

Somboon Insupan 2008: Health Promotion Behaviors of Public Health Volunteers in Amphawa District, Samut Songkhram Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 124 pages.

The purpose of this survey research was to study health promotion behavior, together with bio-social factors, predisposition factors, enabling factors, and reinforcing factors which related to health promotion behavior of Public health volunteers in Amphawa District, Samut Songkhram Province. Questionnaires, developed by researcher, were implemented for data collecting from 220 Public health volunteers. Data was analysed by statistics computer software. Frequency, percentage, mean, standard deviation, Chi-square test, and Pearson's product moment correlation coefficient were employed for data analyzing, including stepwise multiple regression analysis was employed to analyse predictable variables of health promotion behavior.

Study results indicated that health promotion behavior of Public health volunteers was at moderate level. Bio-social factors; sex, related to health promotion behavior of Public health volunteers by statistically significant at P-value = .05. Predisposing factor; attitude and self-controlling toward health promotion behavior, positively related to health promotion behavior. Enabling factor; having and accessing to health resources, positively related to health promotion behavior. Reinforcing factors; getting information from various media, and getting social support from various people, positively related to health promotion behavior. Variables which could jointly predict health promotion behavior consist of, self-controlling toward health promotion behavior, having and accessing to health resources, sex, social support from various people, and age. All these five variables could jointly predict health promotion behaviour of Public health volunteers at 40.3 percent.

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