

## THE IMPORTANCE OF ROSE OCTOBER IN MEDICAL EDUCATION: A LITERARY REVIEW

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**Abstract:** Breast cancer is a pathology caused by the disordered multiplication of abnormal cells in the breast tissue, forming a tumor with a high potential for metastases and damage. It is the second cancer that most affects women in Brazil, and its occurrence is increased by the various existing risk factors. In view of this scenario, October Rosa was created in 1990, a month dedicated to social awareness regarding the prevention of breast cancer. Where health professionals mobilize to carry out the detection and prevention of breast cancer. Thus, this abstract aims to analyze the experiences of medical students in the effectiveness of the Pink October Campaign from the year 2020 through the use and analysis of studies available in the PubMed and Google Scholar databases. When analyzing it, it is noticeable that the performance is wide, allowing medical students to carry out directed anamnesis and physical examination of the breasts of patients who attended the scheduled exam. Making it possible to identify patients with suspected breast cancer, as well as to carry out an active search for patients, quantify data, guide and develop the doctor-patient relationship. The World Health Organization encourages screening in women aged between 50 and 69 years, thus, this public is selected by active search and welcomed by professionals on the scheduled dates. The main importance of the campaign is the student's autonomy to conduct the consultation with the patient, providing guidance on the importance of performing a mammogram every two years, as well as the self-examination of the breasts. In addition, explain the existing risk factors to the patient, understand her family history and teach how to reduce the aggravating factors to the patient's existing risk factors.

**Keywords:** Pink October; Medical Training; Breast cancer; Prevention; Women's Health.