Individual Perception  

Modifying Factors  

Likelihood of Action  

Demographic Variables (age, sex, race, ethnicity)  

Socio-Psychological Variables  

Perceived susceptibility to cervical cancer  
Perceived seriousness of cervical cancer  
Perceived benefit of cervical cancer screening  

Perceived threat to disease  

Perceived Benefit of utilizing cervical cancer screening Services  

Minus  

Perceived Barriers to utilization of Preventive Health services  

Other cues include  

- Mass Media Campaign  
- Exposure as a result of education  
- Community Health Programme on importance of cervical cancer screening services  

Likelihood of utilizing recommended cervical cancer screening services