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KOTCHAKORN SOMMANG : THE APPLICATION OF HEALTH BELIEF
MODEL AND SOCIAL SUPPORT FOR EXERCISE BEHAVIOUR PROMOTION IN
ELDERLY PEOPLE , MUANG DISTRICT , LOPBURI PROVINCE. THESIS ADVISORS :
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This quasi-experimental research aims at studying the effectiveness of applying the Health Belief Model and Social Support for exercise behavior promotion in elderly people. The sample consisted of 141 elderly who live in Muang district , Lopburi province. Sixty-nine subjects were assigned to the experimental group and seventy-two subjects were assigned to the comparison group. They were selected by using a simple random sampling method . The experimental group received a planned health education program. The following activities were included in the program : a group discussion followed by suggestions from the group instructor , providing a booklet about exercise , using the models , demonstration and practicing the exercise , and self commitment , while the comparison group did not receive such activities. Data were collected 3 times ; before and after the program and after the experiment. Percentage , arithmetic mean , standard deviation , t-test , χ^2 , Z-test and Pearson 's Product Moment Correlation Coefficient were applied to analyse the data.

The results of the study reveal that , after implementing the program , the experimental group had a significantly higher knowledge , attitude , perception and exercise behavior than before the experiment and than the comparison group (p-value < .01). It was also found that knowledge , the perception about susceptibility , benefits and the educational level were significantly related to exercise behavior (p-value < .05). In general , this health education program is effective for increasing exercise behavior for the elderly. Thus , it is recommended that this program should be taken into consideration and extended to the elderly in other areas.