

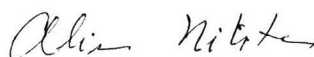
Kampee Ngandee 2007: Factors Effecting Behavior of Health Education Media Usage to Educate People by Technical Officers of the Department of Health, Ministry of Public Health. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Alisa Nititham, M.Ed. 125 pages.

The objective of this study was to examine factors effecting behavior of health education media usage to educate people by technical officers of the Department of Health, Ministry of Public Health. The sample size was 130 technical officers. A questionnaire was constructed by the researcher and used as a tool to collect the information. The package program was applied for data analysis and calculation. Percentage, Mean, Standard Deviation, Chi-square test and Pearson's correlation were employed.

The study showed that bio-social characteristics of the working place had significant relationship with the use of health education media ($P < .01$). The internal factor regarding the awareness of the usefulness of health education media had a significant relationship with the behavior of using health education media ($P < .01$). The expectation of the capability to use health education media had significant association with the behavior of using health education media ($P < .001$). It was also found that external factors such as the policy on the use of health promotion media, a plan to disseminate health education media, and the quality of health education media correlated significantly with behavior of using health education media ($P < .01$). The sufficiency of health education media and the social support had significant relationship with behavior of using health education media ($P < .05$). For the bio-social characteristics such as sex, age, education, working experiences, internal factors regarding knowledge of using health education media, attitude on the use of health education media had no relationship with the use of health education behavior.



Student's signature



Thesis Advisor's signature

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