**Title:** The effect of the Health Belief Model in promotion of preventive behaviors of osteoporosis in rural women in Malayer city, 2010

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**Abstract:**

**Introduction:** Osteoporosis is a worldwide public health problem and has an increasing prevalence. Evidence suggests that adoption of some changes in life styles can prevent or delay the development of Osteoporosis. The purpose of this study was to assess the effectiveness of a health education intervention based on the Health Belief Model in promotion of osteoporosis preventive behaviors in rural women.

**Materials and Methods:** This study was a quasi–experimental research that including two groups, experimental (n=55) and control (n=55). Samples were selected from 2 health house in Malayer city. The experimental group participated in four health education session that based on components of the Health Belief Model. Data collection tool was a questionnaire including 37 questions based on HBM and demographic information and preventive behaviors of osteoporosis. Data were collected at two points. Before intervention and two month after intervention. Statistical analysis was performed by SPSS 15.

**Findings:** Before intervention, there was no statistically significant difference between two groups regarding health belief constructs. However after intervention, Independent Sample T-Test showed a statistically significant difference between two groups (p≤0.05) in perceived susceptibility and severity, perceived benefits and barriers, cues to action and self–efficacy.

**Discussion &Conclusion:** The results of this survey show that by increasing the score of health belief model parts, including; perceived susceptibility and severity, perceived benefits and barriers, cues to action and self–efficacy adopting preventive actions of Osteoporosis also increases. Therefore, the results of this survey confirm the efficiency of health belief model in adopting preventive actions of Osteoporosis.

**Key words:** Health Belief Model, osteoporosis, osteoporosis preventive behaviors

**Presentation: Poster**