**Title:** Improving breast self-examination: an educational intervention based on health belief model from Bandar Abbass, Iran

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**Abstract:**

**Background:**
Breast cancer remains a major public health problem worldwide. It is the most common type of cancer among women in all over the world. The incidence of breast cancer varies from the highest rate in the United States to the lowest rate in Asia. In Iran, the incidence of the disease is increasing, patients present with advanced stage of disease and they are relatively younger [about 10 y] than their western counterparts. Although, there are no precise statistics on breast cancer in Iran, but informal data indicate that the crude incidence rate of the disease is about 20 new cases per 100000 women per year. This study evaluated the effect of an educational program on breast self-examination [BSE] among women living in Bandar Abbass, Iran.

**Method:**
This interventional study was conducted in eight health centers of Bandar abbas in Iran in 2008. The study population consisted of women attending at these eight health centers. In each health center 30 women were selected randomly. In total, in this trial studied 240 eligible women attending at eight health centers of Bandar Abass who were randomly divided into intervention [n = 120] or control [n=120] group. Data regarding belief on breast self-examination were collected through the Champion's Health Belief Model Scale [CHBMS].

**Results:**
At the initial of the study, there were no differences between two groups in terms of socio demographic data, the mean scores of Champion's Health Belief Model [CHBM] sub-scales and breast self-examination rate. At follow up time the intervention group compared to control group has obtained significant higher mean score of CHBM in terms of all sub-scales except for the subscale of BSE benefit.

**Conclusion:**
This study indicated that the designed program could improve Breast Self Examination among studied women.

**Keywords:** Breast self examination, Breast cancer, Health Belief Model,

**Presentation:** Poster