Title: Perceiver Threat to Breast Cancer in Gorgan City, 2010
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Abstract: Introduction: Breast cancer is the most common type of cancer in women. Perceived risk is a principal variable in theoretical models that attempt to predict the adoption of health-protective behaviors. The objective of the current study was to assess Perceiver Threat to Breast Cancer in Gorgan, northern part of Islamic Republic of Iran.

Methods: In a cross-sectional study data were collected from a clustered sample of 300 women, attending two health centers in Gorgan city, using an adapted version of perceived threat section of Champion's revised Health Belief Model Scale. The questionnaire obtained information about the participants' socio-demographic characteristics. Descriptive statistics, Kruskal Wallis, Mann–Whitney U test were used for data analysis. SPSS 17 statistical package for Windows was used for statistical analyses. Alpha levels were set at p<0.05.

Findings: The sample were ranging in age from 18 to 60 years, with a mean age of 30.3 years (SD = 7.3). Almost all of them (99%) married. Less than half of the women (41.7%) had attended school for 12 years, more than one-quarter (27.3%) had academic education. Most of them (89%) were home worker. The mean and SD score for perceived threat was 26.5 ± 6.8 from 50. Mere 8.35 of the participants had high perceived threat to breast cancer. Perceived threat is not influenced by age, job, and having a positive family history but, influenced by education level (x² = 12.891, p=0.024).

Conclusion: The result indicated that perceived threat to breast cancer was low in the current study. Because the compliance with recommended Breast cancer screening behaviors is influenced by individual perceived risk it is necessity to development of effective interventions for improving perceived risk of breast cancer.

Key words: Breast Cancer, Perceived threat, Health Belief Model, Gorgan.