Abstract: Background and aim: Self medication is one of the most problems in the treatment cycle of patients. Drug use and its side-effects is increased amongst elderly people. Self medication refers to drug consumption without the diagnosis or prescription of a physician leading to side effect and over usage of drugs .The purpose of this study was to assess prevalence of self-medication and its effective factors among elderly people in Zarandieh via Health Belief Model (HBM).

Materials and Methods: This research was a descriptive cross-sectional study; the study population was 180 elderly (95 females and 85 males) over 60 years. Data collection tool was a questionnaire designed based on Health Belief Model (susceptibility, severity, benefit and barriers perceived) and self-medication. Data analyzed by SPSS software and using parametric and non-parametric statistics.

Results: In total, 42% of the participants had good knowledge level and prevalence of self-medication was 31% (women 33% men and 29%). The most common for self-medication were previous experience of the disease and its recognition (61%), availability of drugs (60.5%), good result their previous treatment (56.7%). There was a significant difference among awareness, sensitivity, severity, perceived benefits and barriers to people with or without self-medication history (p< 001). The correlation coefficient test also showed a significant relation between self-medication and HBM constructs.

Conclusion: Regarding side effect of drugs and high prevalence of self-medication among elderly people, designing of educational program for changing the knowledge and beliefs about self-medication is recommended.