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Effects of consultation based on the health belief model on clinical breast examination and mammography in Iranian women

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Background: Breast cancer is the most common cancer among women worldwide. The success in treatment directly is related to early diagnose. This study was conducted with the aim of assessing the effect of educational consulting about clinical breast examination (CBE) and mammography based on health belief model (HBM) on knowledge and performance of women over 40 years attending health care centers in Hamadan, Iran.

Materials & Method: This research was a quasi-experimental study. 150 eligible women admitted to health centers in Hamadan city in 2015 randomly assigned to experimental and control groups (n=75 in each group). The intervention group received 4 weekly sessions of breast cancer screening consulting based on health belief model. Control group received only routine care. Knowledge, HBM constructs, and practice was compared in both groups by questionnaire before, one and three months after the consultation.

Results: Before the intervention, no significant differences were observed in knowledge, HBM constructs and practice between intervention and control group. While one and three months after the intervention a significant difference was observed between two groups in mean scores of knowledge, perceived benefits, perceived barriers, self-efficacy and the health motivations ($p < 0.05$). No significant differences was observed between two groups in mean scores of susceptibility and severity constructs after intervention ($p > 0.05$).

Conclusions: The results indicate the importance of consultation on knowledge and beliefs to improve CBE and mammography practices and prevention of breast cancer in Iranian women.

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