

4036749 PHPH/M : MAJOR : PUBLIC HEALTH LAW ADMINISTRATION. (PUBLIC HEALTH)

KEY WORDS : MOTORCYCLISTS / HELMET

YUPHA HONGWACHIN:HELMET WEARING BEHAVIOR OF MOTORCYCLISTS MUANG CHACHOENGSAO MUNICIPALITY. THESIS ADVISORS : NAWARAT SUWANPONG, Ph.D., CHAWEEWAN BOONSUYA, M.A., SURACHAT NA NONGKHAI, M.S. 113 p. ISBN 974-662-622-1

At present, Thai law requires that motorcyclists wear helmets while riding motorcycles. However, in Chachoengsao province not many people obey the helmet law. The main objective of this survey research is to determine factors related to helmet wearing behavior. The study group consisted of 340 motorcyclists from Muang Chachoengsao municipality. Data was analyzed by using interviewing methods during 3 March - 3 April 1999.

After the research, it was found that most motorcyclists from Muang Chachoengsao municipality were male (52.9%), age average 25.88 years, had secondary level education (43.5%), single status (72.6%), employee (42.6%) income lower than 5,000 baht per month (60.6%) and had no information available about the decreasing severity of and susceptibility to motorcycle accident when wearing helmet (87.1%). Subjects had seen 1-5 helmet wearing campaigns (85.0%), seen helmet wearing campaigns on television (37.6%), and had less than 2 years of riding experience (37.1%). The distance usually driven was less than 10 kilometers (52.1%), and most rode during the day (83.8%), at a speed more than 61 kilometers/hour (51.5%). Subjects did not have experience of accident in the last 3 years (55.0%). Personal characteristics (sex, age, occupation, income and status) were significantly related to helmet wearing behavior. General knowledge of motorcyclists is at middle level (62.9%), while knowledge about helmet is at middle level (82.9%), knowledge about useful helmet wearing is at high level (70%), knowledge about helmet law is at high level (69.7%). Knowledge had no significant effect on helmet wearing behavior. Overall opinions are at middle level (66.2%), opinion on helmet wearing is at a middle level (72.6%) while opinion on helmet law is at middle level (72.4%), opinion regarding law enforcement by the police is at middle level (77.4%). Opinion regarding helmet wearing had significant effect on helmet wearing behavior. The above results suggest that all government institutions, such as the police, health and educational institutes and communities should participate in promoting helmet wearing behavior and making the information on how to use helmets more accessible to motorcyclists.