

- Regular breast-self-examination(BSE) behavior is very low among undergraduate female university students
- Protection motivation theory constructs like self-efficacy, response efficacy, response cost, fear and protection motivation found to have statistically significant association with BSE behavior.
- Further research recommended to assess the Impact of Health Education designed based on the coping appraisal components of protection motivation theory on Breast Cancer Screening Behavior of female students at higher education

**Application of Protection Motivation Theory to identify factors associated with breast self-examination behavior among female students at higher education: Structural Equation Modeling Approach.**

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**INTRO AND OBJECTIVE**

- Most Ethiopian women with breast cancer present late with advanced stages, and the majority of breast cancers occur at an early age
- This study aimed to assess the magnitude and factors associated with breast self-examination behavior among undergraduate female students at the five campuses of the University of Gondar using protection motivation theory

**METHODS**

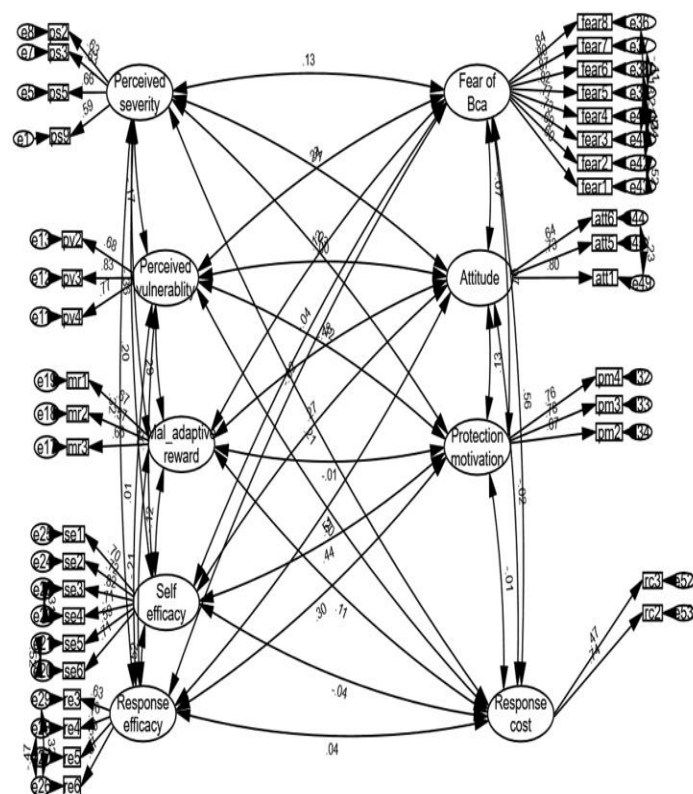
- N = 849
- Participants were selected using stratified simple random sampling
- a self-administered questionnaire was used to collect the data
- The data was collected from May 20-June 15/2022
- The path coefficient and the relationship between the variables were tested by Structural Equation Modeling

**RESULTS**

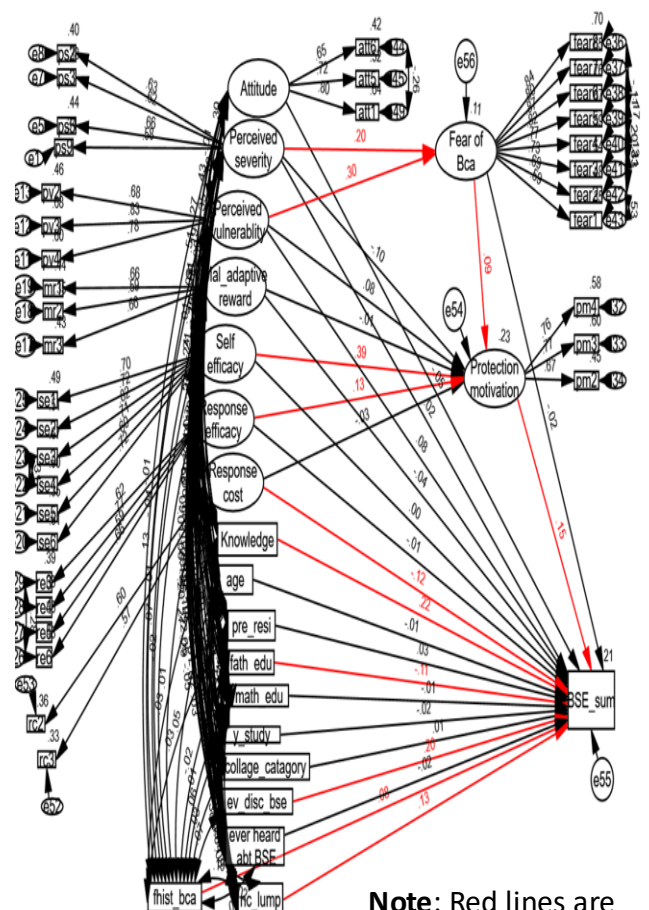
- only 6.77%, with 95%CI (5.20%, 8.78%), of female university students had regular breast self-examination behavior
- Among protection motivation theory constructs, response cost ( $\beta = -0.34$ ; 95% CI, -0.84,0) and protection motivation ( $\beta = 0.34$ ; 95% CI, 0.13,0.58) were found to have statistically significant direct association with BSE behavior, whereas self-efficacy ( $\beta = 0.15$ ; 95% CI, 0.05, 0.28), response efficacy ( $\beta = 0.05$ ; 95% CI, 0.01, 0.13), and fear of breast cancer ( $\beta = 0.02$ ; 95% CI, 0, 0.07) had statistically significant indirect association.

**CONCLUSIONS**

- Regular breast self-examination is very low among undergraduate female university students.
- The coping appraisal component of protection motivation theory had a significant association with breast self-examination behavior.



**Fig 1: Measurement model**



**Fig2:Structural model** Note: Red lines are significant paths(p<0.05)



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