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KEY WORDS : EXERCISE BEHAVIOR / ELDERLY

PARIYA PUENGPRASIT : HEALTH PROGRAM ON EXERCISE
BEHAVIOR FOR ELDERLY IN THONBURI DISTRICT, BANGKOK
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Many elderly lack exercise as a kind of health promotion. Exercise is one of the beneficial health promotions for the elderly. It can improve health condition and physical fitness in order to achieve good self-care. This quasi-experimental research was to study the effect of a health promotion program on exercise behavior. This research was developed from the application of Learning Theory (Benjamin Bloom's). This research applied group process, motivation, and prompting to influence elderly exercise behavior among elderly in Thonburi District. The experimental group, who participated in the study program, was 50 elder in Kuawittaya Community. The comparison group had 50 elderly in Kudeejean Community. The program consisted of 8 weeks and 4 weeks for follow up stage. Data were analysis using statistical methods such as percentage, arithmetic mean, standard deviation, Student's t-test, and Paired sample t-test.

The results of the research are follow. There was significant improvement in the experimental group when comparing the results of pretest and posttest of knowledge, attitude, health promotion behavior, health status, pulse rate, respiratory rate, and diastolic blood pressure. Knowledge, attitude, health promotion behavior, health status, and systolic blood pressure of the experimental group were better than those of the control group immediately after the program.

The result of research shows that the promotion program on exercise behavior can develop elderly's exercise behavior for better health.. The information gained in this research could be used for developing a public exercise program.