Abstract: Introduction
Breast cancer is the most common cancer among women in Iran and the worldwide. It is the second cause of death due to women’s cancer after lung cancer. Early detection in improvement of outcomes and survival rates is very crucial.

Objective
The purpose of this study was to determine women's health beliefs based on HBM and also population needs in order to design appropriate educational programs in promotion of breast cancer screening behaviors.

Methods & Materials
The study design was a descriptive cross-sectional one, in which 219 women referring to Health Centers of Tabriz were selected through cluster random sampling. Data were collected by using a self-administered questionnaire consisted of 4 sections: demographic characteristics, knowledge of breast self examination, health beliefs and behaviors of breast cancer screening. Health beliefs questions derived from Champion’s Health Belief Model Scales(CHBMS). The data were analyzed by SPSS, version 17.

Results
5% of participants had adequate knowledge regarding breast cancer and breast self examination (BSE). The percentage of women who performed BSE was 41.6%, while regular performance was 8.2%. 16% and 8.5% of eligible people reported having had a clinical breast exam and mammogram respectively. Severity perceptions of women who had a screening mammogram was significantly higher than those who had not had (p=0.008).

Conclusion
Low rates of knowledge and breast cancer screening behaviors of participants in this study show importance of continues education and focus on early detection. Educational programs should be designed in the ways that affect performance in order to improve early detection in the population.

Breast Cancer, Screening, Health Belief Model

Presentation: Poster