

Cervical cancer is the most common malignancy in Thai females but it can be treated successfully after early detection. At the moment, Pap smear is the appropriate screening examination for cervical cancer and can be performed even in the health center of rural community. This screening is not yet popular and the prevalence is very low.

This study was design to find out the factors effecting positively and negatively the promotion of the screening service for the target population. It was cross-sectional comparative study between two groups : one of 72 married women with previous screening examination, and the other of 144 neighood women without previous screening.

The results revealed that there significant correlated between screeing and knowledge, information ,attitude and income. The level of education , age, occupation ,health insurance had no effect on the screening. Item analysis on knowledge found that the issues to emphasized were the information early symtoms and risk of oral contraceptive pills, through the proper mass media. Item analysis on attitude found that they believe the cause of the disease was related to the superstition ; they preferred to be screened by female medical staffs ; and they thought the cost of the screening is too expensive.