

# THE EFFECT OF MAMMOGRAPHY SELF-EFFICACY, BREAST CANCER FEAR AND RISK ON WOMEN IN RURAL AREAS TO HAVE MAMMOGRAPHY

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**Aim:** This research was conducted to examine the effect of mammography self-efficacy, breast cancer fear and breast cancer risk on women living in rural areas to have mammography.

**Method:** The sample of this descriptive study consisted of 400 women. Data were collected between May and June 2022 using the Socio-Demographic Characteristics Form, The Breast Cancer Fear Scale, The Mammography Self-Efficacy Scale and The Breast Cancer Risk Assessment Form. Number, percentage, mean, standard deviation and logistic regression analysis were used to analyse the data.

**Results:** The study participants were middle-aged women with an average age of  $57.35 \pm 8.23$ . The vast majority of them, 90%, had completed primary school, 92.5% were married. Additionally, 89% of the participants were familiar with mammography, and 73.3% had undergone mammography before. However, only 23.2% of those who had undergone mammography before reported having it done at regular intervals.

The mammography self-efficacy scale yielded an average score of  $35.50 \pm 10.51$  for women. Moreover, the breast cancer fear scale demonstrated that women received an average of  $23.70 \pm 10.34$  points. Women with medium levels of fear had an average score of  $19.21 \pm 4.04$ , while those with low levels of fear had an average score of  $9.97 \pm 1.84$ . Notably, 40.50% of the participants reported high levels of anxiety, and the average score for women was  $34.73 \pm 3.64$ .

The study found that women's perception of self-efficacy in mammography was a significant predictor of whether they had a mammogram ( $p < 0.05$ ). It was determined that women who received mammograms scored 0.97 times better on self-efficacy. However, fear of breast cancer and breast cancer risk were not significant predictors of undergoing mammography ( $p > 0.05$ ).

**Conclusion:** The results showed that self-efficacy perception was an effective factor in encouraging women living in rural areas to undergo mammography.