

Patchanid Wangpon 2008: The Effectiveness of 3ES Program by Koteb for Enhancing Health Behavior of Elderly Men Attending a Friday Pray at Musyid Klang Khate 2, Phra Nakhon Si Ayuthya. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Mr. Thanawat Imsomboon, Dr.P.H. 186 pages.

The purpose of this quasi - experimental research was to study the effectiveness of 3ES program by Koteb for enhancing health behavior among elderly men attending a Friday pray at Musyid Klang Khate 2, Phra Nakhon Si Ayuthya. Health Behavior, Learning Theory and Self – Efficacy Theory were applied for a development of 3ES program. The purposive sample group were consisted of 37 elderly males aged 60 years and above who met the inclusion criteria. They were exposed to the 3ES program by Koteb at Musyid Klang Khate 2. The duration of the program was 6 weeks. Data were collected through structured interview form constructed by the researcher before and after the experiment. Data analysis was made for Percentage, Arithmetic Mean, Standard Deviation, Paired sample t-test and Pearson’s Product Moment Correlation Coefficient.

Results of the study showed that after the experiment the sample group of elderly males gained more knowledge about 3ES program, self – efficacy expectation at a statistical significance level of .05. It was also found that attitude and self – efficacy expectation had positive relationship with health promotion behavior at a satatistical significance level of .05.

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