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HIRED MOTORCYCLIST

SUPAWADEE PUTTALOD : THE EFFECTIVENESS OF HEALTH
EDUCATION PROGRAM ON MOTORCYCLE RIDING BEHAVIORS AMONG HIRED
MOTORCYCLISTS IN WANGNOI DISTRICT AYUTTHAYA PROVINCE. THESIS
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The number of motorcycle accidents in Thailand each year is increasing especially among working males. Motorcycle accidents are the leading cause of death and they also produce high direct and indirect economic costs. The main objective of this quasi-experimental research was to assess the effectiveness of a health education program on motorcycle riding behavior among hired motorcyclists in Wangnoi district, Ayutthaya province. Protection motivation theories, social support and group processes were applied to develop the health education program. The program activities consisted of lectures with slides, brainstorming, group discussions, a demonstration and modeling. The study group included 99 male motorcyclists. Fifty-one of them were assigned into the experimental group while 48 were assigned into the comparison group. The interview questionnaire and the observation checklist form were used for data collection both before and after the experiment.

The results of the study showed that after the experiment, the experimental group had significantly better knowledge of traffic laws and safety behavior; they also had more positive perception of the severity and susceptibility of motorcycle accidents. Experimental group subjects also had more self-efficacy expectancy and response efficacy and had better riding behavior than prior to the experiment and than the comparison group. Thus, this program should be applied with hired motorcyclists in other places.