

## **Evaluation of social marketing structures that are effective in screening of breast cancer in patients who have breast cancer(method triangulation)**

### **Abstract**

**Introduction:** The role of screening has been known in early detection of different cancers and especially in breast cancer of women and one of the most important measures of health care is encourage of women to do this test. Educational and awareness measures are performed about this subject, but, less attention has been paid to the issue of assessment and effectiveness of screening. The purpose of this study was to evaluate the structure of social marketing affecting screening of breast cancer in women at risk.

**Materials and Methods:** Patients with wide range in age, sex, and socioeconomic status were selected by the the Cancer Registry Center and were interviewed using a semi-open interview. Then the content analysis of the interview data was conducted and based on the obtained information and the literature study, quantitative questionnaire designed to gather information from patients and analyzed using quantitative methods.

**Results:** The study consists of 4 categories and 9 sub-categories. First category was price with 2 sub-categories including factors that increase the price and factors that decrease the price. Second category was place with 2 sub-categories including the current status of access to breast cancer screening services and location of breast cancer screening services in the community. Third category was promotion with 3 sub-categories including the current status of education in the community about the disease, appropriate status of education from the patients view and shortcomings in the current state of education. The last category was product and with 2 sub-categories including current characteristics of products and favorable characteristics of products. In the quantitative part of the study, the most factors affecting breast screening were low service cost (100%), existence of accurate diagnostic procedures (100%), existence of training about breast cancer and its screening in health care center (95%), easy access to services (90%), lack of feeling need for breast screening (90%), existence of good medical team (80%), existence of women doctor in health center and as a result not having shame from her (40%), performing related tests in the women workplace (5%).

**Conclusion:** Reducing the costs associated with breast cancer screening, better access to breast cancer screening centers, increasing awareness about breast cancer screening by mass media, and appropriate education for women about breast cancer and breast examination, can encourage breast cancer screening in patients with breast cancer.

**Keywords:** Breast Cancer, Screening, Social Marketing.