Well, you can blur the whole image with imfilter or conv2.

If you want *only the edge* blurred, then you're going to have to

1. detect the edges using the original image, then
2. create an edge mask that defines the location of the edge pixels, then
3. blur the whole image, then
4. replace the edge pixels *only* with the corresponding pixels from the blurred image.

out = originalImage

out(edgeMask) = originalImage(edgeMask);

What do you want to do?

Similar to what Paul is suggesting:

%Standard IPT Image

I = imread('cameraman.tif');

%Its edges

E = edge(I,'canny');

%Dilate the edges

Ed = imdilate(E,strel('disk',2));

%Filtered image

Ifilt = imfilter(I,fspecial('gaussian'));

%Use Ed as logical index into I to and replace with Ifilt

I(Ed) = Ifilt(Ed);

For an RGB image you may first have to repmat() Ed so that it exists in all three dimensions

Ed3 = repmat(Ed,[1 1 3]);