

Umaporn Ngammeerit 2008: Effectiveness of Health Education Program on Snack Consumption Behavior of Mathayomsuksa 3 Students in Demonstration School of Ramkhamhaeng University. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 313 pages.

The purpose of this quasi-experimental research was to study the effectiveness of health education program on snack consumption behavior of Mathayomsuksa 3 students in Demonstration School of Ramkhamhaeng University. Eighty subjects of the Mathayomsuksa 3 students were selected by random sampling method. The subjects were randomly assigned to an experimental group and comparison group equally. The experimental group participated in health education program which consisted of lecture, learning center, role playing, games, brainstorming and reinforcing letter to guardian for 6 weeks. The comparison group was not treated by this program. The data was collected by questionnaires developed by the researcher and analyzed through percentage, mean, standard deviation, paired-samples t-test and independent-samples t-test.

The results of the study showed that after participation in the program, the experimental group had significantly higher knowledge of nutrition and negative effect of snack consumption, and attitude of snack consumption. As well, they had better efficacy expectation in controlling snack consumption behavior, outcome expectation in controlling snack consumption behavior, social support in snack consumption behavior and snack consumption behavior than before experiment and than those in the comparison group at a .001 significance level. In conclusion, the health education program can be applied effectively to reduce snack consumption than behavior of Mathayomsuksa 3 students in Demonstration School of Ramkhamhaeng University.

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