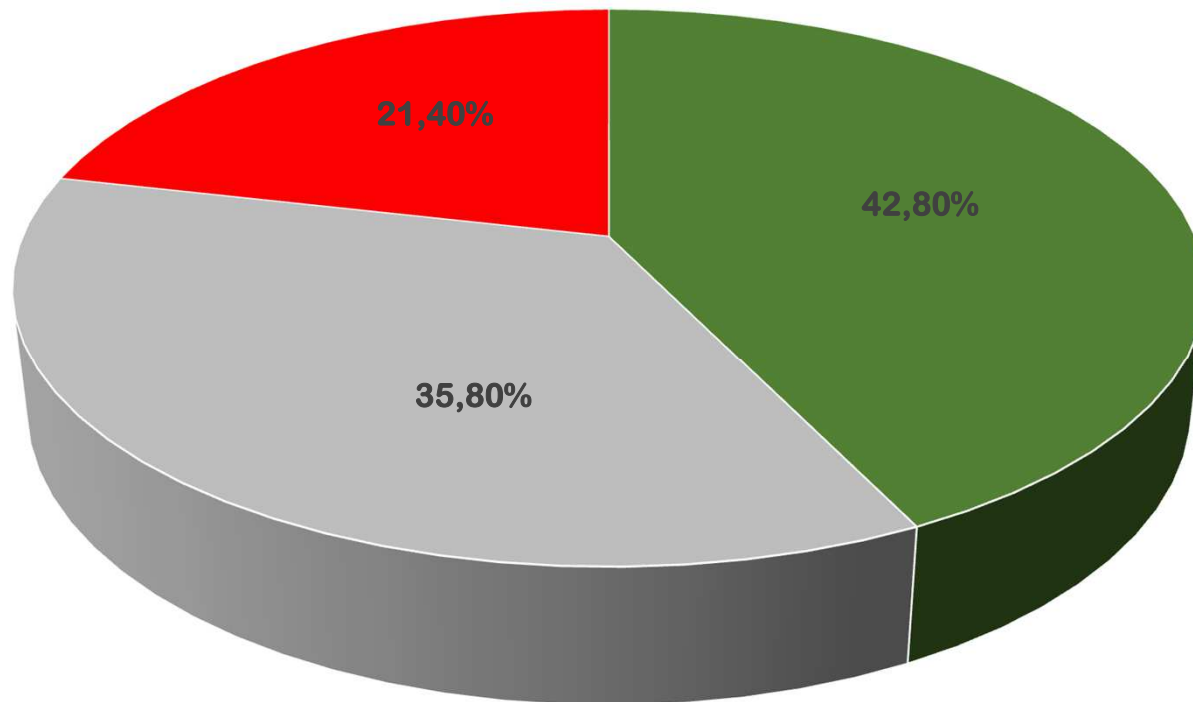
THERE IS A DIFFERENCE BETWEEN RADIOTHERAPY AND RADIOLOGY.
COULD YOU DESCRIBE THAT DIFFERENCE? (OPEN QUESTION)



RESULTS: KNOWLEDGE



THERE IS A DIFFERENCE BETWEEN RADIOTHERAPY AND RADIOLOGY.
COULD YOU DESCRIBE THAT DIFFERENCE? (OPEN QUESTION)

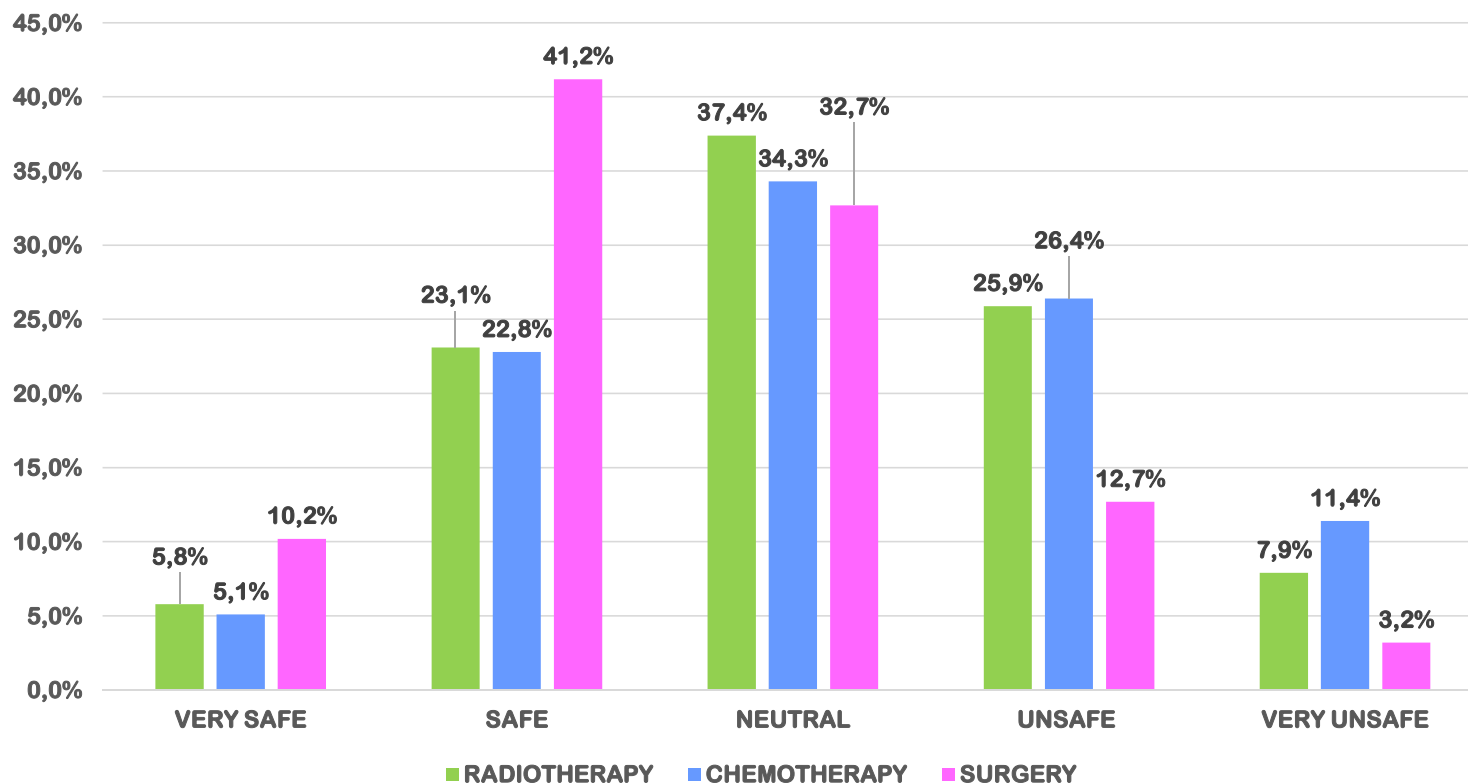


Only 40% know the difference between radiology or radiotherapy

■ KNOW THE DIFFERENCE ■ DON'T KNOW THE DIFFERENCE ■ WRONG ANSWER

RESULTS: SAFETY

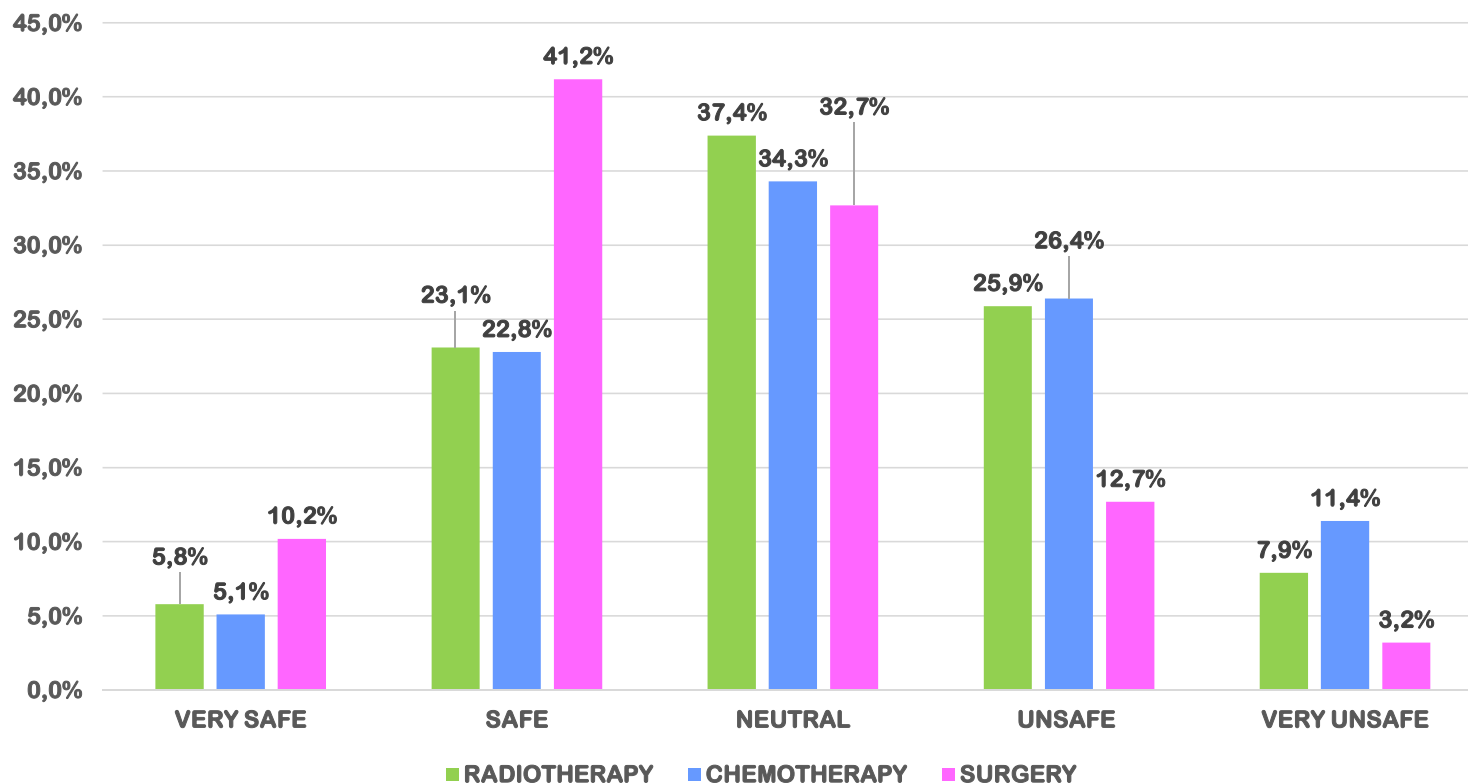
HOW SAFE DO YOU ESTIMATE THE THREE TREATMENTS ON A SCALE OF 1 TO 5?





RESULTS: SAFETY

HOW SAFE DO YOU ESTIMATE THE THREE TREATMENTS
ON A SCALE OF 1 TO 5?



Surgery :
>50% safe or very safe

Radiotherapy :
<30% safe or very safe

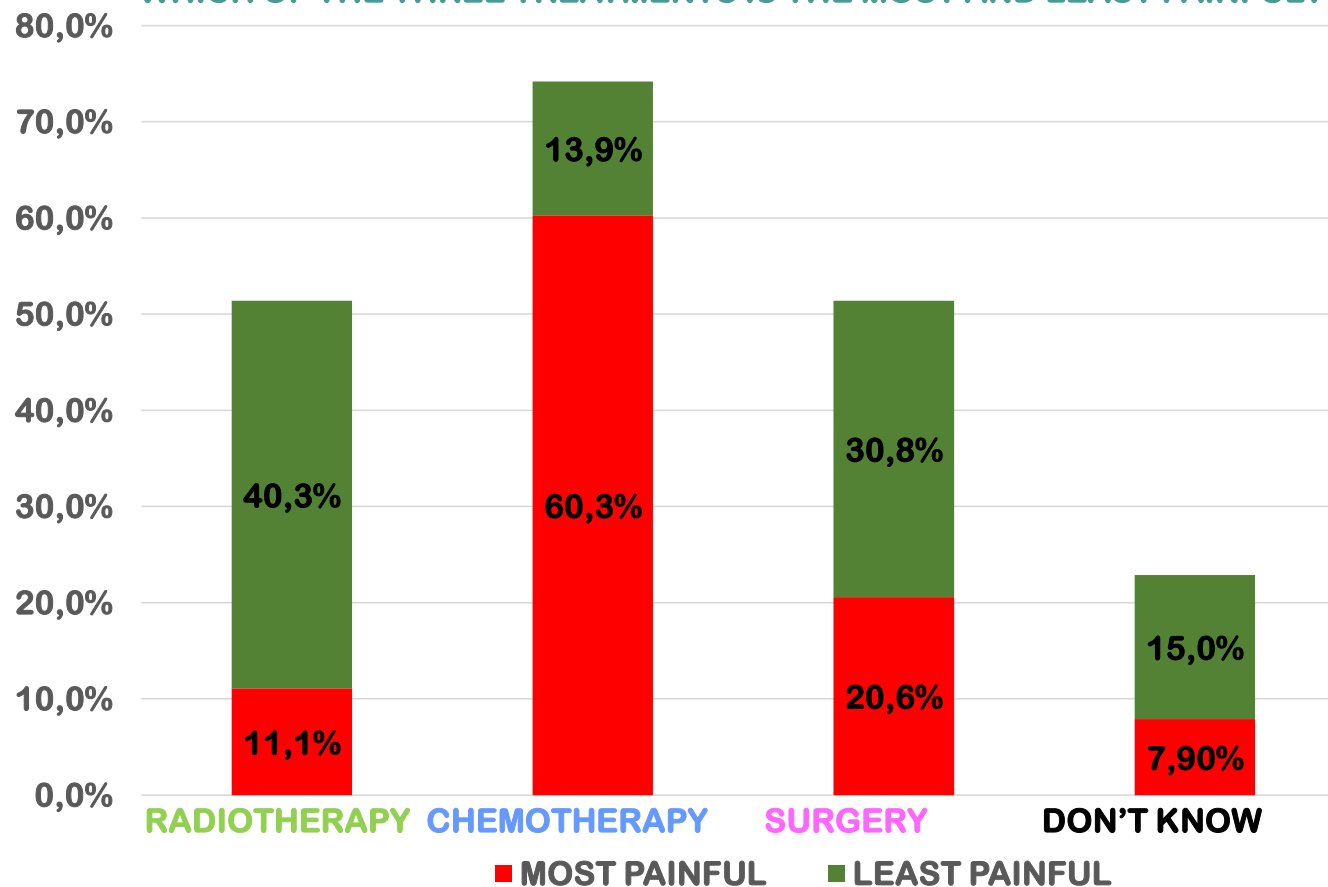
Chemotherapy :
Least safe

Copyright 2015



RESULTS: PAIN PERCEPTION

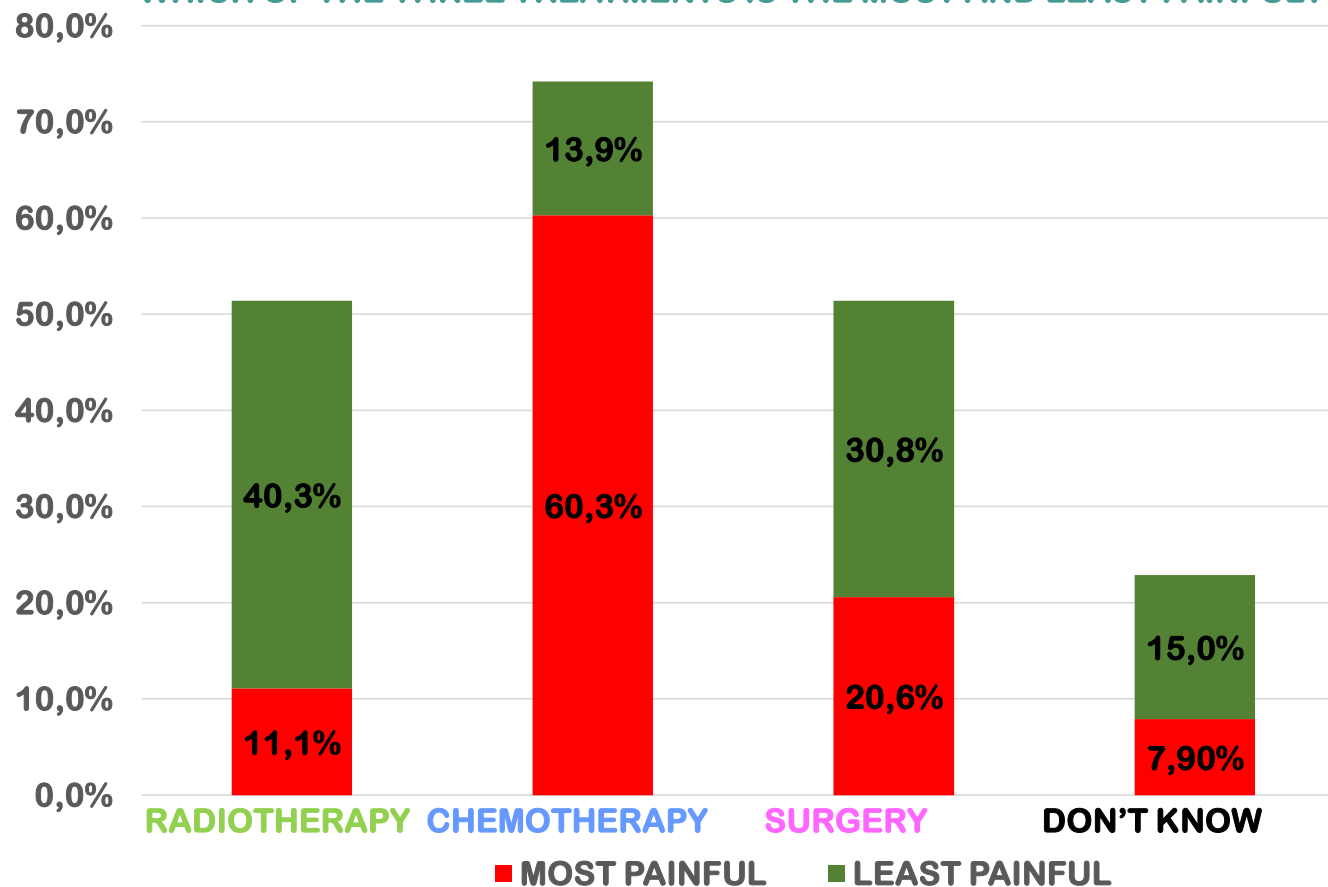
WHICH OF THE THREE TREATMENTS IS THE MOST AND LEAST PAINFUL?





RESULTS: PAIN PERCEPTION

WHICH OF THE THREE TREATMENTS IS THE MOST AND LEAST PAINFUL?



Radiotherapy :
Considered least painful

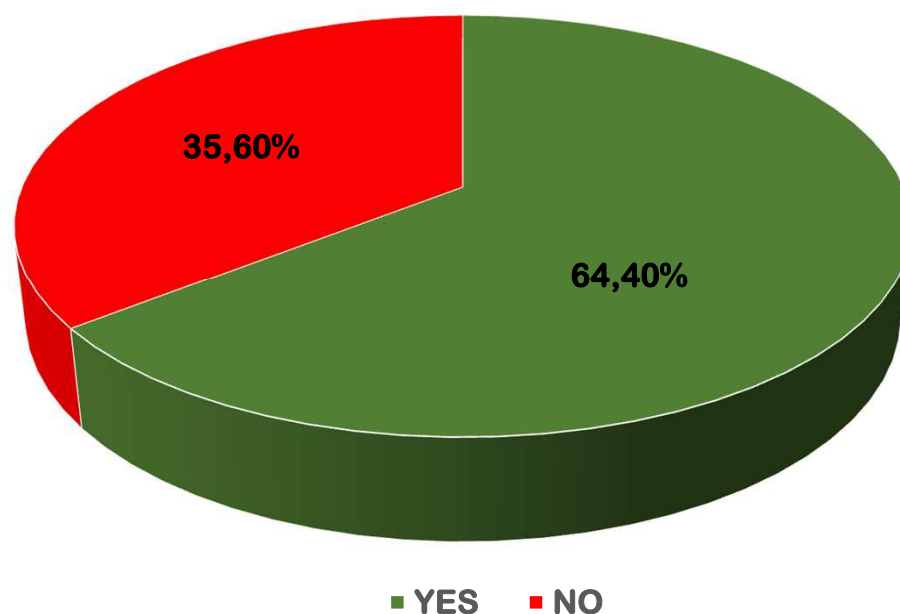
Chemotherapy :
Considered more painful then
radiotherapy or surgery

Copyright 2015



RESULTS: LONG TERM SIDE EFFECTS

DO YOU THINK RADIOTHERAPY HAS LONG TERM SIDE-EFFECTS ON A PATIENT ?



HAIR LOSS
FATIGUE
NAUSEA

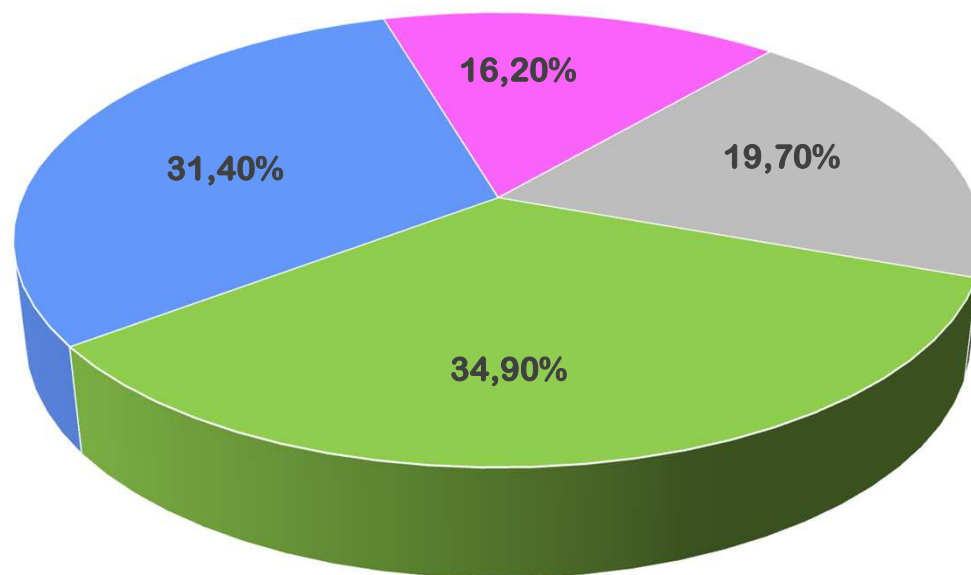
Respondents associate radiotherapy with long term side effects and then cite problems that might have been induced rather by chemotherapy

Copyright 2015



RESULTS: INNOVATIVENESS

WHICH OF THE THREE TREATMENTS IS THE MOST INNOVATIVE
ACCORDING TO YOU?

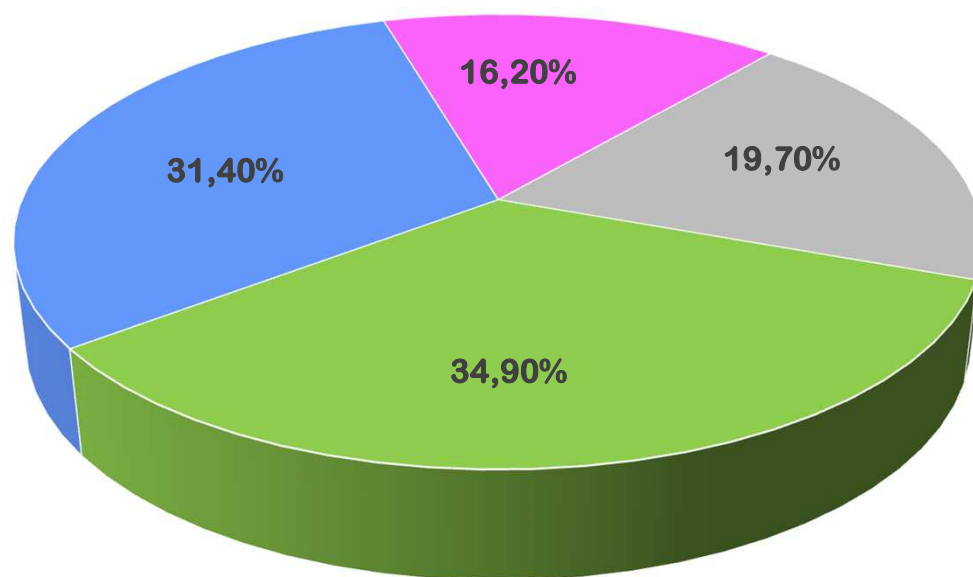


■ RADIOTHERAPY ■ CHEMOTHERAPY ■ SURGERY ■ NO ANSWER



RESULTS: INNOVATIVENESS

WHICH OF THE THREE TREATMENTS IS THE MOST INNOVATIVE ACCORDING TO YOU?



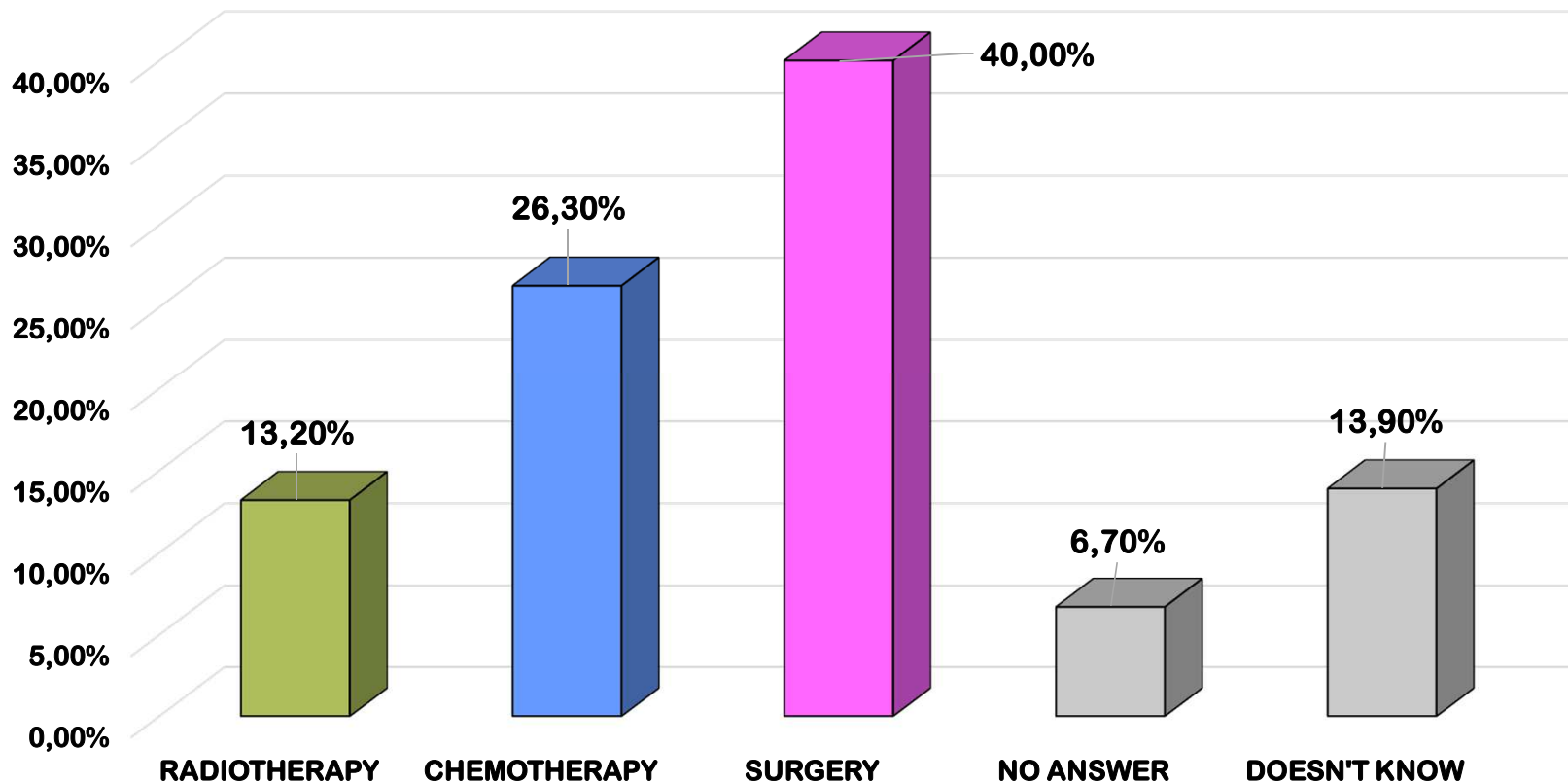
Radiotherapy considered most innovative

■ **RADIO THERAPY** ■ **CHEMOTHERAPY** ■ **SURGERY** ■ **NO ANSWER**

RESULTS: EFFICACY



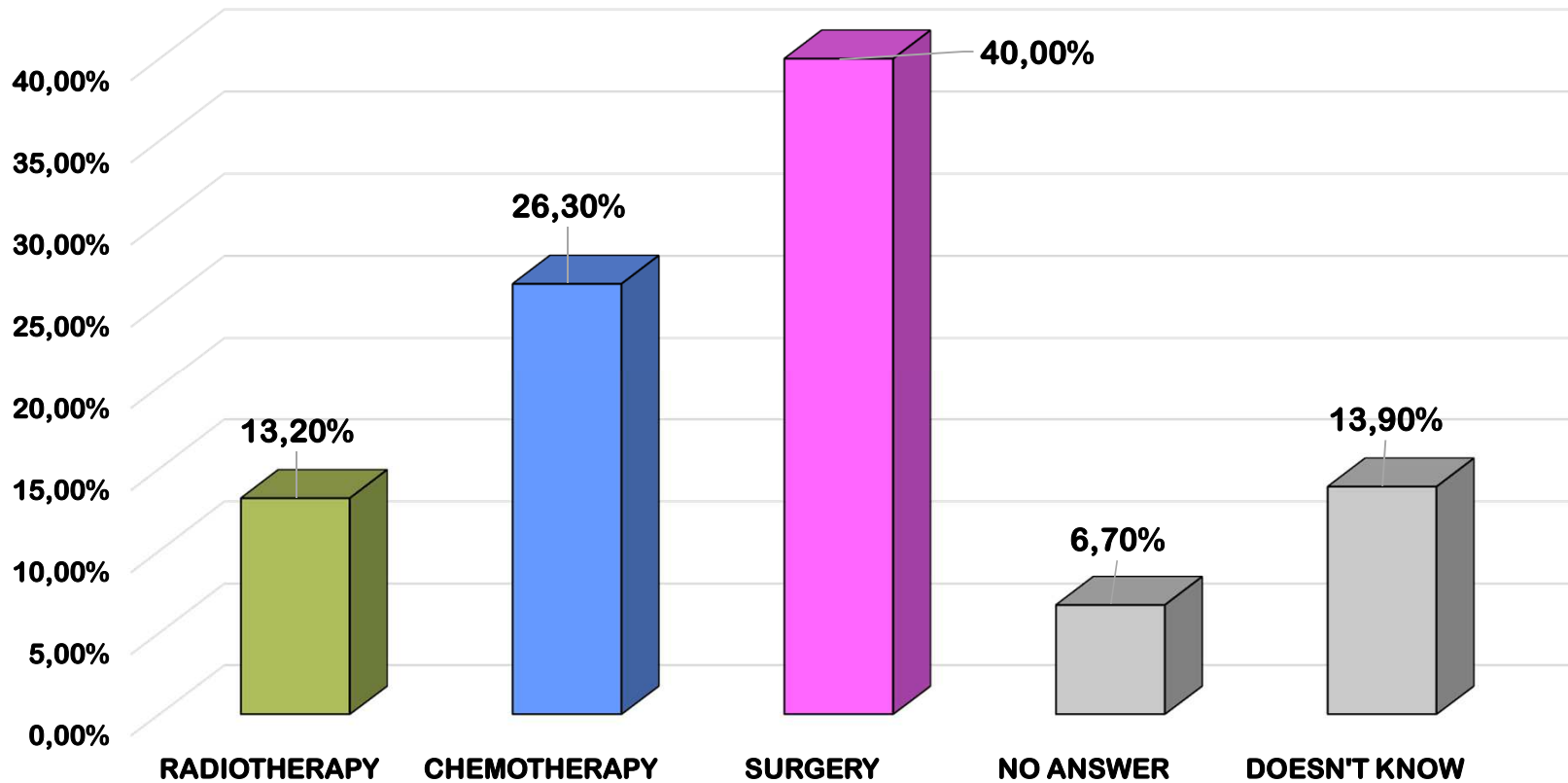
TREATMENT ASSOCIATED WITH BEST CHANCES OF BEING CURED FOR CANCER



RESULTS: EFFICACY



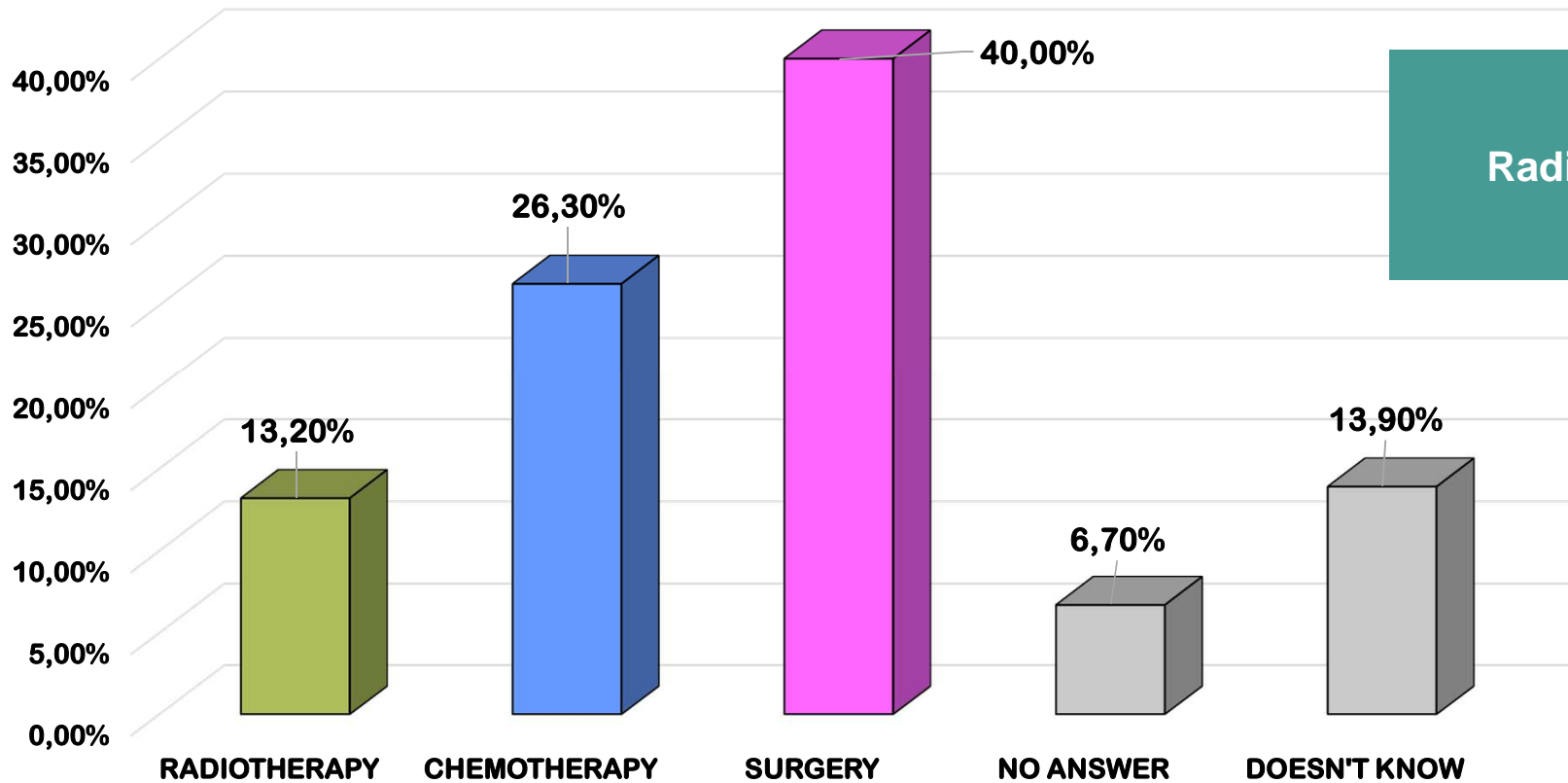
TREATMENT ASSOCIATED WITH BEST CHANCES OF BEING CURED FOR CANCER



RESULTS: EFFICACY



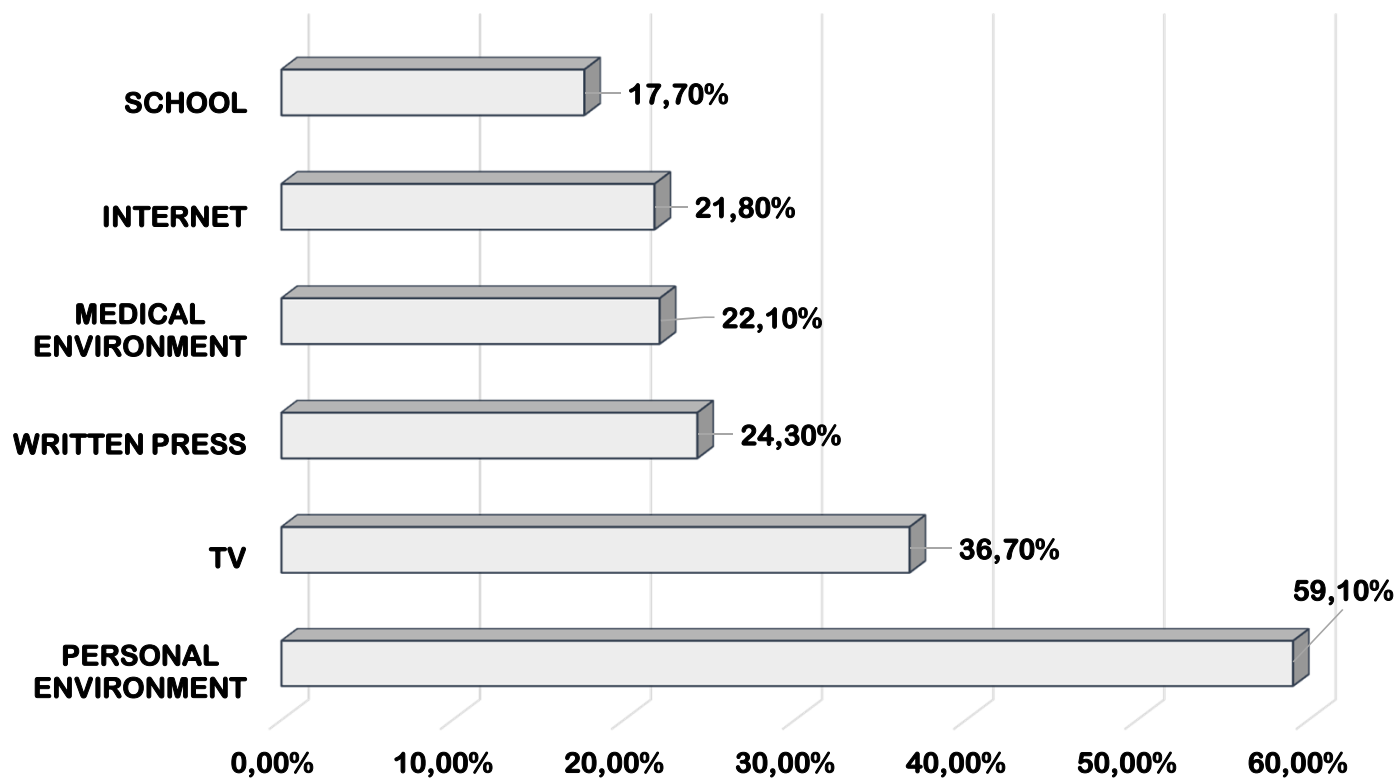
TREATMENT ASSOCIATED WITH BEST CHANCES OF BEING CURED FOR CANCER





RESULTS: INFORMATION BY MEDIA

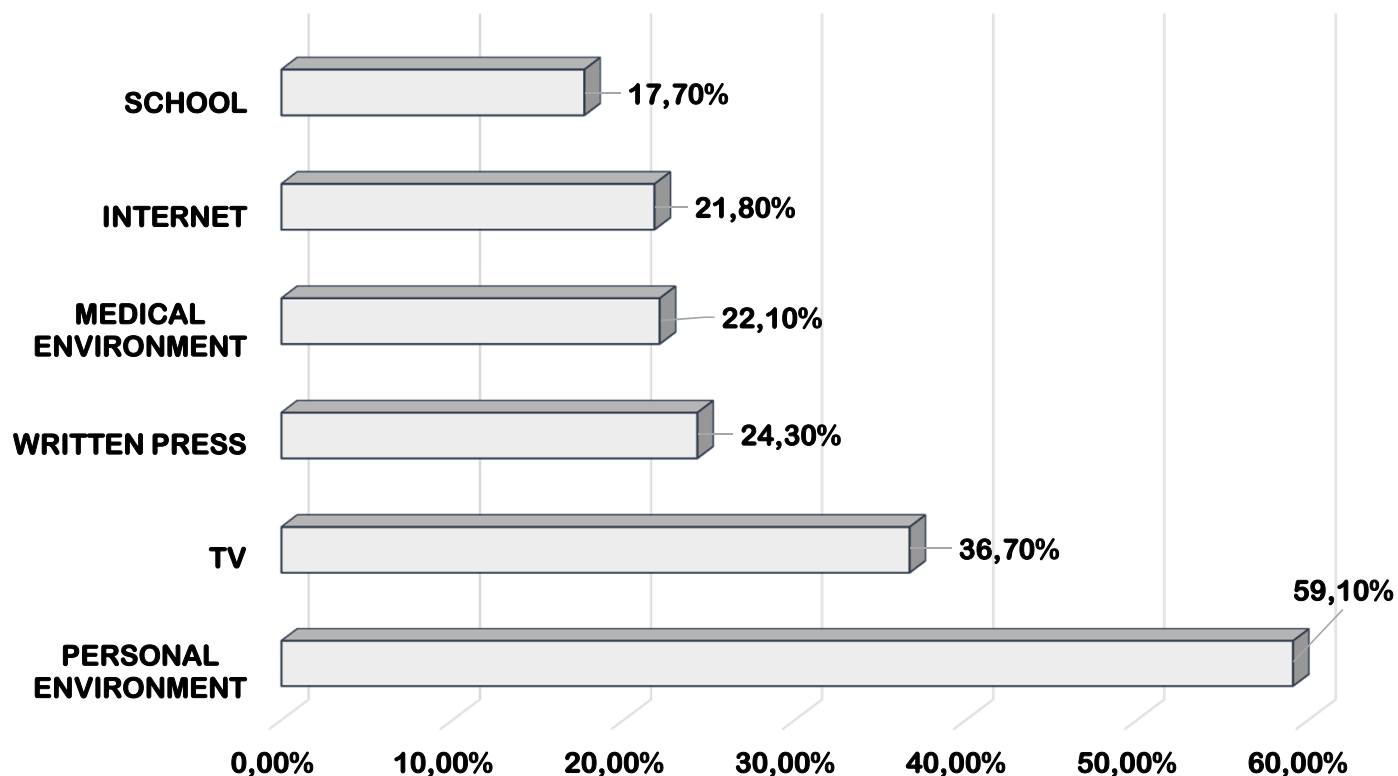
WHERE OR HOW HAVE YOU LEARNT THE MOST ABOUT THE TREATMENT OF CANCER?





RESULTS: INFORMATION BY MEDIA

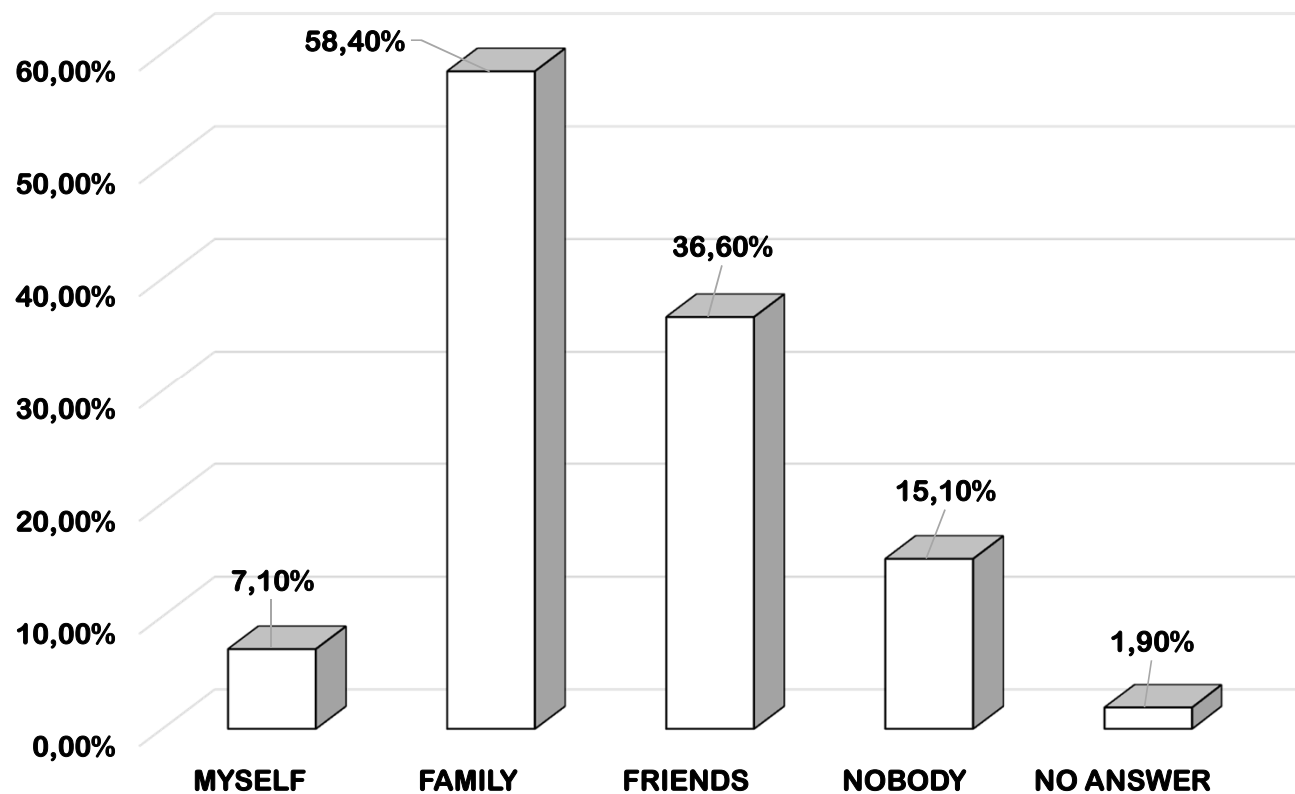
WHERE OR HOW HAVE YOU LEARNT THE MOST ABOUT THE TREATMENT OF CANCER?



Respondents base their knowledge on experiences by friends and relatives

RESULTS:

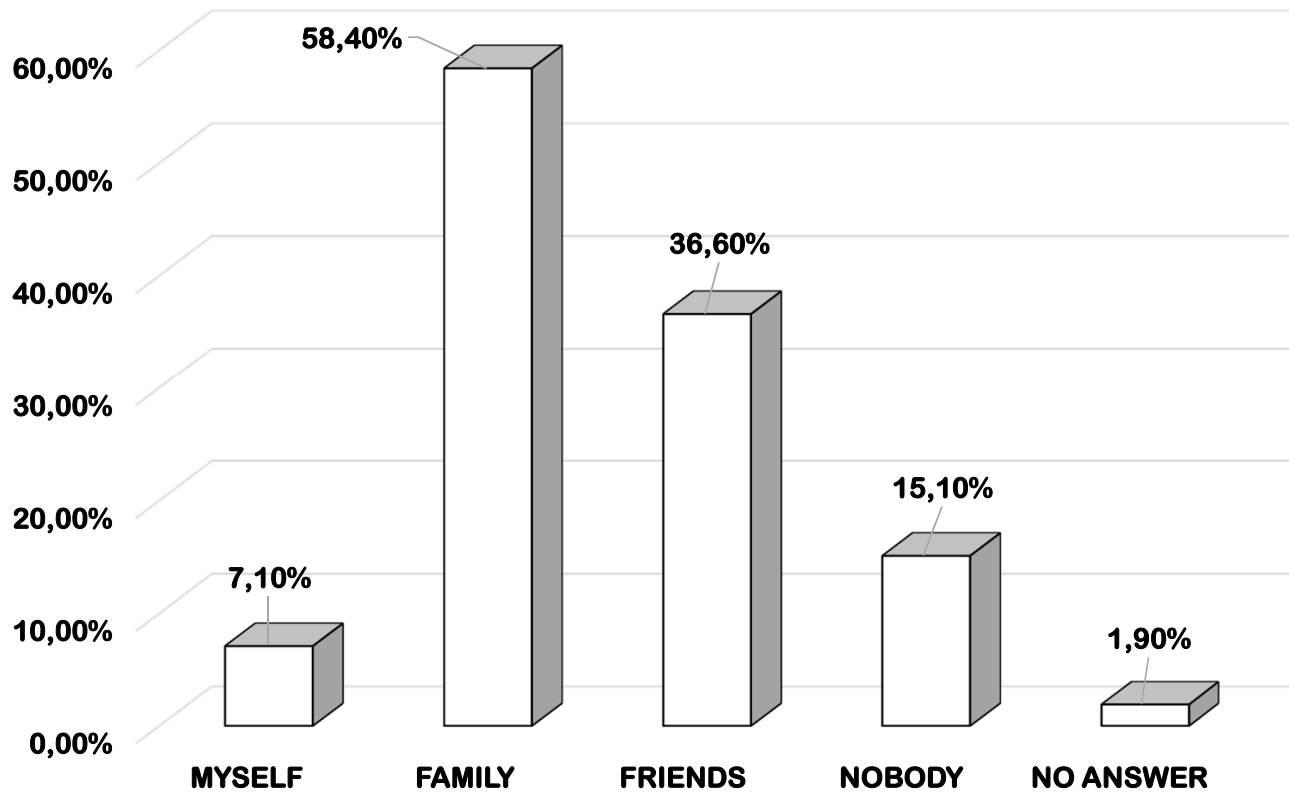
DO YOU KNOW SOMEONE WHO IS/HAS BEEN TREATED FOR CANCER?



RESULTS:



DO YOU KNOW SOMEONE WHO IS/HAS BEEN TREATED FOR CANCER?



Only 15% of respondents do not know a cancer patients



CONCLUSION

KNOWLEDGE OF RADIOTHERAPY IN BELGIAN GENERAL POPULATION IS RELATIVELY POOR AND CONFUSION WITH OTHER TREATMENT MODALITIES EXISTS.

RADIOTHERAPY IS NOT READILY RECOGNIZED AS AN EFFECTIVE TREATMENT OPTION AND SEEMS ASSOCIATED WITH INSECURITY.

THERE IS A CLEAR NEED FOR FUTURE EDUCATIONAL EFFORTS TARGETED TO THE GENERAL POPULATION.

ACTIONS i



BIENNIAL BRAVO SYMPOSIUM

2013 : THE INCREASING IMPORTANCE OF RADIOTHERAPY ONCOLOGY IN CANCER TREATMENT

2015 : QUALITY AND SAFETY IN THE FIELD OF RADIOTHERAPY AND ONCOLOGY

ACTIONS ii

TRILINGUAL WEBSITE

NEWS ON WEBSITE

NEWSLETTER

POSTERS IN RT DEPTS

EN FR NL

Bravo

HOME WAT IS BRAVO? RADIOThERAPIE-ONCOLOGIE AFDELINGEN WOORDENBOEK NIEUWS CONTACT

Bravo

KANKERPATIËNTEN EN HUN FAMILIE

Wat is **radiotherapie**? Patiënten en hun familie kunnen hier uitgebreide informatie vinden over radiotherapiebehandelingen in België.

Toegang

MEDISCHE PROFESSIONALS EN RADIOThERAPIE-ONCOLOGIE

Als medische professional bent u vertrouwd met het concept radiotherapie. Bezoek deze pagina's voor een benadering vanuit medisch standpunt.

Toegang

BELEIDSMAKERS IN DE ZORG EN RADIOThERAPIE-ONCOLOGIE

Radiotherapie is niet zoals andere medische vakgebieden. Dit onderdeel beschrijft bestaande kwaliteitsinitiatieven en kosteneffectiviteit.

Toegang

RADIOThERAPIE BIJ KANKERBEHANDELING

BRAVO is de Belgian Radiation Oncology Awareness and Visibility Organization.

Radiotherapie-oncologie is een medische specialiteit die hoofdzakelijk gebruikt wordt om kanker te behandelen. Het is belangrijk om radiotherapie te onderscheiden van radiologie, nucleaire geneeskunde en productie van nucleaire energie, alsook van chemotherapie. [Klik hier](#) om meer te weten te komen over wat radiotherapie is, en even belangrijk, wat het niet is.

De Belgische radiotherapie-oncologie diensten (artsen, medische fysici en verpleegkundigen) werken nauw samen met de medische industrie die de middelen en systemen ter beschikking stellen om behandelingen van hoge kwaliteit te kunnen aanbieden aan de patiënten. De medische en industriële partners binnen BRAVO beslisten om samen meer kenbaarheid te geven aan radiotherapie-oncologie als een veilige en zeer moderne vorm van kanker behandeling. Het hoofddoel van deze samenwerking is deze boodschap uit te dragen naar patiënten, collega's, politici en pers.

LAATSTE NIEUWS

De Belg kent radiotherapie niet zo goed

17 april 2015

Een recente enquête bij de bevolking wijst uit dat de Belg beter geïnformeerd moet worden over radiotherapie. Informeren is één van de doelstellingen van BRAVO.

Lees meer »



AKNOWLEDGEMENTS

MR. MAIN-XION MAK, PROF. JEF HENDRICKX



MR. HANS HELLINCKX



ELEKTA

RaySearch
Laboratories



ACCURAY®



Universitair Ziekenhuis Gent

PROF. DR. G. DE MEERLEER