



# COMMENTARY – BELIEFS AND PREFERRED COMMUNICATION CHANNELS TOWARD PATIENTS WITH CANCER IN JORDAN

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In their survey Ahmad et al<sup>1</sup> reported the beliefs and preferred communication channels for cancer prevention and care in the Jordanian context.

Also in Jordan, cancer is the second-leading cause of death, after heart disease, as well as worldwide<sup>2</sup>.

Despite this evident data, the adherence to the cancer screening program is very low, also if the people in Jordan believed that it helps in the diagnosis and treatment of cancer. It was found that one out of every 10 individuals in Jordan had performed cancer screening<sup>3</sup>.

Probably through more information, about the fundamental role of cancer screening program, also in the Jordan more people will adhere to health campaign screening.

I agree with the authors that health communication improves public health, and empower people by informing them of the health-related issue, thereby allowing them to make a well-informed decision<sup>1</sup>.

To date it is very difficult to find an efficacious mean of communication, especially in the health universe, considering the enormous worldwide differences between the people, distribution of kind of cancer disease and their incidence.

Probably, the kind of channels communication depends on also the social-cultural and economic level of the people/patients. While in the Western Countries, the media and internet represent an important way of communication about health news, in the other areas (developing countries) of the world, the oral communication is the most widespread way.

A recent Italian survey (unpublished data) revealed that Italians' people ask to "Doctor Google" (81% of interviewed subjects) about their disease, from diagnosis to treatment. This kind of approach to disease can cause many problems about missing the diagnosis and delay the start of the standard treatment.

Another important aspect of the survey, by Ahmad H and colleagues, regards the use of Com-

plementary and Alternative Medicine (CAM) in Jordanian cancer patients that has achieved 70% the interviewed cohorts. Also in Jordan, the trend of use of CAM is growing as in other countries.

Recently we've analyzed the data (in press) about the use of CAM in five Italian Cancer Centres and we've demonstrated that in the most of our patients the use of CAM was due to media and internet information. Unfortunately, more than half of patients, due to this kind of communication, didn't know the real efficacy and/or the potentially adverse events of CAM.

I agree with the authors that more attention to communication channels is necessary and I firmly believe that our patients need of clear, efficacy and complete information about every aspect of cancer disease.

Moreover, it is mandatory that these informations come from the medical and scientific community through public health institution, internet, and media.

The way for the next future will be the integrative medicine, with the aim to give more and accurate informations to cancer patients and to find a fair comprise between CAM and conventional therapies.

## CONFLICT OF INTERESTS:

The Authors declare that they have no conflict of interests.

## REFERENCES

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