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KEY WORD : PROMOTION/CERVICAL CANCAER / HEALTH BELIEF MODEL/
MOTIVATION

PORNTIP TOTARONG : PROMOTION OF PAP SMEAR TEST ATTENDANCE
BY APPLYING HEALTH BELIEF MODEL AND MOTIVATION AMONG WOMEN IN
PHROPHIRAM DISTRICT, PHITSANULOK PROVINCE. THESIS COMMITTEE:
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The study was designed as a quasi-experimental research aimed to assess the effectiveness of a health education program to promote Pap smear test attendance among women by applying Health Belief Model and Motivation in a health education program. Subjects were 140 married women, aged 30 - 59 years. Seventy two women in one sub-district were selected and assigned into an experimental group and 68 women in another sub - district were in the comparison group. The experimental group received the health education program which included lecture with slides, modeling, group discussion and calendar. The group also received motivation by decreased waiting period for making patient card, free sending for Pap smear test and free treatment in case of abnormal result such as inflammation, cervicitis or vaginitis. They were also reminded about Pap smear service by follow - up card, trained neighbor and hospital letter. Data collection was done before and after the experiment with structured interview questionnaire. Percentage, arithmetic mean, standard deviation, t-test and Z-test were applied to analyse data.

The result of the study reveals that, after implementing the program, the experimental group had significantly higher knowledge, perception of susceptibility and severity and Pap smear utilization than before the experiment and than the comparison group. The research findings show that the program to promote Pap smear test attendance by applying the health belief model and motivation can be applied to increase the Pap smear test coverage rate among Thai women. It may be adapted to be a guideline for other groups of women.