

Mathana Sarasuthakul 2011: Effectiveness of Health Education Program for Promoting Breastfeeding Behavior among Postpartum Women in Health Promoting Hospital, Health Promotion Center Region I, Bangkok. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 141 pages.

This quasi-experimental research aimed to prove the effectiveness of health education program for promoting breastfeeding behavior among postpartum women in Health Promoting Hospital, Health Promotion Center Region I, Bangkok. Health Belief Model, Self-Efficacy theory and Social Support theory were used as the theoretical frameworks of this study. Subjects of this study were sixty breastfeeding postpartum women selected by purposive sampling. The subjects were equally assigned to an experimental and a comparison group. The experimental group received health education program developed by the researcher while the comparison group received regular health education program offered by the hospital. Questionnaire was used to collect the data at the baseline and after the experiment. Percentage, Arithmetic Mean, Standard Deviation, Paired Sample t-test and Independent t-test were used to analyze the data.

The results of the study showed that after participating in health education program for promoting breastfeeding behavior, the experimental group had better perception in the information about the risk and severity of the disease if miss breastfeeding, benefit of breastfeeding than before participating in the program and than those in the comparison group at 0.05 statistical significance level. Self-efficacy and social support behaviors of the experimental group were also higher than before participating in the program and than those in the control group at 0.05 statistical significant level. Therefore health education program for promoting breastfeeding behavior among postpartum women in Health Promoting Hospital, Health Promotion Center Region I, Bangkok was effective to enhance breastfeeding behaviors among the postpartum women.

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