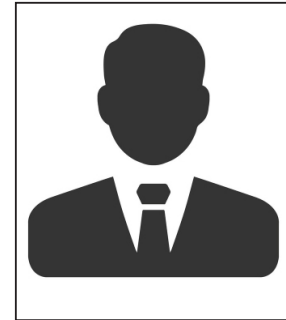


Title: Breast Cancer Screening among Rural Women: A Structural Equation Modeling (SEM) analysis of Theory of Planned Behavior (TPB)

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Background: Early detection of breast cancer is a crucial factor in surviving the disease. This study aimed to investigate the mammography screening based on the theory of planned behavior (TPB) among rural women in Fasa and Shiraz cities in Fasa, Iran.

Methods: This study is a cross-sectional study performed on 800 female clients referring to rural health centers in Fasa and Shiraz cities in southern Iran in early 2021. Due to the possibility of Coronavirus transmission through paper questionnaires, the authors decided to send and distribute the electronic questionnaire form through the WhatsApp application in collaboration with the health staff of rural health centers for the people covered by these centers. The questionnaire's link was placed in Fasa and Shiraz University of medical sciences' health information groups and health centers. Data gathering tools were a questionnaire on demographic characteristics, a questionnaire based on constructs of TPB and behavior of mammography screening.

Results: The knowledge, attitude and perceived behavioral control were the predictors of intention and behavior of mammography screening among the women. Among demographic variables, age, literacy, being menopausal, cancer in family, city, and ethnicity contribute more to the variance variation in TPB constructs. In this study, 7.2% of Persians, 8% of Qashqai Turks, and 4.5% of Arabs are contemplating going to mammography screening. About 6.3% of Persians, 3.4% of Qashqai Turks, and 3.2% of Arabs had a mammography screening history. In total,

6.8% (54 people) of all individuals intended to go mammography screening, and 5.4% (43 people) had a history of mammography screening.

Conclusions

The results indicated that the constructs of the theory of planned behavior predict mammography screening behaviors in rural women. It has also demonstrated that mammographic behavior can be improved in rural women using education based on the TPB model, emphasizing critical psychological factors of creating or changing behavior.

Biography

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