

## Abstract

Health is an important basis of human living about individual, society and environment. If these factors are imbalance, health problem may be occurred. This research is to study behavior, attitude, policy cognition, and environment involving with health behavior in the aspect of nutrition and exercise. These problems and troubles have been affected health promotion behavior of the Applied Thai Traditional Medicine persons in the Institute of Thai Traditional Medicine, Department for Development of Thai Traditional and Alternative Medicine. The number of population was 20 Applied Thai Traditional Medicine persons affiliated with the Institute of Thai Traditional Medicine, Department for Development of Thai Traditional and Alternative Medicine. The tool was the interview questionnaire of health and attitude involving with nutrition and exercise. The validity of the interview questionnaire was investigated by the expert. There was the validity value of the interview in each part. The alpha coefficient value of Conbac was 0.76. The data was collected in February 2010, analyzing by frequency distribution finding percent, average, standard deviation, and group discussion for collecting qualitative data.

The result was found that health behavior involving with nutrition and exercise was in good level. The attitude about nutrition and exercise was in good lever. According to interviewing, atmosphere in the office, policy, and involved environment had been affected to health promotion very much.

The recommendation was that the Institute of Thai Traditional Medicine, Department for Development of Thai Traditional and Alternative Medicine should develop or conduct the project in order to improve atmosphere and environment in the office, and follow health behavior of the persons through the operating time. The activity for health promotion suitable for the Applied Thai Traditional Medicine should be implemented. The place for exercising should be prepared. The consult unit should be served for giving advice and suggestion about health strength and the activity for health knowledge exchange should be included.