ever users of OCP, and 20.7% were ever users of HRT. 8.9% had an aunt on the mother’s side with breast cancer, 8.8% had a sister, and 7.3% had a mother. 68.2% were participating for the first time. 88.8% considered the price acceptable. Television messages and a friend were the most common methods of campaign exposure. Women who participated previously compared to those participating for the first time: were significantly more likely to be older, of higher educational levels, non-smokers, and with a family history of breast cancer.

**Conclusion** It is essential that governments critically appraise these campaigns in order to enhance outreach, social injustice and equity among the population as well as to ensure better service delivery, capacity and quality.

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**Methods**

Using surveillance data and agent-based simulations.

**Results**

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**Conclusion** It is essential that governments critically appraise these campaigns in order to enhance outreach, social injustice and equity among the population as well as to ensure better service delivery, capacity and quality.