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MALEERATANA WONGRITTE : EFFECTIVENESS OF HEALTH EDUCATION
PROGRAM APPLIED THE THEORY OF PLANNED BEHAVIOR ON MOTHERS' PREVENTIVE
BEHAVIOR ABOUT ACUTE RESPIRATORY INFECTIONS IN CHILDREN UNDER 5 YEARS
OLD IN AMPHOE CHAIBURI, SURAT THANI. THESIS ADVISORS : SUPREEYA
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Acute Respiratory Infections in Children (ARIC) is one of the leading cause of death among children under 5 years old. The incidence of this disease is closely related to the lack of knowledge attitude or belief and child care practice of mothers. Thus, this quasi - experimental research was carried out to study the effectiveness of ahealth education program with applied the Theory of Planned Behavior (TPB) on Acute Respiratory Infections in Children under 5 years old on their mothers' preventive behavior in Chaiburi, SuratThani. One hundred and nine mothers of children under five years of age were assigned into two groups, fifty-one to the experimental group and fifty-eight to the comparison group. The instruments for collecting data were a structured questionnaire, used for evaluating mothers' knowledge, The Ajzen's TPB variables and the preventive child care behavior, and a self - report to record mothers' preventive behavior about ARIC. The results show that :

1. After the study, the experimental group had significantly higher mean scores on knowledge, attitude, subjective norm, perceived behavioral control, intention and preventive behavior about ARIC than before the study.
2. After the study, the experimental group had significantly higher mean scores on knowledge, attitude, subjective norm, perceived behavioral control, intention and preventive behavior about ARIC than the comparison group.
3. After the study, the incidence of ARIC among children of the experimental group was not significantly lower than before the study.
4. Only subjective norm can significantly predict intention.
5. Only intention can significantly predict preventive behavior about ARIC.

It is recommended that when applying Ajzen's TPB in a health education program on mothers' preventive behavior, subjective norms should be influenced in order to produce appropriate behavioral changes.