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M.Sc. (PUBLIC HEALTH)

KEY WORD : HEALTH EDUCATION PROGRAM/PREVENTIVE AND
CONTROL BEHAVIOR OF OPISTHORCHIASIS

SAOKEAW KUNTAWONG : EFFECTIVENESS OF HEALTH EDUCATION
PROGRAM ON PREVENTION AND CONTROL OF OPISTHORCHIASIS AMONG
PEOPLE IN KOKHA DISTRICT, LAMPANG PROVINCE. THESIS ADVISORS : VASON
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Liver fluke infection is one of the public health problems in Lampang province. The main purpose of this quasi-experimental study was to assess the effectiveness of a health education program on prevention and control of opisthorchiasis through the efforts of community leaders and village health volunteers among people in Kokha district, Lampang province. The subjects were household leaders or housewives aged 20-65 years, infected with Opisthorchis viverrini. Forty-eight subjects from Bansad village, Wangproh subdistrict were assigned as the experimental group and fifty subjects from Makook-naboua village, Laihin subdistrict were assigned as the comparison group. The experimental group participated in a health education program conducted by community leaders and health volunteers. Interviews with structured questionnaires and observation with check-lists were performed for data collection. Stool examination for Opisthorchis viverrini eggs was done before and after the experiment. Percentage, arithmetic mean, standard deviation, Paired-samples t-test, Student's t-test, Pearson's Product Moment Correlation coefficients, Chi-square test and Z-test were used for data analysis.

The research showed that a health education program conducted by community leaders and village health volunteers significantly benefitted people with liver fluke infection. The program improved subjects' positively perceived susceptibility to liver fluke, positively perceived benefits of liver fluke prevention, and increased subjects' desire to prevent liver fluke infection, thus leading to decreased infection rate. It is recommended that community leaders and village health volunteers be trained to conduct a similar health education program on liver fluke prevention in other target areas.