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JARUN TANGLEK : FACTORS EFFECTING THE EFFECTIVENESS ON ROLE PERFORMANCE OF HEADS OF HEALTH CENTER IN PRIMARY HEALTH CARE IN PICHIT PROVINCE. THESIS ADVISORS : SURACHART NA NONGKHAI, LL.B., M.A., (SOCIAL DEVELOPMENT), PIYATHIDA TRIDECH, Dr.P.H., DUSIT SUJIRARAT M.Sc. (BIOSTAT), TONGCHAI SALAKUL, M.A., (Applied Statistics). 104 p. ISBN 974-662-879-8

Primary health care is a strategic means to make people have good health. The official unit nearest to the people, which provides primary health care is a health center. So, study of the effectiveness in role performance of health of health center is necessary to support and develop primary health care. This study used a survey method. A rating scale questionnaire was constructed to collect data from heads of health centers in Pichit province. The statistics used were Pearson's product moment correlation coefficient and stepwise multiple regression method.

The finding are that the effectiveness in role performance of primary health care of heads of health centers was rated mostly at the moderate level (60%). The majority of heads of health centers were female (57.9%), and were under 41 years of age (47.7%). The most common marital status was (82.1%). Most had 16 to 26 years of experience in health center (54.1%). Revenues were 11,000 - 16,000 baht (69.5%). Educational backgrounds of most heads were less than undergraduate level (51.6%) and they never had received trained about primary health care (48.4%). Furthermore, it was found that heads of health centers' perception of job-characterization and role factors were rated at the moderate level (60.0% and 40.0%, respectively). Also, their perceptions of community and work-place surrounding were rated high (61.1% and 60.0%, respectively). Factors correlated with job effectiveness that were significant at the .05 level were : training record, policy and management, role- expectation, community cooperation, strength of community organization, work-place, and communication. In addition, factors which significantly influenced job - effectiveness at the .05 level were: policy and management, years of experience, and suitability of the work-place. These were able to explain the job-effectiveness of heads of health centers at the percentage of 20.1%. For job effectiveness development, there should be clear job- policy, and the communication of experience between heads of health centers. The work- place should be completely developed to serve people. Also, sustainable community developing techniques are conducive to highly increased job - effectiveness in primary health care of heads of health centers.