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PRAPAJIT SHUMWEANGWAPEE : EFFECTIVENESS OF THE HEALTH EDUCATION PROGRAM ON SMOKING CESSATION AMONG MALE STUDENTS OF RAJAMONGALA INSTITUTE OF TECHNOLOGY, KHONKEAN CAMPUS. THESIS ADVISORS: SUPREYA TANSAKUL, M.Ed.,Ph.D, ANCHALEE VONGTANGSWAD, B.Ed.,M.Ed., LUKKHANA THERMSIRIKULCHAI, B.Sc.,M.A. 222 p. ISBN 974-662-333-8

The main purpose of this study was to determine the effectiveness of a health education program on smoking cessation among male students of Rajamongala Institute of Technology, Khonkean campus. The Health Belief Model, Self-control, and Group process were modified in order to formulate the health education program. Samples consisted of 93 male students who voluntarily participated in the program. Forty-seven students, from Rajamongala Institute of Technology, Northeastern campus, Nakonratchasima were assigned to the comparison group. The experimental group, 46 students from Rajamongala Institute of Technology, Khonkean campus was required to attend the following activities : a video, an anatomical model, guide books and a self-control manual about smoking cessation. Self-administered questionnaires were used for data collection before and after the program and during the follow-up stage. Percentage, mean, student's t-test, paired samples t-test, Pearson's Product Moment Correlation coefficient, Chi-square test, Fisher's exact test and Z- test were applied to analyze the data.

The findings showed that the health education program enabled the male students to have significantly more positive perceptions and a significantly more positive level on the practice concerning smoking cessation. In addition to the results above, it was found that the perception in term of perceived benefits and barriers and the practice concerning smoking cessation were significantly related to cigarette quitting behavior. However, the perception in terms of perceived susceptibility and perceived severity were not significantly related to cigarette quitting behavior.