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 SUCHANYA WONGPENG: EFFECTIVENESS OF HEALTH EDUCATION PROGRAM ON PROMOTING BEHAVIORS OF HYPERTENSION PREVENTION AMONG ELDERLY IN BANGKOK COMMUNITY.THESIS ADVISORS:VASON SILPASUWAN,Dr.P.H., VORAPHUN ROONGSIRIWONG,M.Sc (PUBLIC HEALTH), ANCHALEE WONGTANGSAWAD, M. Ed. 195 p. ISBN 974-662-464-4

For the elderly, hypertension may lead to various complications, paralysis or death. Prevention is better than cure. The research objective was to assess the effectiveness of a health education program on promoting behaviors of hypertension prevention among elderly in a Bangkok community. The Health Belief Model, positive and negative health model, motivation by buddies, community health volunteers and presentation of real examples were utilized for the health education program. The experimental group consisted of 33 elderly community members and the comparison group consisted of 50 persons. All the intervention activities were conducted for 5 weeks. The interviewing technique with structured questionnaire was used for data collection, before and after the intervention. Percentage, means, standard deviation, independent samples t- test and paired samples t- test were applied for data analysis.

The results showed that the health education program could enhance elderly significantly improve the elderly's knowledge, perceived susceptibility, perceived benefits and barriers, and self esteem of hypertension prevention behaviors.

Regarding the results of study, the health education program on promoting behaviors of hypertension prevention among elderly in the community should be deployed in other communities to decrease morbidity, mortality and hypertension complications.