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CHOLADA CHAIKULWATTANA : FACTORS RELATED TO HEALTH - PROMOTING LIFESTYLE OF YOUNG ADULT WOMEN MUANG DISTRICT, SURIN PROVINCE. THESIS ADVISORS : JARUEYPPORN SUPARP , M.D., M.P.H. (URBAN HEALTH), PIANGCHAN ROJANAVIPART, M.H.S. (Bios.), LUKANA TERMSIRIKULCHAI, B.Sc., M.A. 198 p. ISBN 974-663-176-4

The objectives of this cross-sectional survey research were to examine patterns of health-promoting lifestyle behaviors and factors related to those behaviors including health value, health perception, perceived self- efficacy, accessibility to health service and social support . The PRECEDE Model was modified as a conceptual framework for this study. The sample was 270 young adult women living in Muang district, Surin province. Data was collected by interviewing with questionnaire from 15 March to 5 April, 1999. Statistics used for data analysis were frequency, percentage, mean, standard deviation, Chi-square test and Pearson's Product Moment Correlation Coefficient.

The results revealed that most of the subjects (73.33 %) had overall scores of health promoting at a moderated level. 14.45 % had score of health promoting at a good level and 12.22 % had score of health promoting at a poor level. Factors that were considered to be significantly related to health-promoting lifestyle behaviors were health value, perceived self- efficacy, accessibility to health services and social support (p-value < 0.0001) and health perception(p-value = 0.02). Demographic variables which were significantly associated with health - promoting lifestyle behaviors were family income (p-value = 0.001) and occupation (p-value = 0.029).

Therefore , in order to promote a healthy lifestyle in young adult women , they should be encouraged to have good health values, positive health perceptions and develop perceived self-efficacy to engage in healthy lifestyles by addressing knowledge, health information and training on health promoting behaviors. Creating environments that support these behaviors such as sports fields, exercise equipment and annual physical check ups. Relatives , communities and health personnel should be encouraged to support all kinds of health-promoting behaviors.