

In Morocco, breast cancer is the first type of cancer in women. It remains a real public health problem. In Ouarzazate province, it is a serious public health problem because of several barriers to access and socio-cultural factors that negatively influence the presentation of women for early detection of breast cancer and for treatment. . To deal with these problems, the Ministry of Health in partnership with the Lalla Salma Foundation has developed a National Plan for Prevention and Control of Cancers 2010-2019. In this context, important actions have been carried out. Other effective actions of comprehensive care for women with breast cancer in Morocco deserve to be realized.

**Objective:**

Our study aims to describe and analyze the socio-cultural factors that influence the participation of rural women in treatment participation in the province of Ouarzazate.

**Methods:**

We conducted a descriptive and analytical cross-sectional study from June 1 to June 27, 2019. We used a qualitative and quantitative research method. We have used, in a logical process, 3 research techniques; documentary analysis of the register of the Early Detection Reference Center for Breast and Cervical Cancer (CERDEPC) and annual reports, semi-structured interviews with 10 women and a questionnaire drawn up with a sample of 20 women, made at choice reasoned. A statistical analysis was done under Epi info thereafter. A content analysis was conducted on the qualitative data collected.

**Results:**

The results of the study indicate that the age group of women is 30-75 years old. The majority is married. They have RAMEL. They have a low level of education. They are illiterate. They do not take care of their children. They have more barriers to access to testing and treatment than facilities. Participation in demystification and awareness activities on breast cancer is low, if not nil. The cultural context (traditional habits and perceptions around the disease) and the appreciation of the health system have a negative influence on women's participation in treatment. Family supports, the meanings attributed to breast cancer, and emotional responses to symptoms have a positive influence on women's participation in treatment.

**Conclusion:**

The 5 sociocultural factors associated with barriers to treatment rather than screening clearly influence women's participation in treatment. They condition it. Women's low level of breast cancer information and knowledge, risk factors, and screening and treatment influence sociocultural factors.