

Kannika Niraruk 2006: The Effectiveness of Health Education Program for Promoting the Preventive Behaviors of Avian Influenza of Health Volunteers in Bang Phae District, Ratchaburi Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Ranumas Ma-oon, Ph.D. 142 pages.  
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The purpose of this field-experimental research was to study The Effectiveness of Health Education Program for Promoting the Preventive Behaviors of Avian Influenza of Health Volunteers in Bang Phae District, Ratchaburi Province. The samples of this study selected by simple random sampling were consisted of 80 Health Volunteers, which were divided into 2 groups by random assignment 40 of them were designated for the experimental group and the others 40 of Health Volunteers were in the comparison group. Health Education Program and questionnaires, constructed by the researcher, were used as research instruments, and their quality were tested and accepted. The experimental design was pretest-posttest with static group comparison design. The data analysis were done by statistical method such as frequency, percent, mean, standard deviation and t-test.

The major result indicated that the Health Education Program of Avian Influenza was high effectiveness, pointed out by the indicators which were (1) the experimental group had significantly better knowledge about Avian Influenza, perceived susceptibility of contact this disease, perceived severity of this disease, perceived benefits of prevention of this disease and preventive behaviors of this disease after the experiment than prior to conducting the experiment at the level of .05 (2) the experimental group had significantly better knowledge about Avian Influenza, perceived susceptibility of contact this disease, perceived severity of this disease, perceived benefits of prevention of this disease and preventive behaviors of this disease after the experiment than the comparison group at the level of .05

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